THE IMPORTANCE OF BRANDING

A BRAND IS A FEELING. Enormously powerful. Enormously impactful.

Building a brand takes vision. It takes passion and dedication. It takes agreement and teamwork. And perhaps most importantly, it takes discipline. The discipline to never waiver from your brand’s DNA and what your message to the world will be. We created these guidelines so the values of the MCCSC brand are not just in the hearts and minds of a few, but in the hundreds of you who will use this brand and share it with the community.

It is impossible to overemphasize the importance of brand consistency. Studies prove consistency increases awareness and helps cement an emotional connection to a brand. The more single-minded we are, the more powerful the MCCSC brand will be. It is that simple.
COMMUNICATING THE MCCSC BRAND

The MCCSC brand message and attributes are represented in all mediums of communications through consistent use of color, typography, and photography. Proper usage is important to ensure a quality image of our school corporation.

The brand elements include:
- The MCCSC Logo, MCCSC Name & Acronym, color scheme, fonts and images.

OUR MISSION
Empowering students to maximize their educational success to become productive, responsible global citizens.

OUR VISION
We envision a world-class learning community that educates tomorrow’s leaders.

OUR CORE VALUES
Value 1: Engagement
All students can learn. We teach all students. No exceptions. All students deserve rigorous, diverse curricular and extracurricular programs, integrated with technology. Such programs balance student’s needs and interests, resulting in high levels of student engagement, achievement and completion.

Value 2: Empowerment
All students are diverse and unique. When students are empowered, self-esteem grows. All students’ experiences and perspectives are assets that reflect the strength of our schools and the values of our community. Such assets, when respected, nurtured and explored, promote their academic success and the success of their peers.

Value 3: Environment
All students thrive in a positive, creative and stimulating learning and working environment. All employees excel in a culture actively supported by professional development opportunities. Highly-trained, highly-valued teachers and staff are pivotal to the continuous improvement and success of our students. All students deserve, and we will provide, a healthy, safe and secure learning environment.

OUR BRAND
To the students, faculty and patrons of Monroe County, MCCSC is a world-class education system that prepares students for the future by creating innovative, engaging and positive learning opportunities using a vast array of resources including the latest forms of technology.
There is something really special about being a part of MCCSC, whether you are a student, teacher, administrator or support staff member. We are positive and hard working. We believe that a great education is a key factor in creating a happy, successful future. But, it is more than just education — it is an experience.

The experiences that happen during our school days
create accomplishments,
create character,
create friendships,
and
create lifelong memories.

What makes MCCSC special is the extra effort we put into helping our students find and grow their individual strengths. At MCCSC education is more than books, computers, lessons and grades. We encourage all students to be engaged in extracurricular activities to grow in different ways. In these activities they learn teamwork, discipline, a strong work ethic, integrity, confidence and establish a stronger sense of self.

We realize that, today, parents have more choices than ever when educating their children. We are proud of the fact that MCCSC remains the top choice as a leader in public education. Our values reflect an appreciation for the diversity of our school community. We invest in our students and believe in their ability to learn.

We also believe that a robust curriculum powered by technology and extracurricular programs motivates our students to learn and achieve.

Most importantly, our students enjoy a healthy, safe and secure learning environment supported by the most highly qualified and caring teachers and staff members. We were able to become a 2012 Indiana “A” School by staying focused on our mission: empowering students! Together, we inspire students and help them find their individual passion that will guide their future.
MCCSC LOGO STANDARDS

The following symbol has been developed for MCCSC. There are several configurations of the MCCSC logo—with the tagline, without the tagline, with the app background, without the app background, and with the words Monroe County Community School Corporation written out adjacent to the image. Any version may be used. We offer several orientations, sizes, and color options to best fit your design needs.

To maintain consistency, proportions and colors must not be altered.
Logos without App Background (Use only when necessary)

MCCSClogo.NoApp.jpg
MCCSClogo.NoApp.png
MCCSClogo.NoApp.eps
MCCSClogo.NoApp.ai

MCCSClogo.NoApp.BLUE.541.jpg
MCCSClogo.NoApp.BLUE.541.png
MCCSClogo.NoApp.BLUE.541.eps
MCCSClogo.NoApp.BLUE.541.ai

MCCSClogo.NoApp.BW.jpg
MCCSClogo.NoApp.BW.png
MCCSClogo.NoApp.BW.eps
MCCSClogo.NoApp.BW.ai

MCCSClogo.NoApp.6.6wBLUE.541.17pctB.png

Tagline & Format for White Background

ENGAGE. EMPOWER. EDUCATE.

ENGAGE. EMPOWER. EDUCATE.

ENGAGE. EMPOWER. EDUCATE.

Black box is not in artwork. White words must be placed on black.

MCCSC.Logo.App.WhiteName.NoTagOL.jpg
MCCSC.Logo.App.WhiteName.NoTagOL.png
MCCSC.Logo.App.WhiteName.NoTagOL.eps
MCCSC.Logo.App.WhiteName.NoTagOL.ai

(This file includes the blue background.)
UNACCEPTABLE USE

Do not resize.  
Do not use other colors.  

Do not make a jpg image larger than its original size. (image will pixelated)  
Do not put a jpg image on a colored background to avoid a white box.

Which format to use?

