



BRANDGUIDE

Miami Trace Local Schools Brand Guidelines 2015

Primary logo and identification guidelines

A grayscale photograph of Miami Trace Elementary School. The school is a two-story brick building with a central entrance featuring columns. A sign above the entrance reads "Miami Trace Elementary School". To the left of the entrance is a large tree, and to the right is a tall light pole. The foreground shows a parking lot with white lines. A yellow rectangular box is centered over the image, containing the text "our brand", "our vision", "our future", and "panther pride".

**our
brand**

**our
vision**

**our
future**

**panther
pride**

why a re-brand?

The Miami Trace Local School District is dedicated to achieving excellence in everything that we do. As ambassadors of this district, it is important that we communicate effectively and promote our district in a clear, consistent and professional manner. Naturally, one-on-one interaction with students, families, community members and colleagues will always be the most effective and important means of building relationships. However, our visual identity or brand, also conveys a very important message.

The Miami Trace brand may consist of items such as a logo, colors and typography. Our brand is also a reflection of our image and how others view our district. Consistent use of this guide will help us establish a common look and feel across the district and make our uniforms, signage, communications—and so much more—recognizable to the public. In the following document, we’ve developed a brand with a “kit of parts” strategy to provide consistency while giving flexibility for both academic and athletic uses.

The Miami Trace brand will become a symbol for the Panther Pride in all that we do.

official use of Miami Trace files

The images contained in this guide are the “official” logos of the Miami Trace Local School District. The images available in this kit may be used for all internal and external materials and communication. These standards have been developed over a period of many months and will help in defining our brand for many years to come. They are not meant to stifle individuality and creativity; rather, they provide a framework for excellence. For more information about the Miami Trace Branding Guidelines, or to request an official file to use, please contact the following district employees:

AMY GUSTIN

Instructional Technology Director
agustin@mtpanthers.org
(740) 335-3010

or

KYLIE LANMAN

Student Services & Operations Coordinator
klanman@mtpanthers.org
(740) 335-3010

official primary logo

The official Miami Trace primary logo consists of the district name Miami Trace spelled out with the pronounced MT and panther head. They are designed to stay together and not be used separately. This should be the primary logo used for all school-related literature and apparel.



WITH FULL DISTRICT NAME

lettermark logo variations

We also have an alternate lettermark version of the stand-alone MT like we've used in the past, but reflecting our new modernized brand. There are 3 variations of the MT Lettermark for black and light backgrounds. The lettermark is for use when the primary logo isn't used.

MAIN LETTERMARK



ALTERNATE LETTERMARK
(FOR LIGHT BACKGROUNDS)



ALTERNATE LETTERMARK
(FOR BLACK BACKGROUNDS)



wordmark logo variations

To complete the “kit of parts” strategy for our brand, we’ve also created a series of wordmarks and panther logos for use in the district. We have alternate wordmark versions of both Miami Trace and Panthers to be used when simple text is needed.

MIAMI TRACE STACKED WORDMARK



MIAMI TRACE STACKED WORDMARK WITH BANNER



MIAMI TRACE WORDMARK



MIAMI TRACE WORDMARK WITH BANNER



PANTHERS WORDMARK



PANTHERS WORDMARK WITH BANNER



panther logo variations

The new Miami Trace panther can also be used in combination with the wordmark and stand-alone with just the head or with a full body.

COMBINATION WORD MARK



PANTHER HEAD LOGO



SINGLE COLOR



ALTERNATE FULL BODY PANTHER LOGO



primary brand colors

The official colors for Miami Trace are black and white. Many years ago, it was decided that gold would be used as a secondary color. Throughout the years, the use of gold has been inconsistent, which led to much confusion. The adoption of this branding guide will make the use of gold and gray as secondary accent colors an official standard for the Miami Trace Local School District. It should be noted that the color of gold should not be used as a primary color for clothing, uniforms, signage, etc. We recommend no more than 10% of any item be in Panther Gold to be consistent with the new brand guidelines. The official Pantone codes listed in this guide should be used in the external production of all Miami Trace materials.

primary colors

PANTHER BLACK

Pantone Solid Coated Black

FOR WEB USE R: 000 G: 000 Blue: 000

FOR PRINTING USE C: 00 M: 00 Y: 00 K: 100

PANTHER WHITE

Pantone Solid Coated White

FOR WEB USE R: 255 G: 255 Blue: 255

FOR PRINTING USE C: 00 M: 00 Y: 00 K: 00

accent colors

PANTHER GRAY

Pantone Solid Coated Cool Gray 7 C

FOR WEB USE R: 156 G: 155 Blue: 153

FOR PRINTING USE C: 0 M: 0 Y: 0 K: 50

PANTHER GOLD

Pantone 116 C

FOR WEB USE R: 255 G: 215 Blue: 000

FOR PRINTING USE C: 01 M: 14 Y: 92 K: 00

Miami Trace brand don'ts

In following the Branding Guidelines, please make sure to only use the official logos contained within this document. Our logos are not to be altered and modified in any way like the examples below. Please contact the district with any questions you have regarding appropriate uses.

DON'T STRETCH



DON'T RECOLOR



**DON'T CHANGE TEXT
POSITION, STYLE OR SIZE**



typography

The primary font for the new Miami Trace brand is Alverata PE and when not available can be substituted with Cambria Regular.

PRIMARY FONT

Alverata PE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ALTERNATE SECONDARY FONT

Cambria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



usage guidelines

The objective of this guideline is to provide a reference tool for designers and others involved in communicating on behalf of the district.

In order to ensure the correct logo usage and visual identity for internal and external materials intended for distribution, all printing, advertising and website materials should comply with the guidelines in this manual. All advertising and marketing materials must be reviewed by Miami Trace Local Schools prior to production and distribution.

The creation of this branding guide provides us with a visual identity that is clear, consistent and professional. Thank you to all of the Miami Trace employees that provided input throughout this process. We would also like to thank Fil Anastasio from SHP Leading Design for his countless hours of work to ensure that we develop a brand that truly depicts Miami Trace and stands the test of time.

Go Panthers!

Kim Pittser
Superintendent

Contact Information

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