



MIO-AUSABLE SCHOOLS

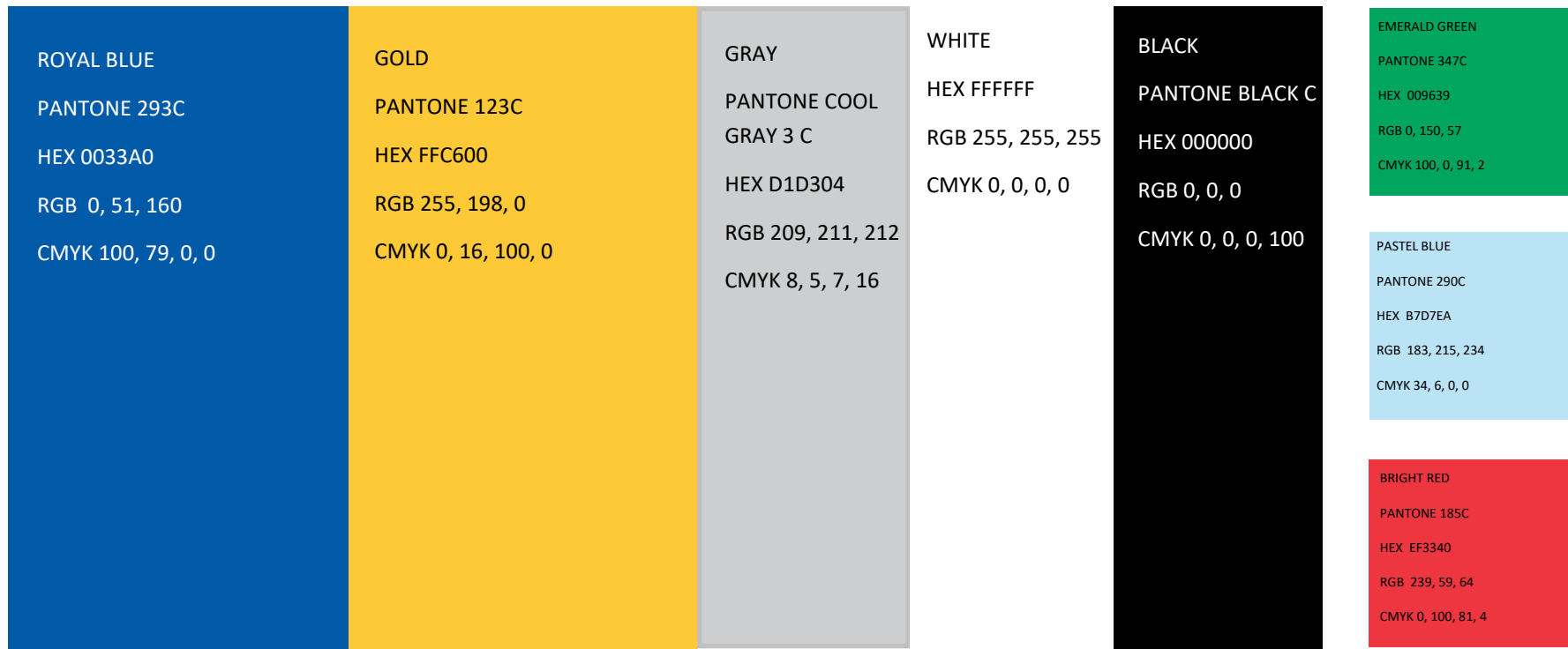
Branding Guide

This book provides a set of guidelines for visual execution under the Mio–AuSable Schools brand. This is a living document that outlines recommendation for log usage, color, typography, and other visual elements.

Board approved on _____

Questions or concerns regarding branding guide please see the district Superintendent.

- Color
- Logos
- Typography
- Building and Grounds Color Palette



COLOR PALETTE

The primary palette consists of Royal Blue and Gold.

The secondary palette consists of Gray, White, and Black. Gray, White, and Black should be used in and accent color only.

The shield colors consists of Royal Blue, Gold, Black, White, Emerald Green, Pastel Blue, and Bright Red. These colors may only be used in the shield of the school logo.



PRIMARY LOGO: THUNDERBOLT MAN WITH SHIELD

The Mio-AuSable Schools Thunderbolt Man with Shield is a unique design that is proprietary to the Mio-AuSable Schools District.

