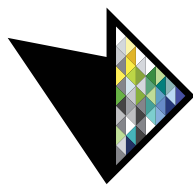




# Brand Guidelines



**Midland Public Schools**  
*Inspiring Excellence*

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**Learning. Leading.  
Together.**

Lead with respect, trust and courage. Ensure an equitable, collaborative and inclusive culture.  
Enable all to achieve success.

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## LOGO WITH TAGLINE

It is important that the logo remain consistent. Please do not distort or change the logo in any way.

The full color logo with tagline is the preferred logo choice. This logo should be used with any external facing materials such as flyers, posters, social posts, etc.

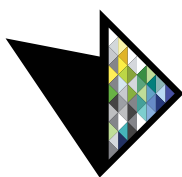


**Midland Public Schools**  
*Inspiring Excellence*

FULL COLOR



REVERSED



**Midland  
Public Schools**  
*Inspiring Excellence*

FULL COLOR



REVERSED

## LOGO WITHOUT TAGLINE

Use the logo without a tagline on Midland Public Schools forms or official documents such as letterhead, contracts, or memos.

**Midland Public Schools**

FULL COLOR



REVERSED



FULL COLOR



REVERSED

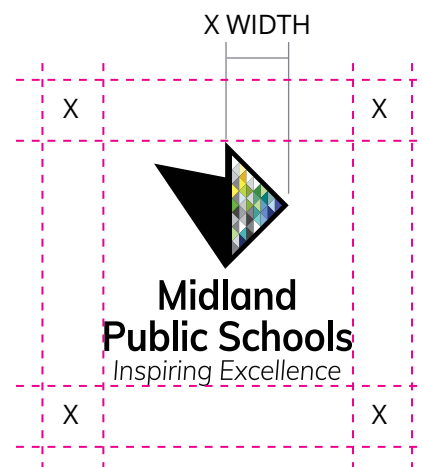
## MINIMUM LOGO SIZE

The wordmark minimum size is to be 2 inches in width. The smallest size lettermark is  $\frac{3}{4}$  inch in width.



## LOGO FREE SPACE

The Midland Public Schools logo must be surrounded by free space. Regardless of logo size, the minimum amount of free space should be equal to the width of the right triangle in the logo.



## IMPROPER USAGE OF THE LOGO



Altering proportions, distorting the perspective or skewing, stretching or squeezing



Altering color elements



Reproducing in unauthorized colors



Using as part of text or a headline



Rotating the logo



Placing the logo on a dark background with no white



Placing text over logo

## PRIMARY TYPEFACE

Typography is often the first thing seen when interacting with an organization. It is important to have a consistent font for all communication and marketing material. Midland Public Schools has selected Open Sans for use in all communications. Open Sans is optimized for print, web, and mobile. It has a very professional yet friendly appearance that Midland Public Schools wants to embody.

### Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Open Sans Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Open Sans Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Open Sans Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Open Sans Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

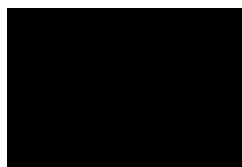
### *Open Sans Extrabold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## COLOR PALETTE

Consistent colors increase brand recognition and are often the first thing people notice. Use the primary colors in all graphics, publications, signage, etc.

## PRIMARY COLOR PALETTE



C75 M68 Y67 K90  
R0 G0 B0  
HEX: 000000



C100 M91 Y22 K8  
R38 G57 B122  
HEX: 26397a



C80 M21 Y100 K6  
R56 G142 B67  
HEX: 388e43



C13 M28 Y98 K0  
R224 G179 B40  
HEX: e0b328

## SECONDARY COLOR PALETTE

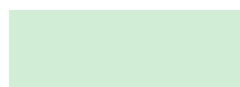
Use the secondary colors to compliment the primary colors on materials like the website and social media. Secondary colors should not make up more than 50% of the overall design of any marketing or communications material.



