

Guidelines for Using the Graphic Identity System



Regarding the Menlo School
Graphic Identity System, contact:
Menlo's Communications Department
50 Valparaiso Avenue
Atherton, California 94027
Phone 650.330.2001 - extension 2557
Fax 650.330.2012
communications@menloschool.org

Guidelines Sheets

- ☐ 3 - Primary School Identity
- ☐ 4 - Anatomy of the Identity Elements
- ☐ 5 - Signature System
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- ☐ 7 - Seal and Signature Size Versions
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Digital Reproduction Art Files

- School Seal - .jpg and .eps
- School Signature
Horizontal Configuration - .jpg and .eps
- School Signature
Centered Configuration - .jpg and .eps
- School Signature
Stacked Configuration - .eps only
- School Activities Signatures
- Division/Department Signatures
- Special Athletics Logo
- Special Creative Arts Logo
- Alumni Association Identity
- Annual Fund Identity
- Menlo Magazine Identity
- E Notes Identity
- Menlo Memo Identity
- Challenge 2012 Identity

For answers to questions about using the Menlo School Graphic Identity elements, or for additional digital reproduction art, contact:

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School Seal

- Official seal for Menlo School
- Classic and formal
- Expresses heritage and tradition
- Emphasis on tree



School Signature

- Brand signature for Menlo School
- Contemporary and promotional
- Expresses conversational accessibility
- Emphasis on name



Menlo School

Colors:

Menlo School Gold: Pantone 143 (coated)

Menlo School Gold: Pantone 129 (uncoated)

Menlo School Blue: Pantone 286

School Seal

Golden Ring: Specifically proportioned thickness in relation to overall diameter.



School Name: Specially typeset in Myriad Roman and carefully letterspaced.

Menlo School Tree: True classic wood engraving based on historic tree image.

Inception Date: Also specially typeset in Myriad Roman.

School Signature

Symbol: Consists of the Golden Ring and the Menlo School Tree.



Menlo School

Logotype: Specially typeset in Myriad Roman. Carefully sized and positioned in relation to the symbol.
Note: Do not typeset this yourself. Always use the official digital reproduction art.

School Seal



School Signature



School Activities



School Divisions and Departments



Special School Logos



Horizontal Configuration

- Preferred for most situations



Centered Configuration

- Requires less horizontal space
- Works well with centered layouts



Stacked Configuration

- Requires least horizontal and vertical space
- Use only when space is very limited



Versions of the Tree



Version **A**



Version **B**



Version **C**

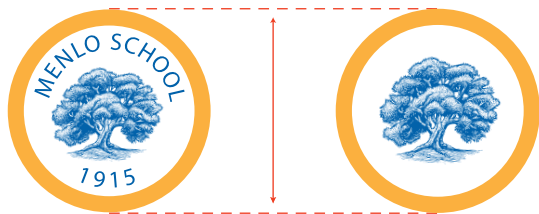
The digital art file for each Version **A**, **B** and **C** of the Seal or Signature, contains the correct version of the Tree for its intended size range. Always be careful to work with the correct version when resizing the Seal or a Signature configuration. Also, never reduce the Seal or Signature so small that it will not reproduce accurately.

Diameter of the Golden Ring:

Up to 3 inches, use Version **A**

3 inches to 12 inches, use Version **B**

Above 12 inches, use Version **C**



Menlo School

Follow these steps:

- Start with either the School **Activities** signature template, or the School **Divisions/Departments** signature template
- Save a copy and change the name on the second line
- Don't change the relative sizes or positions of elements as shown here

School Activities

- Be sure to retain the Myriad Roman font for the activity name
- Use upper and lower case
- The correct tracking setting is zero... Please don't change it!