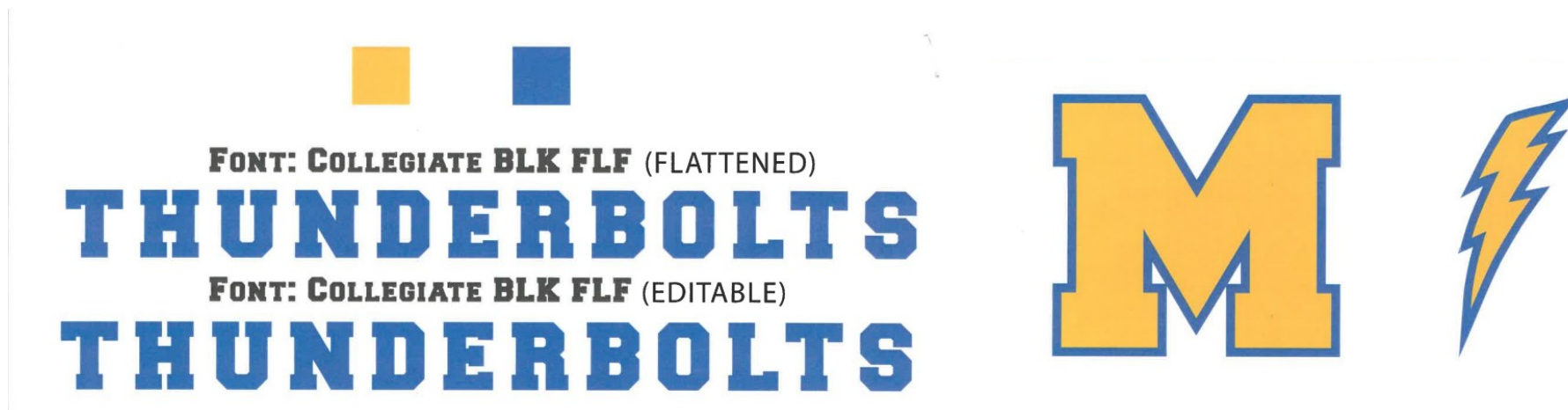
SECONDARY LOGO:

The Secondary logos that may be used by any school organizations are as follows:



ATHLETIC AND ACADEMIC FONT AND LOGOS:

The official Mio-AuSable Schools athletic font and logo must be used for all advertisements, team uniforms, and athletic events. **Any alteration or deviation from the approved design is not permitted for representing athletic teams.**



Approved names to be used on uniforms, apparel, advertisements, social media etc.:

Mio

Mio-AuSable

Mio-AuSable Thunderbolts

Thunderbolts

Student Extracurricular Activities/Club may use the official school font—Bookman Old Style Bold for apparel, advertisements etc. in place of the athletic font. **Any other alteration or deviation from the approved design is not permitted for representing Mio-AuSable Schools.**



Mio-AuSable Schools

LOGO & SPACING

The Thunderbolt Banner should always be kept at the correct proportions. Do not stretch or shrink the logo's proportions.

This section outlines the guidelines for logo placement and spacing on all district materials to ensure consistency and uniformity.



Mio-AuSable Schools

Knowledge - Responsibility - Respect

1110 WEST 8TH STREET - MIO, MI 48647 – (989)826-2400 - www.miok12.net

Bookman Old Style Bold FONT 30pt

Bahnschrift Light Italic FONT 10pt

Bookman Old Style FONT 8pt

TYPOGRAPHY

The example above is the district letterhead. The primary typeface for the logotype is **Bookman Old Style Bold**, followed by **Bahnschrift Light Italic** for headlines. Any body font can be used.

Guidelines for typography:

"Mio" and "AuSable" are both **place names** (proper nouns), so they are **capitalized**.

"Schools" is capitalized when part of the official name of the school district.

Use a Hyphen Between "Mio" and "AuSable".

No Space Around the Hyphen.

The correct form is **Mio-AuSable Schools**, not *Mio - AuSable* or *Mio – AuSable*.

If using all Capital letters the correct form is MIO-AUSABLE SCHOOLS.

BUILDING AND GROUNDS COLOR PALETTE—INTERIOR AND EXTERIOR

ROYAL BLUE PANTONE 293C HEX 0033A0 RGB 0, 51, 160 CMYK 100, 79, 0, 0	GOLD PANTONE 123C HEX FFC600 RGB 255, 198, 0 CMYK 0, 16, 100, 0	GRAY PANTONE COOL GRAY 3 C HEX D1D304 RGB 209, 211, 212 CMYK 8, 5, 7, 16	WHITE HEX FFFFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0	BLACK PANTONE BLACK C HEX 000000 RGB 0, 0, 0 CMYK 0, 0, 0, 100
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Interior Wall Colors—from ACE Hardware

Interior wall color—Queen Anne's Lace

Royal Blue color match only - no name—use:

B1-7X9.072, G1-1X4.788, W1-1X18.14

Viking Yellow

Interior Door/Window Trim Color

Black trim—Midnight Stroll

NOTE: These colors will be used for both the interior and exterior of building moving forward to maintain consistency and coordination throughout all design elements.