

**J. STERLING MORTON
DISTRICT 201**



**BRAND GUIDELINE BOOK
2015-2016**

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Our goal is not to limit creativity,
but instead develop a consistent
approach to our marketing efforts.

With brand guidelines we are setting the rules to
make sure we keep that image consistent across
the different media platforms.

1.01 Mustang Logo

This logo will be the most common one used in J. Sterling Morton's Branding material. Please use vector version when possible. Student Activities and Athletics should utilize this logo over the crest on spirit wear, team uniforms, and other related print and digital materials

The Morton Mustang and M Logo

MAIN LOGO



1.02

Morton Emblem

The Morton emblem should be used in official office forms and documents instead of the Morton Mustang and M logo.

FOR OFFICE USE ONLY



1.03

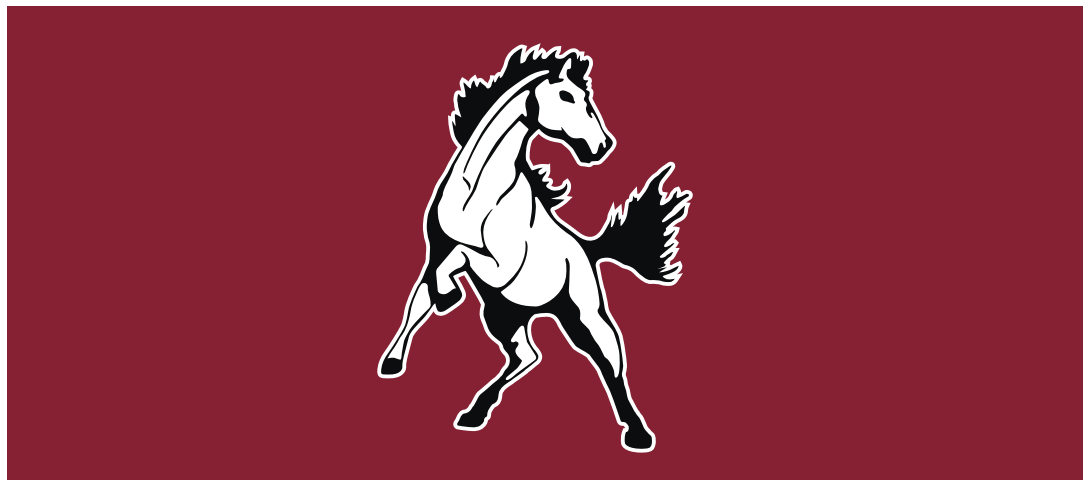
Standalone M & Mustang

The standalone Mustang and the standalone M are allowed on Morton print products and materials. The standalone logos may be utilized but should be limited in use.

The standalone logos may be commonly seen in abstract designs. When in doubt use the Mustang over M logo.

Standalone logos

In abstract situations when creating images for marketing purposes, a need might arise for the use of these symbols to be used in abstract creative marketing material.



1.04

Logo Color Versions

The Morton emblem should be used in official office forms and documents instead of the Morton Mustang and M logo.

MAIN LOGO LIGHT BACKGROUND

When using the logos on a light background a stroke will not be required.



MAIN LOGO DARK BACKGROUND

When using the logos on a dark background it is crucial to keep the white background and outline to allow the logos to stand out from their backgrounds



1.05

Mustang on M Logo - Single Color on Light Background

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brand image remains intact.

Under special circumstances single color version of a logo are required.



Maroon on Light color Background.png



1.06

Mustang on M Logo - Single Color on Dark Background

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brand image remains intact.

Under special circumstances, a single color version of a logo are required on a dark or maroon background.



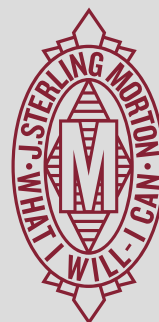
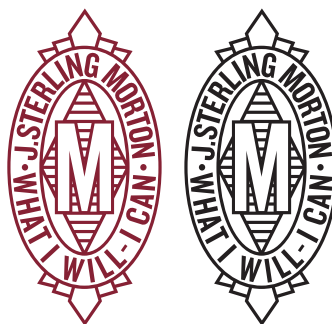
White on Dark color Background.png



1.07 Emblem Logo - Single color on Light Background

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brand image remains intact.

Under special circumstances single color version of a logo are required.



1.08

Emblem Logo - Single color on Dark Background

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brand image remains intact.

Under special circumstances, a single color version of a logo are required on a dark or maroon background.



1.09

Morton M Logo - Single Color on White Background

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brand image remains intact.

Under special circumstances single color version of a logo are required.



1.10

Morton M Logo - Single Color on Dark Background

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brand image remains intact.

Under special circumstances, a single color version of a logo are required on a dark or maroon background.

