



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 SYSTEM14

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.

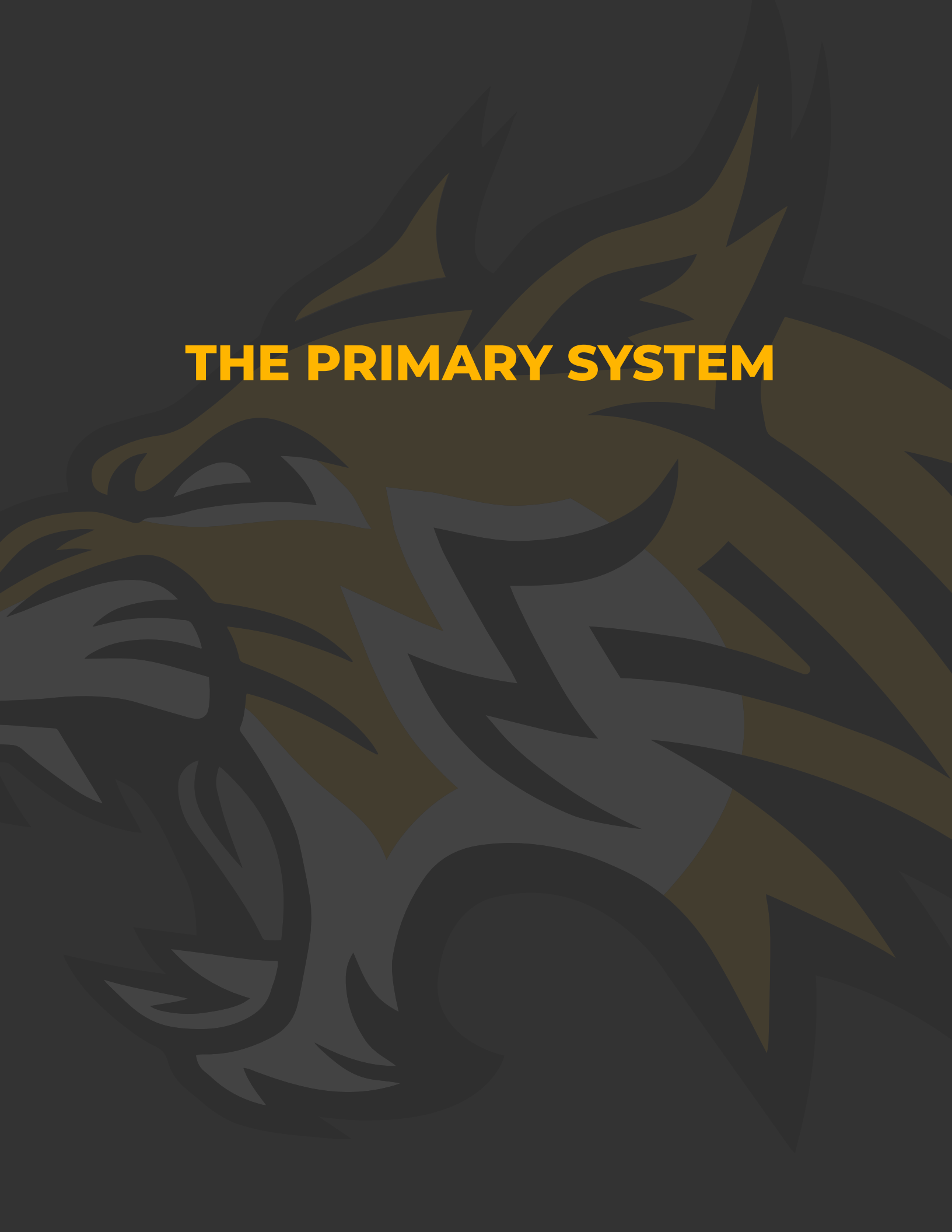
Maquoketa Valley will provide a safe environment that supports students' physical, social, emotional, and behavioral well-being.

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 head in profile, facing left. The tiger is rendered in shades of brown, tan, and grey, with bold black outlines for its stripes and facial features. The background is a solid dark grey.