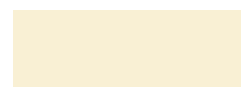
C52 M43 Y43 K8  
R127 G127 B127  
HEX: 7f7f7f



C18 M13 Y0 K0  
R202 G210 B238  
HEX: cad2ee



C17 M0 Y19 K0  
R210 G237 B214  
HEX: d2edd6



C2 M3 Y18 K0  
R249 G240 B212  
HEX: f9f0d4



C63 M55 Y54 K28  
R89 G89 B89  
HEX: 595959



C41 M31 Y0 K0  
R148 G164 B221  
HEX: 94a4dd



C36 M0 Y42 K0  
R165 G220 B172  
HEX: a5dcac



C5 M9 Y39 K0  
R243 G225 B169  
HEX: f3e1a9



C68 M61 Y60 K47  
R64 G64 B64  
HEX: 404040



C67 M54 Y0 K0  
R95 G119 B205  
HEX: 5f77cd



C54 M0 Y65 K0  
R121 G202 B131  
HEX: 79ca83



C8 M15 Y60 K0  
R236 G209 B126  
HEX: ecd17e



C71 M65 Y64 K69  
R38 G38 B38  
HEX: 262626



C100 M92 Y35 K28  
R29 G42 B91  
HEX: 1d2a5b



C83 M34 Y100 K26  
R42 G105 B50  
HEX: 2a6932



C32 M42 Y100 K7  
R173 G137 B25  
HEX: ad8919



C74 M67 Y66 K85  
R13 G13 B13  
HEX: 0d0d0d



C97 M89 Y45 K54  
R19 G28 B60  
HEX: 131c3c



C83 M44 Y97 K50  
R28 G71 B34  
HEX: 1c4722



C46 M53 Y100 K31  
R115 G91 B17  
HEX: 735b11



Electronic signatures must contain your name, title, Midland Public Schools, mailing address and phone number(s). Your signature may also contain your cell phone and social media pages.

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## DESKTOP — NEW EMAILS/FULL SIGNATURE

12pt Open Sans Bold | HEX: #26397a —• **Jane Smith**  
10pt Open Sans Italic | Black —• *Title*  
10pt Open Sans | Black —• *Midland Public Schools*  
10pt Open Sans | Black —• [smithj@midlandps.org](mailto:smithj@midlandps.org) | 989-123-4567

Hyperlink to [www.midlandps.org](http://www.midlandps.org) —•



**Midland Public Schools**  
*Inspiring Excellence*

10pt Open Sans Bold | Black —• **MPS DISTRICT VISION:**  
10pt Open Sans Italic | Black —• *Lead with respect, trust and courage. Ensure an equitable, collaborative and inclusive culture. Enable all to achieve success.*

9pt Open Sans Italic | Black —•

*CONFIDENTIALITY NOTICE: This message may contain confidential information, including, but not limited to, student personally identifiable information. Such information is intended only for the use of the individual or entity named above. If you are not the intended recipient, you are hereby notified that any disclosure, copying, printing, distribution, or the taking of any action in reliance on the contents of the information contained herein is strictly prohibited. If you receive this e-mail message in error, please immediately notify the Help Desk at **989-923-5119** or [help@midlandps.org](mailto:help@midlandps.org). Please also delete the message from your computer. Thank you.*

---

## DESKTOP — REPLIES/SHORTENED SIGNATURE

12pt Open Sans Bold | HEX: #26397a —• **Jane Smith**  
10pt Open Sans Italic | Black —• *Title*  
10pt Open Sans | Black —• *Midland Public Schools*  
10pt Open Sans | Black —• [smithj@midlandps.org](mailto:smithj@midlandps.org) | 989-123-4567

---

## MOBILE — OUTLOOK ON IPHONE & ANDROID

Body Bold —• **Jane Smith**  
Body Italic —• *Title*  
Body —• *Midland Public Schools*  
Body —• [smithj@midlandps.org](mailto:smithj@midlandps.org) | 989-123-4567

---

## MOBILE — MAIL ON IPHONE

Jane Smith  
*Title*  
*Midland Public Schools*  
[smithj@midlandps.org](mailto:smithj@midlandps.org) | 989-123-4567

---

## Official Channels and Handles

Only these channels should be used for school related social media efforts.



**Facebook:** /MidlandPublicSchools



**Instagram:** /MidlandPublicSchools



**X (formerly Twitter):** /@MidlandPS



**Youtube:** /MidlandPublicSchools

If any organization, business, or department would like to share information or post on any school social media platforms, it will need to submit the material to the Communications Department. This does not guarantee that the material will be approved and posted.