JPG - Use for web or print on a white background. For print you must use 300dpi version.  
.jpg - web (minimum 72dpi)  
.jpg - print (300dpi)

PNG - Use PNG for web or print when placing on a colored background  
.png - web (minimum 72 dpi)  
.png - print (300 dpi)

.eps - vector graphic that can be resized. Used in professional design programs for printing.

.ai - Adobe Illustrator - original format - Use for professional printing with Adobe software.
COLOR STANDARDS
MCCSC COLOR STANDARDS

Standardizing a strong color palette enhances the impact of the MCCSC brand. When used consistently over time, colors become associated with organizations. Consistent use of the MCCSC color palette will make our school corporation more recognizable, uniform and connected. These colors provide a strong visual link across a wide range of applications.

SECONDARY COLORS

The secondary color palette should be used as an accent or to highlight. Do not use these colors as the dominant color field. Avoid using these colors as the dominant color. In corporate communications the blue and gold colors should dominate.

(Black may always be used in layouts.)

BLUE

- **PMS**: 541 U
- **CMYK**: (100, 57, 0, 38)
- **RGB**: (0, 70, 127)
- **HEX**: 00467F

GOLD

- **PMS**: 130 U
- **CMYK**: (0, 30, 100, 0)
- **RGB**: (253, 185, 19)
- **HEX**: FDB913

RED

- **PMS**: 185 U
- **CMYK**: (0, 91, 76, 0)
- **RGB**: (239, 62, 66)
- **HEX**: EF3E42

GRAY (55% black)

- **PMS**: N/A
- **CMYK**: (0, 0, 0, 55)
- **RGB**: (138, 140, 142)
- **HEX**: 8A8C8E

GREEN

- **PMS**: 363 U
- **CMYK**: (68, 0, 100, 24)
- **RGB**: (69, 149, 57)
- **HEX**: 439539
It is important to also be consistent with typefaces to maintain the proper brand image. Helvetica Neue has been selected for most applications because it is modern, simple and easy to read.

For those who do not have access to Helvetica Neue (word processed communications, presentations and websites), the original Helvetica font or Arial font may be substituted. No other typefaces, no matter how similar they appear, may be used.

**PRIMARY TYPEFACE**

**Helvetica Neu**

**HELVETICA NEUE LIGHT**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"

**HELVETICA NEUE REGULAR**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"

**HELVETICA NEUE BOLD**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"

**HELVETICA NEUE LIGHT ITALIC**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"

**HELVETICA NEUE REGULAR ITALIC**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"

**HELVETICA NEUE BOLD ITALIC**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"

**SECONDARY TYPEFACES**

**Helvetica**

**HELVETICA REGULAR**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"

**HELVETICA BOLD**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"

**Arial**

**ARIAL REGULAR**

ABCDEFHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"

**ARIAL BOLD**

ABCDEFHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()<>"
WEBSITE GUIDELINES

Just as there are standards for print media, branding is equally important when using electronic or social media outlets such as websites, Twitter or Facebook.

All Monroe County School Corporation, school or departmental web pages or social media sites contain the official logo and/or name of our school corporation. Any design changes to the our website templates or social media templates must be pre-approved by the Director of School and Community Services or the Director of eLearning Strategies.

For more information, please contact Beverly Smith at (812) 330-7700, Ext. 50263 or bevsmith@mccsc.edu.

Website Colors

**BLUE**
RGB: \((0, 70, 127)\)
HEX \(00467F\)

**GOLD**
RGB: \((253, 185, 19)\)
HEX \(FDB913\)

**GREY**
RGB: \((138, 140, 142)\)
HEX \(FDB913\)

Website Fonts

**Helvetica font family**

```
abcdefghijklmnopqrstuvwxyz !@#$%^&*()_+<>?
```

**Arial font family**

```
abcdefghijklmnopqrstuvwxyz !@#$%^&*()_+<>?
```

Website Graphics Formats

**.jpg** - Use .jpg for photos on a white background

**.png** - Use .png for photos on any colored background. The .png format provides a transparent background which **eliminates the white box** that would show if using a .jpg format.

**.gif** - Use .gif for simple clip art created with solid colors (not a photo made of a group of pixels).
STATIONARY STANDARDS
STATIONARY GUIDELINES

Stationery is one of our most common communication tools, and it often creates the first impression of MCCSC. In order to create a highly professional, positive, and consistent image for MCCSC, it is imperative that the MCCSC stationary present a unified image throughout the entire system. In our communications with the community it is important to be consistent with our, letterhead, business cards and envelopes.

LETTERHEAD

Each school must used the MCCSC logo in the footer of their letterhead as shown in the example. Fonts used on the stationery are Helvetica Neu, Helvetica and Arial. Only make black and white copies of the stationery when absolutely necessary as black and white versions tend to weaken the brand. Only make black and white copies of the stationary when absolutely necessary as black and white versions tend to weaken the brand.

BUSINESS CARDS

On business cards, schools must use the same layout standard and use the MCCSC logo on the back of the card.
June 10, 2013

First Last Name
Title
Address 1
City, State, XXXXX

Dear (Person’s Name),

1st Paragraph Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in volupatate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

2nd Paragraph Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in volupatate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

3rd Paragraph Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in volupatate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Salutation,

Author’s Name
Title
June 10, 2013

First Last Name  
Title
Address 1  
City, State, XXXXX

Dear (Person’s Name),

1st Paragraph Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

2nd Paragraph Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

3rd Paragraph Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Salutation,

Author’s Name  
Title