THE PRIMARY SYSTEM

MVCSD PRIMARY LOGO SYSTEM

BRAND COLOR PALLETTE

BLACK	GOLD	GRAY	WHITE
--------------	-------------	-------------	--------------

BRAND COLOR PALLETTE - SPECIFICATIONS

PANTONE PROCESS COLOR (PMS)

BLACK	PMS 7549 C	COOL GRAY 5 C	WHITE
--------------	-------------------	----------------------	--------------

CMYK

C = 100 M = 100 Y = 100 K = 100	C = 0 M = 32 Y = 100 K = 0	C = 31 M = 24 Y = 25 K = 0	C = 0 M = 0 Y = 0 K = 0
--	---	---	--

RGB

R: 0 G: 0 B: 0	R: 255 G: 181 B: 0	R: 179 G: 179 B: 179	R: 255 G: 255 B: 255
-------------------------------	-----------------------------------	-------------------------------------	-------------------------------------

HEX (SCREEN)

#000000	#FFB500	#B3B3B3	#FFFFFF
----------------	----------------	----------------	----------------

MVCSD PRIMARY LOGO SYSTEM

BRAND TYPOGRAPHY

PRIMARY COPY FONT FAMILY

The primary copy font iMonserrat 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



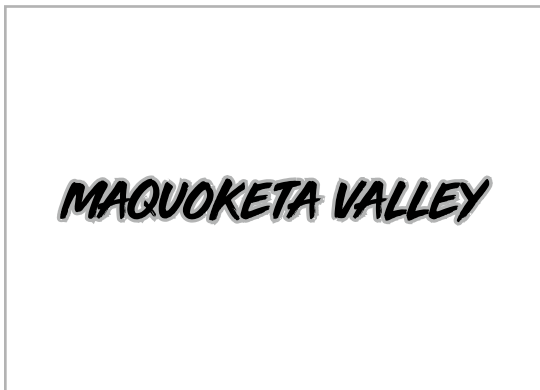
TRANSPARENT WHITE

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



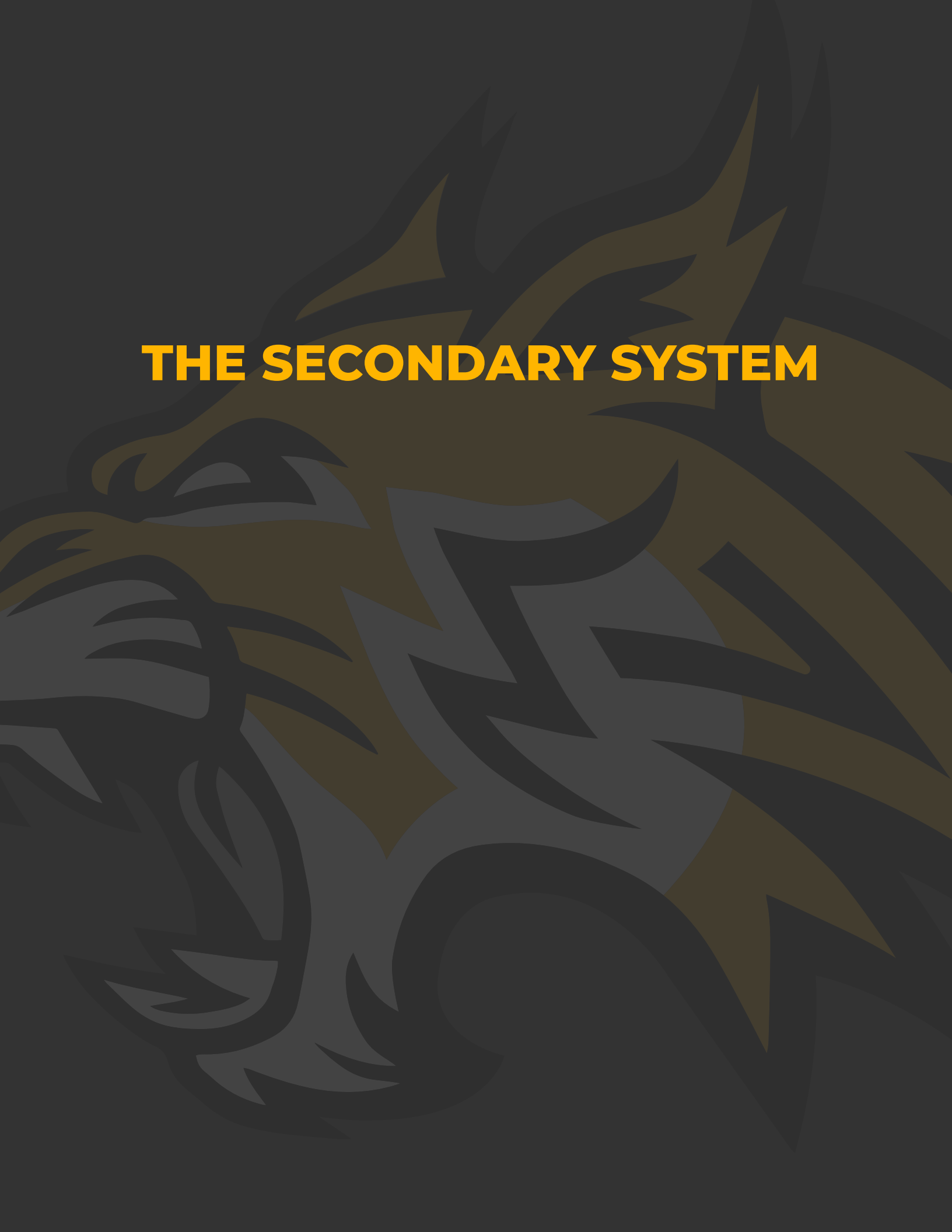
BW (BLACK & WHITE)



