MVCDS CORPORATE IDENTITY GUIDELINES
MAUMEE VALLEY COUNTRY DAY SCHOOL

We use our company name and our brand image to identify and promote our corporation to a wide variety of audiences. These Corporate Identity Guidelines are intended to provide basic rules to follow when using the Maumee Valley Country Day School Logo.

If special circumstances arise causing doubt as to proper usage, you may contact Kevin Merrill, director of marketing and communications, at 419-381-1313 x114.

Logo Usage

The Corporate Logo - Basic Usage

The Corporate Logo is comprised of three basic elements, the Corporate Symbol, the Primary Logotype, and the Secondary Logotype. The spatial relationship between the three elements must not change. At no time should an attempt be made to alter these elements in any way or to add anything to them. When resizing the logo, you must increase or decrease it in size as a unit.

NOTE: If you would like to use the Corporate Logo in print it is essential that it be reproduced from the master digital artwork, available in Apple Macintosh and PC formats, from the Maumee Valley Communications department.

NOTE: If you would like to use the Corporate Symbol "M" alone, see Corporate Symbol Usage on page 6.

The Corporate Logo - Elements & Fonts

Element Identifiers
M: Corporate Symbol
Maumee Valley: Primary Logotype
Country Day School: Secondary Logotype

Font Specifications
M: N/A
Maumee Valley: Minion
Country Day School: Helvetica 45 Light

The Corporate Logo - Configurations

The logo configurations shown below are the ONLY configurations of proper usage for MVCDS. No other variations and/or configurations are acceptable.

The configurations below show two distinct variations of the Maumee Valley logo. Each one has been thoughtfully designed and is not to be tampered with. The elements within each version form a unit and should be enlarged or reduced as a unit.

A - Preferred

B - Acceptable

The Corporate Logo - Tagline

Corporate Logo configuration "A" is the only version that is acceptable when using the Corporate tagline "Opening Minds. Opening Doors." in conjunction with the logo.

MAUMEE VALLEY
COUNTRY DAY SCHOOL

OPENING MINDS. OPENING DOORS.

A - Acceptable

The Corporate Logo - Color Palette

PMS 287 Blue	PMS Cool Gray 7
C: 100	**C:** 0
M: 68	**M:** 0
Y: 0	**Y:** 0
K: 12	**K:** 37
R: 0	**R:** 173
G: 83	**G:** 175
B: 155	**B:** 178

The Corporate Logo colors are PMS 287 and PMS Cool Gray 7. It is acceptable that the logo is reproduced in its two-color form, or in one of the one-color options shown at below. In the two-color version, the "columns" are always blue. The "V" is always gray.

MAUMEE VALLEY
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Acceptable - PMS 287 and PMS Cool Gray 7

Acceptable - PMS 287

Acceptable - PMS Cool Gray 7

When using the logo on a medium- to dark-colored background use an all white version. If the background is very light you may use a one-color black version.
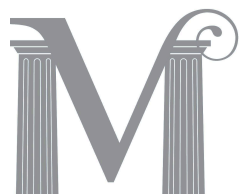
Acceptable - White on PMS Cool Gray 7

**The Corporate Logo - "M" Symbol Usage**

The "M" Corporate Logo Symbol may be separated from the Primary and Secondary logo elements for usage in print, advertising, and promotional materials.

The "M" Corporate Logo Symbol must be used independently and cannot be reassembled with other logo elements in any other configurations. All "M" Corporate Logo Symbol usage must follow all standards outlined above including color and placement specifications.
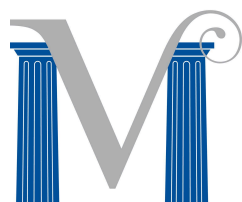
NOTE: The "M" Corporate Logo Symbol logo can be used independently in Black, White, PMS Cool Gray 7, PMS 287, or the two-color logo option defined above of PMS 287 and Cool Gray 7.

Acceptable - PMS Cool Gray 7
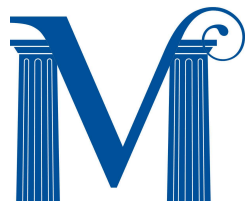
Acceptable - PMS 287

Acceptable - PMS 287 and PMS Cool Gray 7

The Corporate Logo - Placement

When using the MVCDS Corporate Logo in print, the logo should be placed within an acceptable distance of other design elements and document edges. This distance should be greater than or equal to half the distance of the MVCDS "M" portion of the logo.

For Example: If the logo is being used at a print dimension that determines the "M" portion of the logo to be 3" in height, then the total padding distance between all edges of the logo and other edges, including document edges, should be at least 1.5" in all directions.

Print Specifications

The MVCDS Color Palette

MVCDS primary school colors are PMS 287 Blue and White. Secondary colors acceptable for use are PMS Cool Gray 7, PMS 2767 Blue, and Accent Green. Primary colors and secondary colors should not be used in an overlapping fashion to create a third color or color range. Gradients of primary and secondary colors are not acceptable, however transparencies at either 70% or 55% are acceptable.

PMS 287 Blue

C: 100
M: 68
Y: 0
K: 12

R: 0
G: 83
B: 155

White

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

PMS 2767 Blue

C: 100
M: 84
Y: 38
K: 40

R: 14
G: 44
B: 80

Accent Green

C: 44
M: 0
Y: 100
K: 0

R: 156
G: 203
B: 59

PMS Cool Gray 7

C: 0
M: 0
Y: 0
K: 37

R: 173
G: 175
B: 178