



Missouri

Charter Public School Commission

This document is a guide for the usage of the Missouri Charter Public School Commission (MCPSC) logo and its supporting elements.

The logo is the property of MCPSC and permission should be obtained before using the logo for print or web publication.

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The standard MCPSC logo consists of two elements; The orange, organic blossom and the typographic mark. The blossom gives a nod to the growing, evolving nature of both the commission and the schools they sponsor, while the logotype helps to keep things grounded and resilient.

Standard Logo



Long-use Version



Small-use Version



The Standard use logo should be used when possible. In situations where formatting prevents effective use, the long-use version should be substituted.

The standard and long-use versions should not be used below 1.25 inches in width. In those cases the small-use version should be substituted.

Standard Logo



Long-use Version



Small-use Version



On dark backgrounds the only change is the logo-type will be white instead of dark gray.

R: 249	C: 0	R: 250	C: 0	R: 251	C: 0	R: 253	C: 0
G: 155	M: 46	G: 166	M: 40	G: 178	M: 35	G: 202	M: 23
B: 32	Y: 98	B: 61	Y: 86	B: 90	Y: 74	B: 140	Y: 49
	K: 0		K: 0		K: 0		K: 0
#f99b20		#faa63d		#fbb25a		#fdca8c	
PANTONE 130 U		PANTONE 123 U		PANTONE 142 U		PANTONE 155 U	

R: 69	C: 67
G: 69	M: 60
B: 69	Y: 59
	K: 44
#454545	
PANTONE Neutral Black U	

There are 5 main colors in the logo mark. They are monochromatic with the exception of the gray use for the logo-type.

They should be adhered to if the MCPSC identity needs to be expressed by an external party. Other colors may be used in conjunction with the logo-mark, but the color of the mark should never be altered.

Logo typeface

Nevis Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Suggested companion typefaces

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Nevis Bold is the only typeface used in the logo-type. It is a strong typeface suitable for headlines. The suggested companion typefaces (Merriweather and Open Sans) have been selected to work well with the logo and may be used as headlines or body copy in publications. None of the fonts should be used below 8pt.

Appropriate Logo Usage

On an image



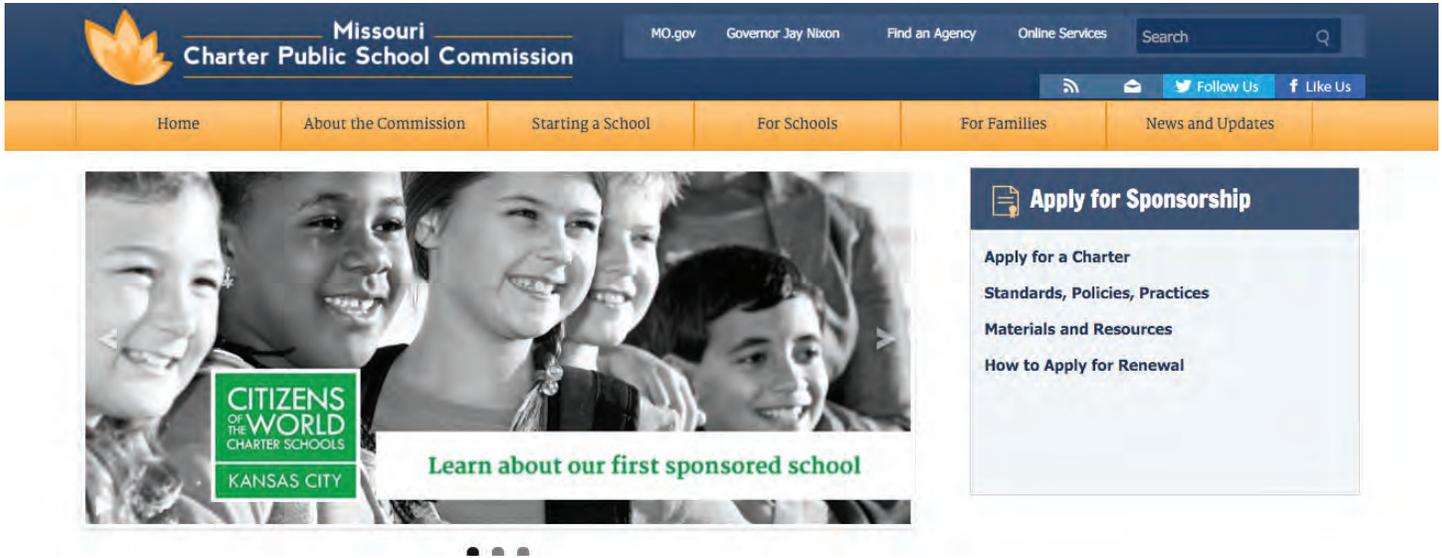
used on a content appropriate photo with proper contrast

