IDENTITY COLORS

**EAGLE RED**
- PROCESS COLOR (Use for full-color printing)
  - C=0 M=100 Y=61 K=42
- RGB VALUES (Use for on-screen/computer viewing or for graphics that will be placed in Word documents)
  - R=102 G=0 B=0
  - Hex Color #660000
- 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

**EAGLE BLUE**
- PROCESS COLOR (Use for full-color printing)
  - C=100 M=46 Y=0 K=70
- RGB VALUES (Use for on-screen/computer viewing or for graphics that will be placed in Word documents)
  - R=0 G=0 B=51
  - Hex Color #000033
- PANTONE (Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)
  - PMS 296

**GRAY/SILVER**
- PROCESS COLOR (Use for full-color printing)
  - C=0 M=0 Y=0 K=44
- RGB VALUES (Use for on-screen/computer viewing or for graphics that will be placed in Word documents)
  - R=142 G=142 B=139
  - Hex Color #8E8E8E
- PANTONE (Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)
  - PMS 423 (gray)
  - PMS 877 (silver)

**GOLD ACCENT**
- PROCESS COLOR (Use for full-color printing)
  - C=0 M=20 Y=80 K=0
- RGB VALUES (Use for on-screen/computer viewing or for graphics that will be placed in Word documents)
  - R=255 G=204 B=78
  - Hex Color #FFCC4E
- PANTONE (Use spot colors for 1-color or 2-color commercial printing ONLY. If printing in full color, use the CMYK settings above)
  - PMS 128

**SKY ACCENT**
- PROCESS COLOR (Use for full-color printing)
  - 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)
  - R=231 G=245 B=247
  - 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)
  - 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.

---

**These versions are not acceptable:**

---

**White logo on a dark background must have white outline.**

*This is the recommended format for vehicle decals.*
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.

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.*