



BrandGuide



Engage | Learn | Improve

Mission:

Engage. Learn. Improve.

Our mission to **engage**, **learn** and **improve** reflects our purpose as an organization. The intention was to simplify this to the critical few ideas that can focus our work with students and one another.

Vision:

The relentless pursuit of excellence, one person at a time.

Our collective **pursuit of excellence** has made us one of the highest-performing school districts in the state and earned us national recognition. **One person at a time**, reflects the value we place on supporting each individual student, family, and team member in our district. We are **relentless** in our commitment to all of those we serve.





Our Big Aims:

All students successfully transition to college and work prepared for their future.

All students and families feel they belong in our school community.

All students and adults are engaged, learning and improving.

All students, families and staff members feel we are a School District of Choice.

Our Six Strategic Goals:

1. Increase college and career readiness.
2. Improve the culture of learning and engagement for all students.
3. Improve the development and engagement of all staff.
4. Build and sustain safe, effective and efficient operations.
5. Engage our parents and community in our progress.
6. Build the capacity to adapt to and embrace changing technology.

Our Beliefs:

Respect, Accountability, Teamwork, Professionalism, Communication.

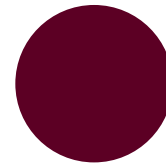
We respond quickly to serve in a kind and friendly way to listening and owning problems to achieve customer-focused solutions.

Our Logo:

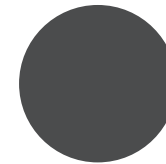
We are proud of our rich Falls history, which is why the new logo features the Falls “F.” It’s an already identifiable symbol of the School District of Menomonee Falls and community.

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 7421
CMYK: 15.100.39.69
RGB: 93.0.37
HEX: #5d0025



Pantone Black 7
CMYK: 0.0.0.85
RGB: 77.77.79
HEX: #4d4d4f

Usage Options

Here are the approved logo options that can be used in appropriate situations. Secondary logos feature a larger tagline and should be used primarily online.

Primary Logo
Full Color



Primary Logo
Black



Primary Logo
Reverse



Secondary
Logo
Full Color



Secondary
Logo
Reverse



Usage Guidelines

Our logo and logo elements should always be used in ways that uphold the integrity of the design and keep consistency.

Do not use non-approved colors.



Do not place logo on distracting photos.



Do not change the fonts.



Do not add graphic styles like shadows.



Do not change proportions of logo.



Do not rotate or skew logo.



Don't use the logo too small.

In order to keep the tagline legible and prominent, the minimum width in print should be 1".



Don't crowd the logo.

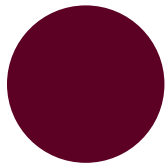
Let the logo breathe by keeping white space around it that is at least equal to the height of the "S" in Schools.



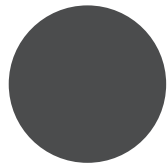
High School

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 7421
CMYK: 15.100.39.69
RGB: 93.0.37
HEX: #5d0025



