

Seals – Usage Guidelines

1. Seal A – One Color

- Note that this seal includes Version A of the tree. This is the correct version for its intended size range.
- Do not use insufficient contrast with using the Seal: see image on pages 15 and 17 of the Menlo School Identity Guidelines document.
- When using black as the seal color, the chosen background must be secondary colors, such as white or light/medium gray (Pantone Cool Gray 2 or 6). Black elements on 30% tint of black or lighter.
- If changing the seal color to white, the background can be black or light/medium gray (Pantone Cool Gray 2 or 6). White elements on 50% tint of black or darker.

2. Seal B – One Color

- Note that this seal includes Version B of the tree. This is the correct version for its intended size range.
- Do not use insufficient contrast with using the Seal: see image on pages 15 and 17 of the Menlo School Identity Guidelines document.
- When using black as the seal color, the chosen background can be white or light/medium gray (Pantone Cool Gray 2 or 6). Black elements on 30% tint of black or lighter.
- If changing the seal color to white, the background can be black or light/medium gray (Pantone Cool Gray 2 or 6). White elements on 50% tint of black or darker.

3. Seal C – One Color

- Note that this seal includes Version C of the tree. This is the correct version for its intended size range.
- Do not use insufficient contrast with using the Seal: see image on pages 15 and 17 of the Menlo School Identity Guidelines document.
- When using black as the seal color, the chosen background can be white or light/medium gray (Pantone Cool Gray 2 or 6). Black elements on 30% tint of black or lighter.
- If changing the seal color to white, the background can be black or light/medium gray (Pantone Cool Gray 2 or 6). White elements on 50% tint of black or darker.

4. Seal A – Full Color

- Note that this seal includes Version A of the tree. This is the correct version for its intended size range.
- When using this seal, the background should be white.
- The color of the entire seal can also be changed to one color: blue (with a white background) white (with a blue or yellow background) or yellow (with a white background).
- The seals cannot be rearranged or shuffled around in any way. See an example of this on page 16 of the Menlo School Identity Guidelines document.
- Do not use inappropriate colors when using the Seal. See the image on page 17 of the Menlo School Identity Guidelines document.
- Pantone Colors must match the following: 143C for Yellow, 286C for Blue, and Pantone Cool Gray 2 or 6.

5. Seal B – Full Color

- Note that this seal includes Version B of the tree. This is the correct version for its intended size range.
- When using this seal, the background should be white.
- The color of the entire seal can also be changed to one color: blue (with a white background) white (with a blue or yellow background) or yellow (with a white background).
- The seals cannot be rearranged or shuffled around in any way. See an example of this on page 16 of the Menlo School Identity Guidelines document.
- Do not use inappropriate colors when using the Seal. See the image on page 17 of the Menlo School Identity Guidelines document.
- Pantone Colors must match the following: 143C for Yellow, 286C for Blue, and Pantone Cool Gray 2 or 6.

6. Seal C – Full Color

- Note that this seal includes Version C of the tree. This is the correct version for its intended size range.
- When using this seal, the background should be white.
- The color of the entire seal can also be changed to one color: blue (with a white background) white (with a blue or yellow background) or yellow (with a white background).
- The seals cannot be rearranged or shuffled around in any way. See an example of this on page 16 of the Menlo School Identity Guidelines document.
- Do not use inappropriate colors when using the Seal. See the image on page 17 of the Menlo School Identity Guidelines document.
- Pantone Colors must match the following: 143C for Yellow, 286C for Blue, and Pantone Cool Gray 2 or 6.