

Guidelines Sheets

- ☐ 3 - Primary School Identity
- ☐ 4 - Anatomy of the Identity Elements
- ☐ 5 - Signature System
- ☐ 6 - Signature Configurations
- ☐ 7 - Seal and Signature Size Versions
- ☐ 8 - Setting Up Signatures for School Activities, Divisions and Departments
- ☐ 9 - Type Families
- ☐ 10 - Color Specifications
- ☐ 11 - Full-Color Seal and Signature
- ☐ 12 - One-Color Seal and Signature - Blue
- ☐ 13 - One-Color Seal and Signature - Gold
- ☐ 14 - One-Color Seal and Signature - Black
- ☐ 15 - Maintain Sufficient Contrast
- ☐ 16 - Incorrect Color
- ☐ 17 - Inappropriate Color or Contrast
- ☐ 18 - Identities for Linked Organizations and Publications

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:

Menlo's Communication Dept.
50 Valparaiso Avenue
Atherton, California 94027
Phone 650.330.2001 - extension 2557
Fax 650.330.2012
communications@menloschool.org