Pantone Black 7
CMYK: 0.0.0.85
RGB: 77.77.79
HEX: #4d4d4f

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**

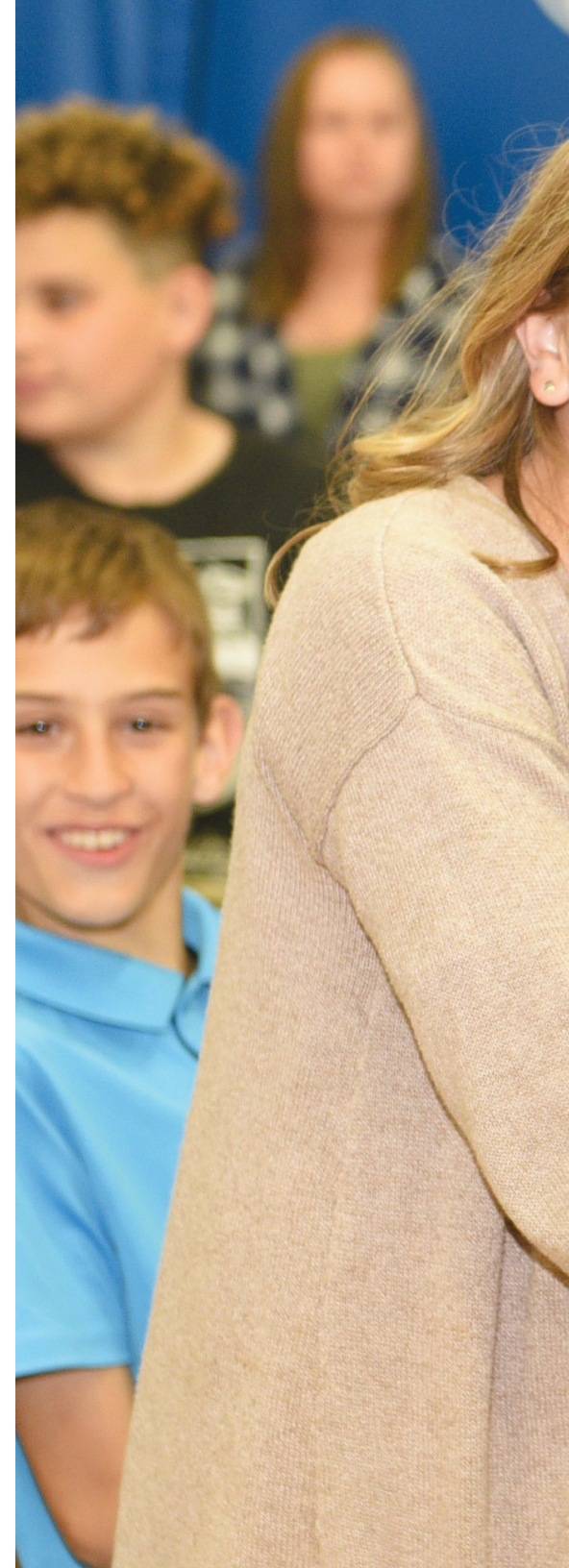


MENOMONEE FALLS

Primary Logo **Monotone**



MENOMONEE FALLS

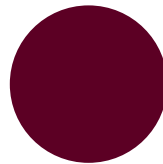




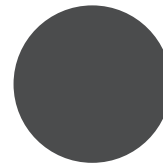
High School Phoenix

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 7421
CMYK: 15.100.39.69
RGB: 93.0.37
HEX: #5d0025



Pantone Black 7
CMYK: 0.0.0.85
RGB: 77.77.79
HEX: #4d4d4f

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



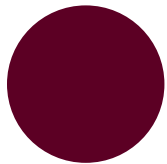
Primary Logo **Monotone**



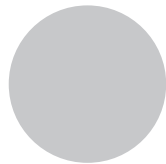
North Middle School

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 7421
CMYK: 15.100.39.69
RGB: 93.0.37
HEX: #5d0025



Pantone Cool Gray 4
CMYK: 0.0.0.25
RGB: 199.200.202
HEX: #c7c8ca

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



MENOMONEE FALLS

Primary Logo **Monotone**



MENOMONEE FALLS





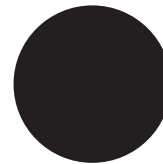
Ben Franklin Elementary School

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



PMS 1797
CMYK: 1.99.98.0
RGB: 235.34.38
HEX: #eb2226



Pantone Black
CMYK: 0.0.0.100
RGB: 35.31.32
HEX: #231f20

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



MENOMONEE FALLS

Primary Logo **Monotone**

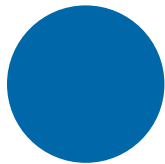


MENOMONEE FALLS

Riverside Elementary School

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



PMS 2945
CMYK: 100.45.0.14
RGB: 0.105.170
HEX: #0069aa



PMS 186
CMYK: 0.100.81.4
RGB: 227.25.55
HEX: #e31937

Logo Usage Options

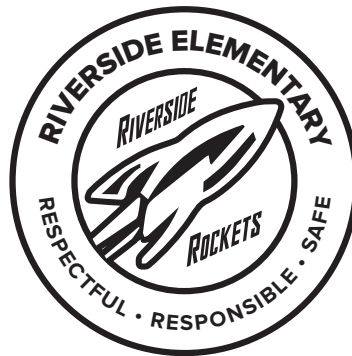
Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



MENOMONEE FALLS

Primary Logo **Monotone**



MENOMONEE FALLS

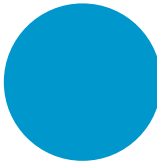




Valley View Elementary School

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 313
CMYK: 100.17.9.0
RGB: 0.152.205
HEX: #0098cd



Pantone 394
CMYK: 5.176.0
RGB: 247.235.95
HEX: #f7eb5f

Logo Usage Options

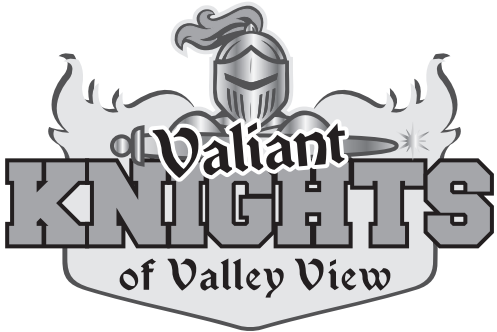
Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



