



**MAQUOKETA VALLEY  
COMMUNITY SCHOOL DISTRICT**

OFFICIAL BRAND SYSTEM AND STYLE GUIDE

# MVCSD BRAND SYSTEM

## TABLE OF CONTENTS

---

### **BRAND SYSTEM EXPLANATION.....3**

### **THE PRIMARY SYSTEM..... 4**

BRAND COLOR PALLETTE.....5

BRAND TYPOGRAPHY.....6, 7

MV LOGO ..... 8

MASCOT.....9

MASCOT WORDMARK.....10

WILDCATS WORDMARK..... 11

MAQUOKETA VALLEY WORDMARK – HORIZONTAL.....12

MAQUOKETA VALLEY WORDMARK – STACKED.....13

### **THE SECONDARY SYSTEM .....14**

MV WILDCATS WORDMARK..... 15

MV PRIDE WORDMARK.....16

WILDCAT PRIDE WORDMARK.....17

MVHS WORDMAR.....18

SCRATCH LOGO .....19

### **MISUSE & VIOLATIONS ..... 20**

COMMON MISUSE & VIOLATIONS.....21, 22

### **CONTACT ..... 23**

---

# MVCSD BRAND SYSTEM

## **BRAND SYSTEM EXPLANATION**

---

### **MISSION**

The Maquoketa Valley Community School District ensures high levels of learning to empower all students for lifelong success.

### **CORE VALUES**

Maquoketa Valley will ensure high levels of growth and achievement in all academic areas through quality instruction.

Maquoketa Valley will provide a safe environment that supports students' physical, social, emotional, and behavioral well-being.

Maquoketa Valley will effectively manage district resources to ensure quality facilities, transportation, and food services in a safe, and behavioral well-being.

Maquoketa Valley will collaborate with families and the community to ensure a productive partnership.

### **BRAND STANDARDS**

For Maquoketa Valley Community School District to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — without modification — according to the guidelines in this manual.

A stylized, high-contrast illustration of a tiger's face, rendered in shades of grey and olive green against a dark grey background. The tiger's eyes are closed, and its fur is depicted with bold, sweeping lines. The text "THE PRIMARY SYSTEM" is centered horizontally across the middle of the image.