School Divisions and Departments

- Use the Minion Regular font for the division or department name
- Use all capitals
- Stick with the correct tracking setting of 100



Minion Family

- Use the Regular weight for most situations
- Use Semibold or Bold for emphasis
- Use Expert “Old Style Figures” for numerals on stationery and business cards

Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Exp (Expert - “Old Style Figures”)

1234567890

Myriad Family

- Use the Roman weight for most situations
- Use italic or bold for emphasis

Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Myriad Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Seal and Signature Colors

- For Menlo School Gold, use PANTONE® 143
 - CMYK C: 0, M: 35, Y: 85, K: 0
 - RGB R: 254, G: 166, B: 32
 - WEB Safe: f1b256*
-
- For Menlo School Blue, use PANTONE 286
 - CMYK C: 100, M: 60, Y: 0, K: 5.88
 - RGB R: 11, G: 61, B: 145
 - WEB Safe: 215da5*



Pantone 143

Menlo School
Gold

Pantone 286

Menlo School
Blue

Pantone 295

Menlo Athletics
Blue

- For Menlo Athletics Blue, use PANTONE 295
- CMYK C: 100, M: 91, Y: 37, K: 47
- RGB R: 0, G: 28, B: 72
- WEB Safe: 001C48*

Color Palette

- When choosing colors to use in your designs and page layouts, give first consideration to the colors specified in this palette



Pantone 116

Menlo School
YellowC0,M16,Y90,K0
WEB Safe: fed12f

Pantone Orange 021

Menlo School
OrangeC0,M53,Y100,K0
WEB Safe: f78e1e

Pantone 185

Menlo School
RedC0,91,76,K0
WEB Safe: ef3e42

Pantone 254

Menlo School
PurpleC43,95,Y0,K0
WEB Safe: 9d3393

Pantone Process Blue

Menlo School
Light BlueC100,M10,Y0,K10
WEB Safe: 0093d0

Pantone Green

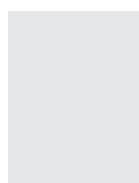
Menlo School
GreenC100,M0,Y59,0
WEB Safe: 00a88f

Pantone 7517

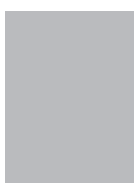
Menlo School
BrownC0,M55,Y60,K27
WEB Safe: bd6d50Pantone 116
(50%)Pantone Orange 021
(50%)Pantone 185
(50%)Pantone 254
(50%)Pantone Process Blue
(50%)Pantone Green
(50%)Pantone 7517
(50%)

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

*WEB Safe specifications for the Menlo School colors may shift value depending on platform.



Pantone Cool Gray 2

Menlo School
Light Gray

Pantone Cool Gray 6

Menlo School
Medium Gray

Pantone Cool Gray 10

Menlo School
Dark Gray

Full Color on White



Menlo School

Full Color on Blue

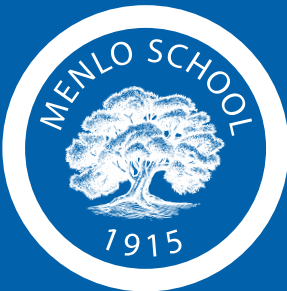


Menlo School

One Color on White



One Color on Blue



One Color on White



One Color on Gold



One Color on White



One Color on Black



Black elements on 30% tint of black or lighter



Menlo School

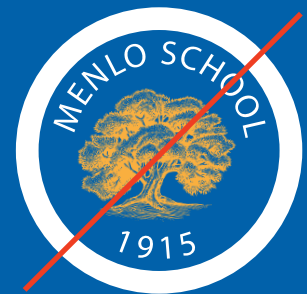
White elements on 50% tint of black or darker



Menlo School

Note: Follow the guidelines on this page when using the Seal or Signature as graphic identity for the School. For a more subtle reinforcement of the brand, you may display the graphic elements with less contrast.

Don't reassign or rearrange the Seal or Signature colors.



Consistent color placement is important. Please don't shuffle the colors around.



Don't apply inappropriate colors when using the Seal or Signature as graphic identity for the School.



Don't allow insufficient contrast when using the Seal or Signature as graphic identity for the School.



Graphic Linkage

- Golden Ring visually links these sub-identities to the School Seal and Signature
- Type treatments use Minion or Myriad
- Digital art is available
- Always reproduce from the official digital art
- Don't modify or rearrange the elements
- Contact Marian Cavanagh, Director of Communications, to obtain digital art or if new logos need to be developed

