

## Mountain Brook Schools Branding Guide

Mountain Brook Schools is a K-12 public school system located in Mountain Brook, Alabama and was founded in 1959. The district features four elementary schools that feed into one junior high and high school for a total of six schools. The junior high and high school's mascot is the "Spartans" and the colors are green and gold. The four elementary schools have their own unique color patterns and mascots.

Primary Logo:



Secondary Logos:



^ (also in white)



In 2021, Mountain Brook Schools moved towards a circle logo as its primary logo with wording either to the side of the logo or underneath

Color Palate:

**Green:**

#2a5642

R: 42 G: 86 B: 66

H: 153 S: 51 B: 34

L: 33 a: -20 b: 7

C: 81 M: 43 Y: 75 K: 37

**Gold:**

#c2af4b

R: 194 G: 173 B: 75

H: 49 S: 61 B: 76

L: 71 a: -1 b: 62

C: 25 M: 26 Y: 98 K: 1

Typography:

Font: Minister