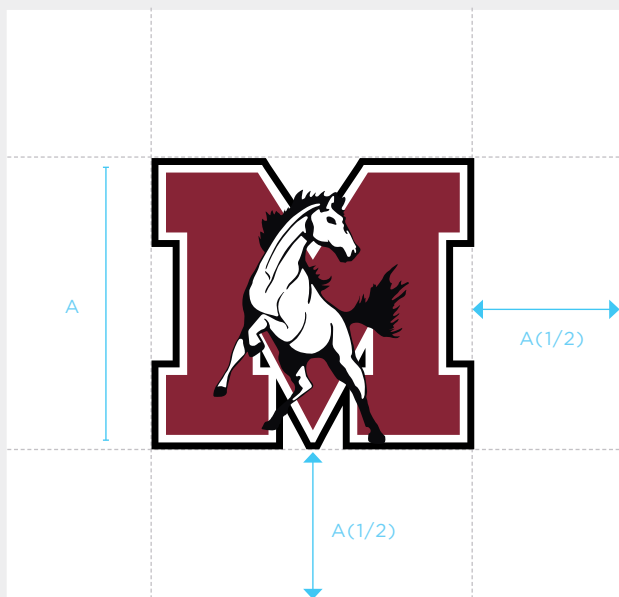


1.11 Clearspace

Clearspace allows the logo to hold space around its perimeter and allow it to stand out on its own without the intrusiveness of other marks

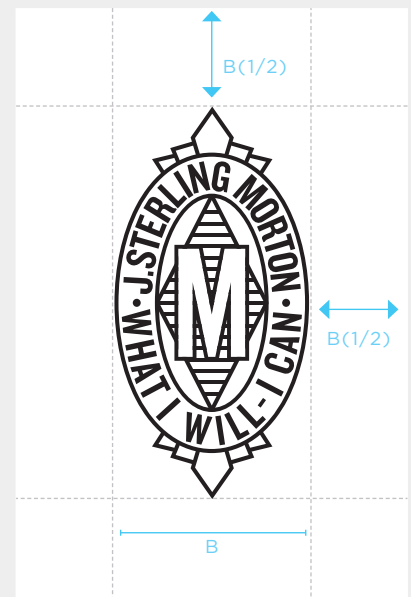
Clearspace is the minimum amount of space around the logo into which no other object should infringe.

MINIMUM CLEARANCE



A.

The clearance is 50% the height of the logo.



B.

The clearance is 50% the width of the logo.

2.01 Primary Color Palette

Approved T-Shirt Colors: Maroon, White, Grey
Common Brands and Colors for Grey:

Brand: Gildan
Color: Sports Gray

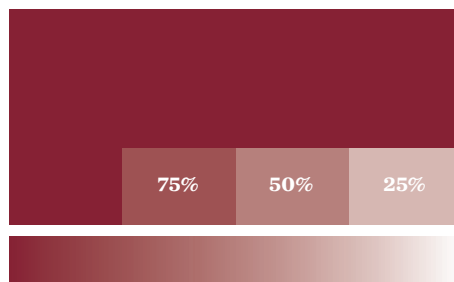
Brand: Fruit of the Loom/Jerzees
Color: Athletic Heather

PRIMARY COLORS

These colors will play a key role in the brand identity of the school

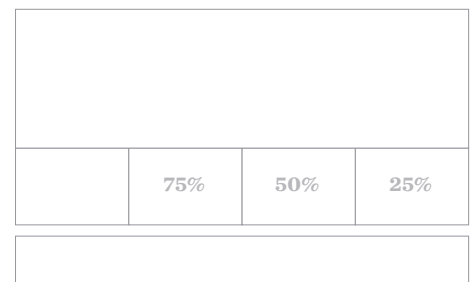
PMS 202

CMYK 31% 95% 72% 31%
RGB 134 25 53
Hex #781f2d



WHITE

CMYK 0% 0% 0% 100%
RGB 255 255 255
Hex #ffffff

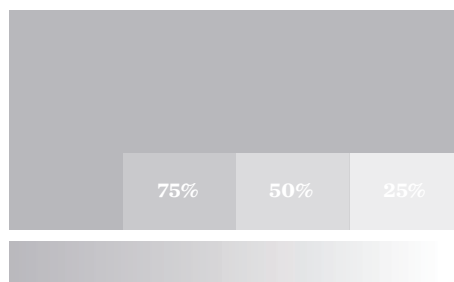


SECONDARY COLOR

This color will play a support role in the schools overall brand

COOL GRAY 4C

CMYK 18% 15% 12% 12%
RGB 184 182 183
Hex #B8B6B7



3.01

Logo Type

This is the suggested Logo Type for District and School Names. Files with School Names can be found on the Morton One Drive.

<https://goo.gl/2m662S>

Logo type should be bold, clean and visual.

Logo Type Vertical



DISTRICT 201 — GOTHAM BOLD
J. STERLING MORTON — GOTHAM BLACK
HIGH SCHOOL — GOTHAM BOOK

Logo Type Horizontal



DISTRICT 201
J. STERLING MORTON
HIGH SCHOOL

District 201
Logo Type

DISTRICT 201
**J. STERLING
MORTON**
HIGH SCHOOL

Morton East
Logo Type

DISTRICT 201
MORTON EAST
HIGH SCHOOL

Morton West
Logo Type

DISTRICT 201
MORTON WEST
HIGH SCHOOL

Morton Alternative
Logo Type

DISTRICT 201
MORTON
ALTERNATIVE SCHOOL

Morton Freshman
Logo Type

DISTRICT 201
MORTON
FRESHMAN CENTER

DISTRICT 201

J. STERLING MORTON
HIGH SCHOOL

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