TRANSPARENT BLACK



TRANSPARENT WHITE

A stylized, high-contrast illustration of a tiger's head in profile, facing left. The tiger is rendered in shades of brown, tan, and grey, with bold black outlines for its stripes and facial features. The background is a solid dark grey.

THE SECONDARY SYSTEM

MVCSD SECONDARY LOGO SYSTEM
MV WILDCATS WORDMARK

**MV
WILDCATS**

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

MVCSD 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)

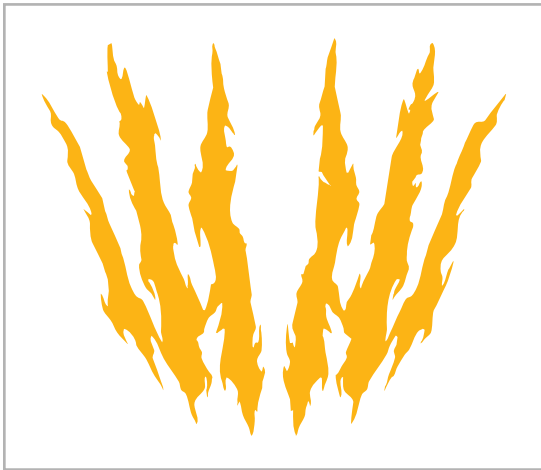


TRANSPARENT BLACK

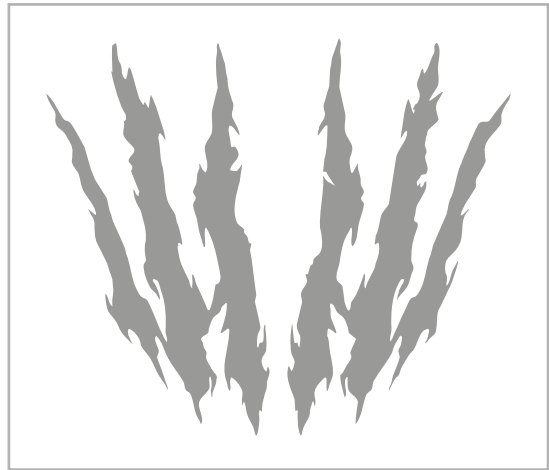


TRANSPARENT WHITE

SCRATCH LOGO



COLOR



GRAYSCALE



BLACK



WHITE

A stylized, high-contrast illustration of a tiger's head in profile, facing left. The tiger is rendered in shades of brown, tan, and grey, with bold black outlines for its stripes and facial features. The background is a solid dark grey. The text "MISUSE & VIOLATIONS" is centered over the tiger's face.

MISUSE & VIOLATIONS

MVCSD LOGO SYSTEM

COMMON MISUSE & VIOLATIONS

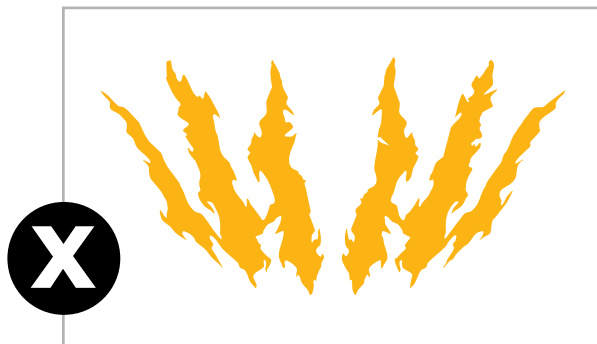
For Maquoketa Valley Community School District to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — without modification — according to the guidelines in this manual. While many violations are depicted, Maquoketa Valley Community School District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

MVCSD LOGO SYSTEM

COMMON MISUSE & VIOLATIONS



NEVER ALTER THE ANGLE OF MARKS



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



NEVER USE UNAPPROVED LOGOTYPE COMBINATIONS



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

Scot Moenck

ACTIVITIES DIRECTOR

(563) 922-9411

scotmoenck@maquoketa-v.k12.ia.us



© 2024 MAQUOKETA VALLEY COMMUNITY SCHOOL DISTRICT