MENOMONEE FALLS

Primary Logo **Monotone**

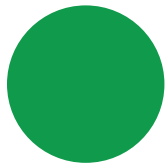


MENOMONEE FALLS

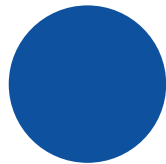
Shady Lane Elementary School

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 347
CMYK: 85.13.97.2
RGB: 0.154.76
HEX: #009a4c



Pantone 661
CMYK: 98.77.4.0
RGB: 13.82.159
HEX: #0d529f

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



MENOMONEE FALLS

Primary Logo **Monotone**



MENOMONEE FALLS





Community Education & Recreation

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone Blue 072
CMYK: 100.79.0.0
RGB: 0.79.163
HEX: #004fa3



Pantone Black
CMYK: 0.0.0.100
RGB: 35.31.32
HEX: #231f20

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



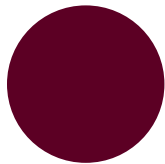
Primary Logo **Monotone**



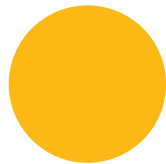
Falls Summer Academy

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 7421
CMYK: 15.100.39.69
RGB: 93.0.37
HEX: #5d0025



Pantone 130
CMYK: 0.30.100.0
RGB: 253.185.19
HEX: #fdb913

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



Primary Logo **Monotone**

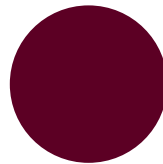




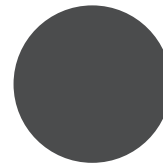
Continuous Improvement

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 7421
CMYK: 15.100.39.69
RGB: 93.0.37
HEX: #5d0025



Pantone Black 7
CMYK: 0.0.0.85
RGB: 77.77.79
HEX: #4d4d4f

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



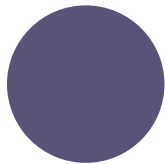
Primary Logo **Monotone**



Menomonee Falls North (Retro Logo)

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 5275
CMYK: 73.75.31.0
RGB: 100.88.132
HEX: #645884



Pantone 116
CMYK: 0.21.98.0
RGB: 255.201.18
HEX: #ffc912

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



Primary Logo **Monotone**

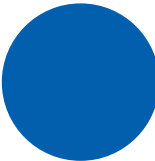




Menomonee Falls East (Retro Logo)

Color Palette

Our colors can be used in different ways for different applications, including Pantone® Matching System (PMS), CMYK, RGB and HEX color codes.



Pantone 300
CMYK: 100.66.0.0
RGB: 0.95.174
HEX: #005fae



Pantone 7499
CMYK: 0.3.26.0
RGB: 255.242.198
HEX: #fff2c6w

Logo Usage Options

Here are the approved print logo options that can be used in appropriate situations.

Primary Logo **Full Color**



Primary Logo **Monotone**



Typography

Proxima Nova

Preferred font for all Falls Schools communications, including advertising, brochures and banners. Its clean, modern character speaks honestly, adding strength and style to our written words.

Note: When unavailable, please substitute with Montserrat whenever possible.

Century

For internal communications such as memos and anything to be printed on Falls Schools letterhead.

Playlist Script

Used as an accent font for cover pages, graphic design, etc. Not acceptable as font for press releases or letters.

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Thin | Light | Regular | **Semibold** | **Bold** | **Extrabold** | **Black**

Century

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular | **Bold**

Playlist Script
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Co-Branding With Schools

Here is how our logo should be presented when being arranged with the logo of an individual school.

Equal Prominence

Balance the logos visually so they feel equal in dominance. Divide the logos with a neutral black line. All co-branded logos should feature district logo without tagline.



Riverside
Elementary School

School Emphasis

Use the black monotone logo when district is secondary.

Riverside
Elementary School



School Letterhead Layout



Riverside
Elementary School

District Emphasis

Secondary logo is approximately half the size of the emphasized logo.



Riverside
Elementary School

Apparel

Below are some examples of how our logo should be presented on apparel. When possible, our Falls “F” should be featured on white, black, maroon (Pantone 7421) or charcoal grey (Pantone Black 7). For special events or fundraisers, our logo can be used on a variety of additional colors, including camouflage, tie-dye, or pink. In these instances, the Falls “F” should be either maroon (Pantone 7421) or white.

Note: When used for fundraising (or any other occurrence), the Falls “F” should never be featured in PMS colors that are utilized by other schools in the Greater Metro Conference.



On White



On Black



On Maroon



**MENOMONEE FALLS
SCHOOLS**

Engage
Learn
Improve

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