# **THE PRIMARY SYSTEM**

# MVCSD PRIMARY LOGO SYSTEM

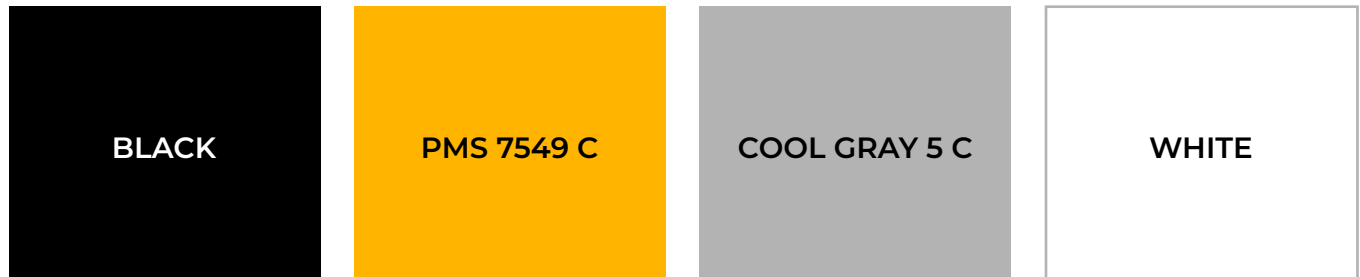
## BRAND COLOR PALLETTE

---

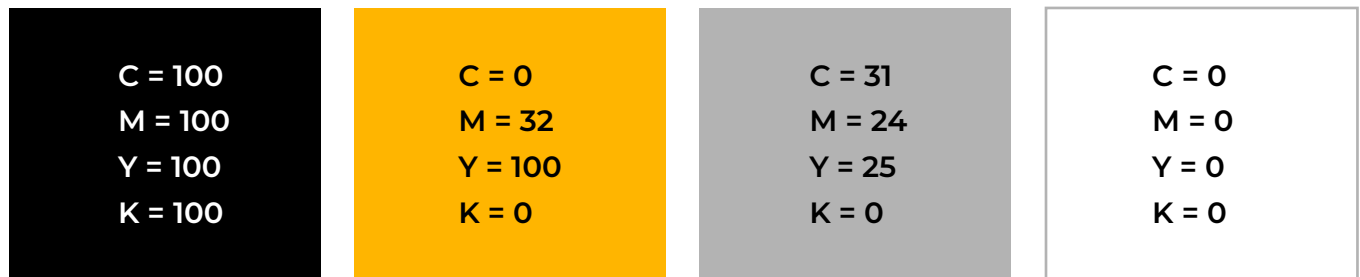


### BRAND COLOR PALLETTE - SPECIFICATIONS

#### PANTONE PROCESS COLOR (PMS)



#### CMYK



#### RGB



#### HEX (SCREEN)



MVCSD PRIMARY LOGO SYSTEM  
**BRAND TYPOGRAPHY**

---

**PRIMARY COPY FONT FAMILY**

The primary copy font iMontserrat is included as a means of providing standard fonts to be used for marketing/promotional purposes (all fonts require purchasing a license to use).

Montserrat can be purchased at:

<https://fonts.adobe.com/fonts/montserrat> or  
<https://fonts.google.com/specimen/Montserrat>

Montserrat Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

Montserrat Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

Montserrat Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

Montserrat Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

Montserrat Extra Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

Montserrat Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

# MVCSD PRIMARY LOGO SYSTEM

## BRAND TYPOGRAPHY

---

### ALTERNATE COPY FONT FAMILY

The alternate copy font, Droid Sans, can be used as an alternative to Montserrat.

Droid Sans can be purchased/downloaded at:  
<https://fonts.adobe.com/fonts/droid-sans> or  
<https://www.fontspace.com/droid-sans-font-f13517>

### Droid Sans Regular

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Droid Sans Bold

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### PRIMARY DISPLAY FONT FAMILY

The primary display font is used to create the MVCSD wordmark logo system. It is approved for main headline use on multimedia. Third Rail can also be used for headlines, subheads and/or short messages to compliment the brand marks.

Third Rail can be purchased at:  
<https://blkbk.ink/products/third-rail-font>

### *THIRD RAIL*

*AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ*  
*0123456789*

MVCSD PRIMARY LOGO SYSTEM

**MV LOGO**

---



COLOR



GRAYSCALE



BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE



MVCSD PRIMARY LOGO SYSTEM  
**MASCOT**



COLOR



GRayscale



BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE

MVCSD PRIMARY LOGO SYSTEM  
**MASCOT WORDMARK**



COLOR



GRAYSCALE



BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE

MVCSD PRIMARY LOGO SYSTEM  
**WILDCATS WORDMARK**

---

**WILDCATS**

COLOR



GRAYSCALE



BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE

MVCSD PRIMARY LOGO SYSTEM  
**MAQUOKETA VALLEY WORDMARK – HORIZONTAL**

---

**MAQUOKETA VALLEY**

COLOR



GRayscale



BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE

MVCSD PRIMARY LOGO SYSTEM  
**MAQUOKETA VALLEY WORDMARK – STACKED**

---

**MAQUOKETA  
VALLEY**

COLOR



GRAYSCALE



BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE

The background of the slide is a stylized, high-contrast illustration of a tiger's head. The tiger is facing right, with its mouth slightly open, showing sharp teeth. The illustration uses a limited color palette of dark grey, light grey, and a muted olive green, set against a dark charcoal background. The tiger's fur is depicted with bold, sweeping lines and sharp points, creating a sense of movement and texture. The overall style is graphic and modern.

# **THE SECONDARY SYSTEM**

MVCSD SECONDARY LOGO SYSTEM  
**MV WILDCATS WORDMARK**

---



COLOR



GRAYSCALE



BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE

MVCSD SECONDARY LOGO SYSTEM  
**MV PRIDE WORDMARK**

---



COLOR



GRAYSCALE



BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE



MVCS D SECONDARY LOGO SYSTEM  
**WILDCAT PRIDE WORDMARK**

---

**WILDCAT  
PRIDE**

COLOR



GRAYSCALE



BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE

MVCSD SECONDARY LOGO SYSTEM  
**MVHS WORDMARK**

---



COLOR



GRAYSCALE



BW (BLACK & WHITE)



