Joplin Schools

Brand GUIDELINES

IDENTITY COLORS

EAGLE RED	EAGLE BLUE	GRAY/SILVER	GOLD ACCENT	SKY ACCENT

PROCESS COLOR
(Use for full-color printing)

C=0 M=100 Y=61 K=42

PROCESS COLOR
(Use for full-color printing)

C=100 M=46 Y=0 K=70

PROCESS COLOR
(Use for full-color printing)

C=0 M=0 Y=0 K=44

PROCESS COLOR
(Use for full-color printing)

C=0 M=20 Y=80 K=0

PROCESS COLOR
(Use for full-color printing)

C=8 M=0 Y=2 K=0

RGB VALUES
(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)

R=102 G=0 B=0

Hex Color #660000

RGB VALUES
(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)

R=0 G=0 B=51

Hex Color #000033

RGB VALUES
(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)

R=142 G=142 B=139

Hex Color #8E8E8E

RGB VALUES
(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)

R=255 G=204 B=78

Hex Color #FFCC4E

RGB VALUES
(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)

R=231 G=245 B=247

Hex Color #E7F5F7

PANTONE
(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)

PMS 202

PANTONE
(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)

PMS 296

PANTONE
(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)

PMS 423 (gray)
PMS 877 (silver)

PANTONE
(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)

PMS 128

PANTONE
(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)

PMS 656

DOCUMENT FONT PREFERENCES

<u>HEADINGS:</u>   **MYRIAD PRO BOLD CONDENSED**

<u>SUBHEADINGS:</u>   MYRIAD PRO CONDENSED

<u>BODY TEXT:</u>   Myriad Pro (10 pt minimum) or Calibri (11 pt minimum)

Joplin Schools

Times Bold Italic - In *MS Word* under Format/Font, change character spacing to Condensed by 2pt. *Adobe InDesign*: adjust tracking appropriate to font size.

JOPLIN EAGLE LOGO USAGE

The Joplin Schools Eagle logo should never be less than 1/2" tall with appropriate margins.

The Eagle must always face to the left.

Standard logo should be in color: PMS 202, PMS 296, PMS 423, and white *or* use CMYK equivalents.

Grayscale and single color versions are acceptable as shown.

Logo must be white with white outline when placed on a dark colored background.

Opacity may be reduced when using a white or black single color logo to create a watermark effect.

Full color Eagle

Full color Eagle - white outline on dark background

Grayscale Eagle

Grayscale Eagle - white outline on dark background

Single color Eagles on white background

White Eagle on dark background

THESE VERSIONS ARE NOT ACCEPTABLE:

WHITE LOGO ON A DARK BACKGROUND MUST HAVE WHITE OUTLINE.
This is the recommended format for vehicle decals.

JOPLIN SCHOOLS TEXT LOGO USAGE

The Joplin Schools text logo should never be less than 1/4" tall with appropriate margins to ensure readability.

The text logo may be used in any of the approved Joplin Schools identity colors plus black or white (on a dark background).

Opacity may be reduced when using a white or black text logo to create a watermark effect.

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The Joplin Schools Eagle and text logos may also be used together with the width of each being equal. The same usage rules must be observed.

JOPLIN CREST LOGO USAGE

Full color Joplin Schools Crest
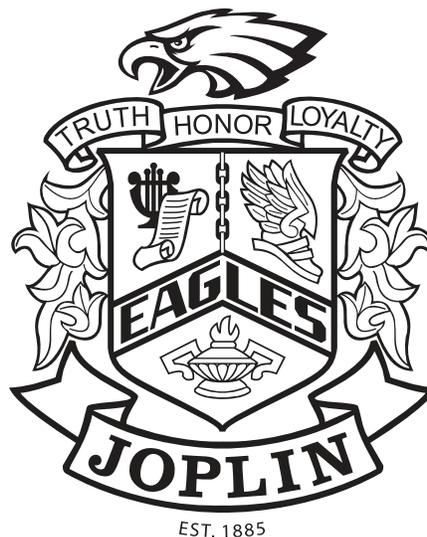
Single color Joplin Schools Crest
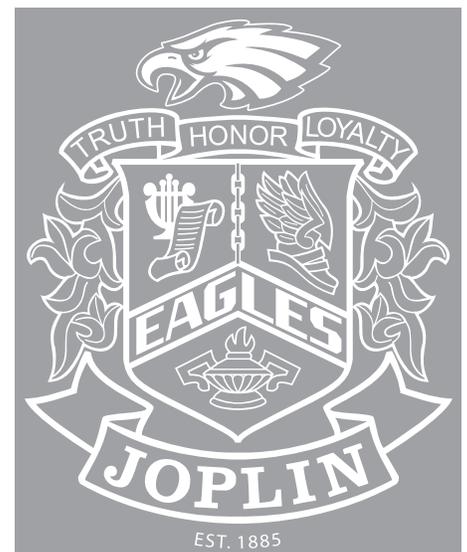
White Joplin Schools Crest on dark background

JOPLIN EAGLE LOGOS WITH SCHOOL NAMES

These are examples of the Joplin Eagle logo with each school name in the same style as the Eagle with Text logo. All logo rules and guidelines contained in this document must be applied. *Uses: documents, website, signage, etc.*

Joplin Schools

Soaring Heights ELEMENTARY   **Soaring Heights** ELEMENTARY

Royal Heights ELEMENTARY   **Royal Heights** ELEMENTARY

Eastmorland ELEMENTARY   **Eastmorland** ELEMENTARY

Kelsey Norman ELEMENTARY   **Kelsey Norman** ELEMENTARY

McKinley ELEMENTARY   **McKinley** ELEMENTARY

West Central ELEMENTARY   **West Central** ELEMENTARY

Jefferson ELEMENTARY   **Jefferson** ELEMENTARY

Columbia ELEMENTARY   **Columbia** ELEMENTARY

Stapleton
ELEMENTARY

Stapleton
ELEMENTARY

Cecil Floyd
ELEMENTARY

Cecil Floyd
ELEMENTARY

Irving
ELEMENTARY

Irving
ELEMENTARY

Early Childhood

Early Childhood

Roi S. Wood
CAMPUS

Roi S. Wood
CAMPUS

North
MIDDLE SCHOOL

North
MIDDLE SCHOOL

South
MIDDLE SCHOOL

South
MIDDLE SCHOOL

East
MIDDLE SCHOOL

East
MIDDLE SCHOOL

Joplin
HIGH SCHOOL

Joplin
HIGH SCHOOL