on a semi-transparent overlay to increase contrast

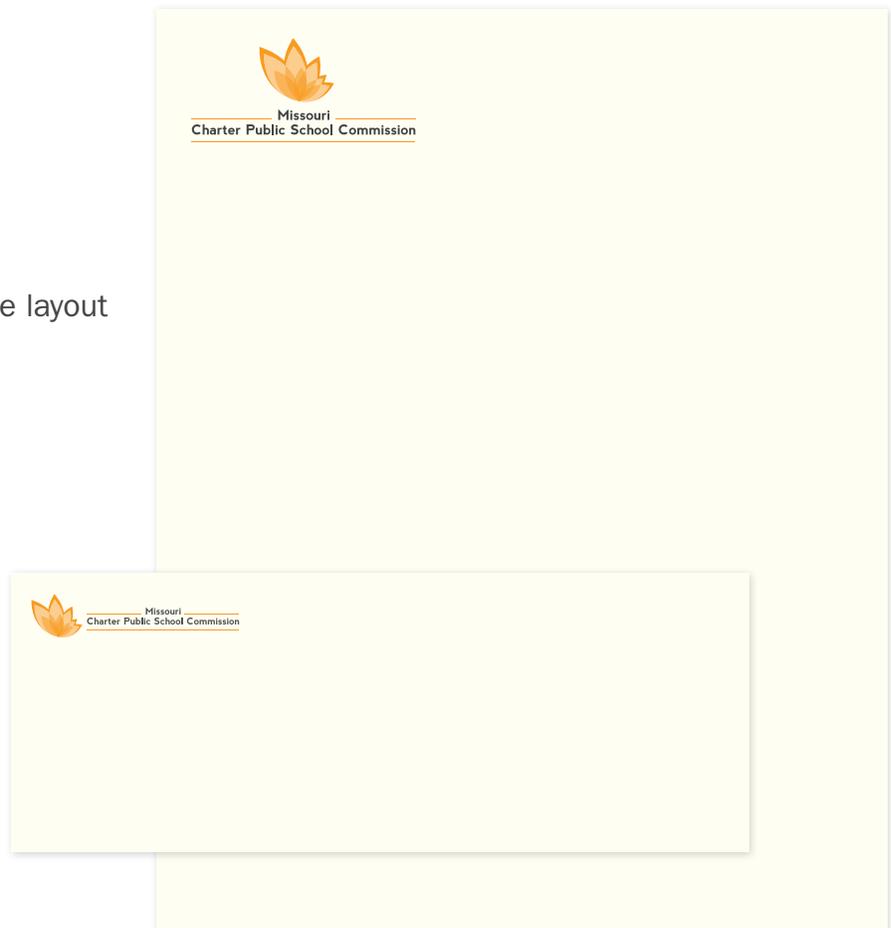


Appropriate Logo Usage cont.

In a website header



possible letterhead and envelope layout



Inappropriate Logo Usage

X - Do not change the logo to an unapproved color.



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X - Do not 'squash' or distort the logo



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X - Do not alter the relation to the logo and the logo-type



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Inappropriate Logo Usage

X - Do not use the logo on a background color that is very similar to the logo palette



X - Do not change the opacity of the logo



X - Do not tilt or use the logo as at an angle



If you have any questions on how to use these guidelines or need more information, please contact one of the following.

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