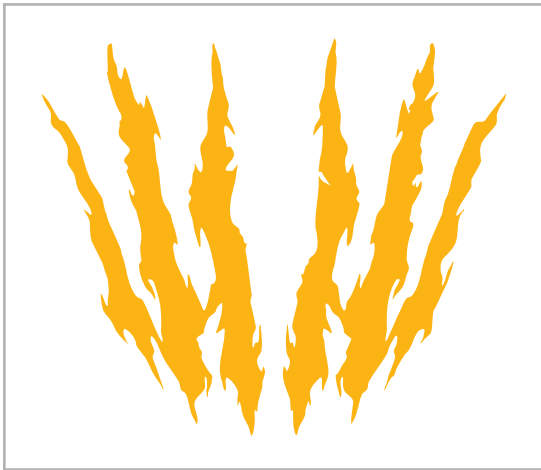
TRANSPARENT BLACK



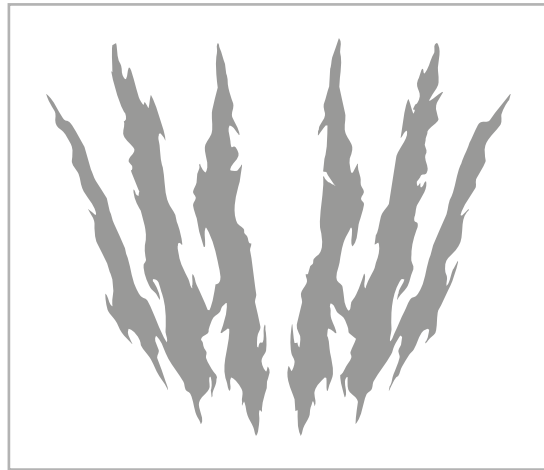
TRANSPARENT WHITE

**SCRATCH LOGO**

---



COLOR



GRAYSCALE



BLACK



WHITE

The background of the slide features a stylized, high-contrast illustration of a tiger's head. The tiger is depicted in shades of dark grey and olive green, with its mouth open in a roar, showing sharp teeth. The overall style is graphic and aggressive, fitting the theme of the text.

# **MISUSE & VIOLATIONS**

# MVCSD LOGO SYSTEM

## COMMON MISUSE & VIOLATIONS

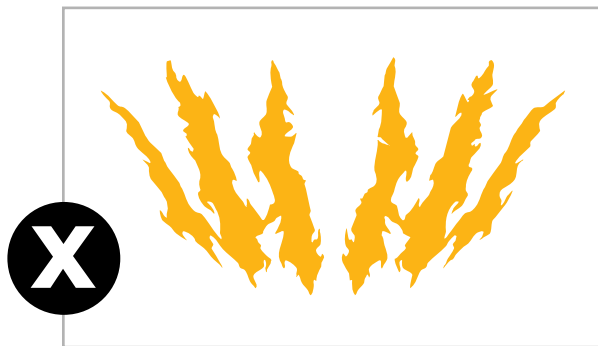
For Maquoketa Valley Community School District to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — without modification — according to the guidelines in this manual. While many violations are depicted, Maquoketa Valley Community School District retains the sole discretion to reject or revoke any or all designs that do not meet its brand standards.



NEVER USE UNAPPROVED COLORS



NEVER ALTER TYPOGRAPHY



NEVER DISTORT MARKS



NEVER RESIZE LOGOMARK ELEMENTS



NEVER FLIP OR REVERSE MARKS WITHOUT PERMISSION



NEVER REARRANGE/OVERLAP THE LOGOMARKS

MVCS D LOGO SYSTEM  
**COMMON MISUSE & VIOLATIONS**



NEVER ALTER THE ANGLE OF MARKS



*LETS GO  
WILDCATS*

NEVER USE UNAPPROVED WORDMARKS



NEVER ADD SHAPES TO THE LOGOS



NEVER USE THE LOGOMARKS ON AN  
INCORRECT BACKGROUND COLOR



NEVER USE ALTERNATE COLORS OR  
FLIP COLORS WITHIN THE LOGOS



*WILDCATS  
FOOTBALL*

NEVER USE UNAPPROVED LOGOTYPE  
COMBINATIONS



*WILDCAT  
PRIDE*

NEVER CHANGE DESIGNATED  
TYPOGRAPHY PROPORTIONS



NEVER USE COLORS TOO CLOSE IN HUE,  
ALWAYS CONSIDER READABILITY

# MVCSD BRAND SYSTEM

## **CONTACT**

---

All logos and artwork included in this guide are trademarks of Maquoketa Valley Community School District. Reproduction without the expressed written consent of Maquoketa Valley Community School District or its licensing agent is strictly prohibited.

For information about the specifications included in this guide, or questions regarding specific use, please contact:

### **MAQUOKETA VALLEY ACTIVITIES**

**Matt Seabold**

**ACTIVITIES DIRECTOR**

**(563) 922-2091**

[mattseabold@maquoketa-v.k12.ia.us](mailto:mattseabold@maquoketa-v.k12.ia.us)



© 2024 MAQUOKETA VALLEY COMMUNITY SCHOOL DISTRICT

---