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

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Atherton, California 94027
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communications@menloschool.org
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
Anatomy of the Identity Elements - 4

School Seal

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

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

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

Inception Date: Also specially typeset in Myriad Roman.

Colors:
Menlo School Gold: Pantone 143 (coated)
Menlo School Gold: Pantone 129 (uncoated)
Menlo School Blue: Pantone 286

School Signature

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

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.
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
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
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

Myriad Family

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

Minion Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Minion Semibold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Minion Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Minion Exp (Expert - “Old Style Figures”)

```
1234567890
```

Myriad Regular

```
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*
- 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

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.
Full Color on White

Full Color on Blue
One Color on White

One Color on Blue
One Color on White

One Color on Black

Menlo School
Black elements on 30% tint of black or lighter

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.

White elements on 50% tint of black or darker
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