Joplin Schools Brand GUIDELINES

IDENTITY COLORS

EAGLE RED	EAGLE BLUE	GRAY/SILVER	GOLD ACCENT	SKY ACCENT
PROCESS COLOR *(Use for full-color printing)*	**PROCESS COLOR** *(Use for full-color printing)*	**PROCESS COLOR** *(Use for full-color printing)*	**PROCESS COLOR** *(Use for full-color printing)*	**PROCESS COLOR** *(Use for full-color printing)*
C=0 M=100 Y=61 K=42	C=100 M=46 Y=0 K=70	C=0 M=0 Y=0 K=44	C=0 M=20 Y=80 K=0	C=8 M=0 Y=2 K=0
RGB VALUES *(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)*	**RGB VALUES** *(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)*	**RGB VALUES** *(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)*	**RGB VALUES** *(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)*	**RGB VALUES** *(Use for on-screen/ computer viewing or for graphics that will be placed in Word documents)*
R=102 G=0 B=0	R=0 G=0 B=51	R=142 G=142 B=139	R=255 G=204 B=78	R=231 G=245 B=247
Hex Color #660000	Hex Color #000033	Hex Color #8E8E8E	Hex Color #FFCC4E	Hex Color #E7F5F7
PANTONE *(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)*	**PANTONE** *(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)*	**PANTONE** *(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)*	**PANTONE** *(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)*	**PANTONE** *(Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)*
PMS 202	PMS 296	PMS 423 (gray) PMS 877 (silver)	PMS 128	PMS 656

DOCUMENT FONT PREFERENCES

HEADINGS: **MYRIAD PRO BOLD CONDENSED**

SUBHEADINGS: MYRIAD PRO CONDENSED

BODY TEXT: Myriad Pro (10 pt minimum) or Calibri (11 pt minimum)

Joplin Schools

Times Bold Italic - In *MS Word* under Format/Font, change character spacing to Condensed by 2pt. *Adobe InDesign*: adjust tracking appropriate to font size.

JOPLIN EAGLE LOGO USAGE

The Joplin Schools Eagle logo should never be less than 1/2" tall with appropriate margins.

The Eagle must always face to the left.

Standard logo should be in color: PMS 202, PMS 296, PMS 423, and white *or* use CMYK equivalents.

Grayscale and single color versions are acceptable as shown.

Logo must be white with white outline when placed on a dark colored background.

Opacity may be reduced when using a white or black single color logo to create a watermark effect.

Full color Eagle

Full color Eagle - white outline on dark background

Grayscale Eagle

Grayscale Eagle - white outline on dark background

Single color Eagles on white background

White Eagle on dark background

WHITE LOGO ON A DARK BACKGROUND MUST HAVE WHITE OUTLINE.

This is the recommended format for vehicle decals.

THESE VERSIONS ARE NOT ACCEPTABLE:

JOPLIN SCHOOLS TEXT LOGO USAGE

The Joplin Schools text logo should never be less than 1/4" tall with appropriate margins to ensure readability.

The text logo may be used in any of the approved Joplin Schools identity colors plus black or white (on a dark background).

Opacity may be reduced when using a white or black text logo to create a watermark effect.

Joplin Schools

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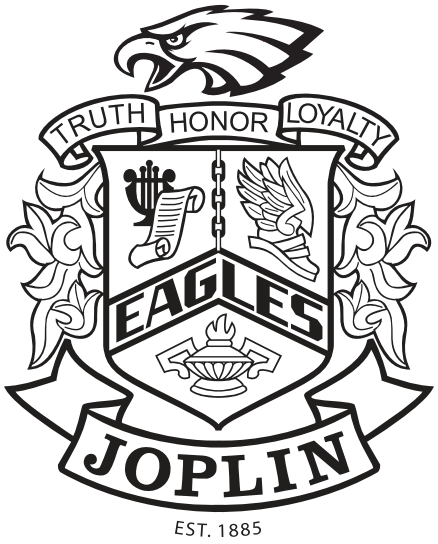
The Joplin Schools Eagle and text logos may also be used together with the width of each being equal. The same usage rules must be observed.

JOPLIN CREST LOGO USAGE

Full color Joplin Schools Crest



Single color Joplin Schools Crest

White Joplin Schools Crest on dark background

JOPLIN EAGLE LOGOS WITH SCHOOL NAMES

These are examples of the Joplin Eagle logo with each school name in the same style as the Eagle with Text logo. All logo rules and guidelines contained in this document must be applied. *Uses: documents, website, signage, etc.*

Joplin Schools

Soaring Heights ELEMENTARY

Soaring Heights ELEMENTARY

Royal Heights ELEMENTARY

Royal Heights ELEMENTARY

Eastmorland ELEMENTARY

Eastmorland ELEMENTARY

Kelsey Norman ELEMENTARY

Kelsey Norman ELEMENTARY

McKinley ELEMENTARY

McKinley ELEMENTARY

West Central ELEMENTARY

West Central ELEMENTARY

Jefferson ELEMENTARY

Jefferson ELEMENTARY

Columbia ELEMENTARY

Columbia ELEMENTARY

Stapleton ELEMENTARY

Stapleton ELEMENTARY

Cecil Floyd ELEMENTARY

Cecil Floyd ELEMENTARY

Irving ELEMENTARY

Irving ELEMENTARY

Early Childhood

Early Childhood

Roi S. Wood CAMPUS

Roi S. Wood CAMPUS

North MIDDLE SCHOOL

North MIDDLE SCHOOL

South MIDDLE SCHOOL

South MIDDLE SCHOOL

East MIDDLE SCHOOL

East MIDDLE SCHOOL

Joplin HIGH SCHOOL

Joplin HIGH SCHOOL