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## Proper Channel Usage

### STUDENT STORIES

Students are the most important detail of our jobs. Student stories are a great way to showcase what is going on in our district. If you have a story you believe should be shared on social media, please contact the Communications Department at [communications@midlandps.org](mailto:communications@midlandps.org) and include your contact information, description of the story and photos you may have.


### UPCOMING EVENTS

If you have an upcoming event that you would like to promote on school social media platforms, please contact the Communications Department with a brief description of the event, date, and when it should be published.

## **School Photography Policy**

While the laws around publicly sharing photos of minors (people under the age of 18) are varying and vague, keeping their safety as the top priority should guide when to use and not use photos of minors. Consider that there could be a care issue around a child that the district is unaware of, or well-intentioned photos could be used by others in unanticipated ways. As a general rule of thumb, ask parents or guardians for consent to post a photo of their child on social media, the website, or to use on marketing or promotional content.

## LETTERHEAD AND BUSINESS CARDS



**Midland Public Schools**  
Inspiring Excellence

*Penny Miller-Nelson, Superintendent of Schools*

600 E. Carpenter Street  
Midland, MI 48640  
Email: [MillerPM@midlandps.org](mailto:MillerPM@midlandps.org)  
Website: [www.midlandps.org](http://www.midlandps.org)  
Phone: 989-923-5014  
Fax: 989-923-5003



**Midland Public Schools**  
Inspiring Excellence

**Katie Callsen**  
Administrative Assistant  
Human Resources

600 East Carpenter, Midland MI 48640  
Email: [hr@midlandps.org](mailto:hr@midlandps.org) Phone: (989) 923-5027  
Website: [www.midlandps.org](http://www.midlandps.org) Fax: (989) 923-7525



**Midland Public Schools**  
Inspiring Excellence

**Penny Miller-Nelson**  
Associate Superintendent

600 East Carpenter St., Midland, MI 48640  
Email: [MillerPM@midlandps.org](mailto:MillerPM@midlandps.org) (989) 923-5081  
Website: [www.midlandps.org](http://www.midlandps.org) Fax: (989) 923-5003



**Midland Public Schools**  
Inspiring Excellence

**Penny Miller-Nelson**  
Associate Superintendent


600 East Carpenter St., Midland, MI 48640  
Email: [MillerPM@midlandps.org](mailto:MillerPM@midlandps.org) (989) 923-5081  
Website: [www.midlandps.org](http://www.midlandps.org) Fax: (989) 923-5003

## POWERPOINT



**Midland Public Schools**  
Inspiring Excellence


**Lorem Ipsum Sit Amet Dolor**  
LOREM IPSUM SIT AMET DOLOR



**Midland Public Schools**  
Inspiring Excellence


**Lorem Ipsum Sit Amet Dolor**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Vestibulum id tincidunt lorem. Nulla non tortor sed metus pulvinar faucibus
- Nam venenatis mollis volutpat
- Nullam cursus massa in nibh lobortis ullamcorper
- Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus
- Vestibulum id tincidunt lorem. Nulla non tortor sed metus pulvinar faucibus
- Nullam cursus massa in nibh lobortis ullamcorper



**Midland Public Schools**  
Inspiring Excellence


**Lorem Ipsum Sit Amet Dolor Sed Suscipit**



**Midland Public Schools**  
Inspiring Excellence


**Sed Rius Elementum Portitor**

SIT AMET	LOREM	IPSUM	SIT	DOLOR	AMET	LOREM SIT AMET
Laoreet Nibh et Dictum	23,000	1,500	25	3,000	1,500	1,500
Parturient Montes	18,000	18,000	23,000	45,000	18,000	18,000
Vestibulum Vel Nulla	3,000	3,000	18,000	1,500	3,000	3,000
Phasellus Ultrices Nisi	45,000	45,000	3,000	3,000	3,000	45,000
Rius Turpis Jaculis	1,500	1,500	45,000	23,000	45,000	1,500
Sed Rius Elementum Portitor	2,300	2,300	1,500	18,000	1,500	2,300
Sed Vel Sapient	25	25	2,300	3,000	3,000	25



**Midland Public Schools**  
Inspiring Excellence

**Sed Rius Elementum Portitor**



**Midland Public Schools**  
Inspiring Excellence

**Et Magnis Dis Parturient Montes**

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum at nisi quis nunc faucibus dapibus non sit amet augue.