Montgomery County
Public Schools

STYLE GUIDE

Montgomery County
Public Schools

This is the official version of the Montgomery County Public Schools logo. The colors, their relationship, and the wordmark should never be altered.

These process colors have been chosen as the signature colors of Montgomery County Public Schools.

C = 89
M = 40
Y = 44
K = 12

C = 31
M = 100
Y = 100
K = 44

C = 0
M = 63
Y = 100
K = 0

C = 65
M = 10
Y = 100
K = 0

C = 79
M = 0
Y = 9
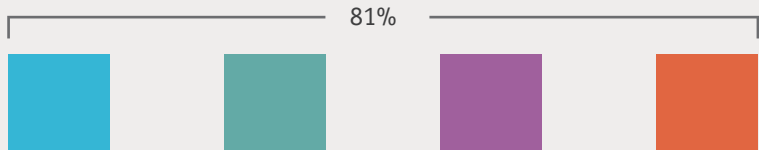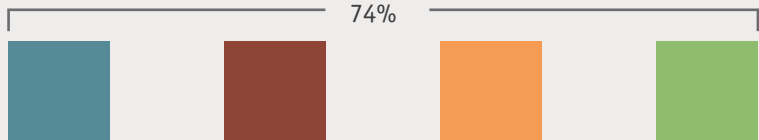K = 10

C = 77
M = 19
Y = 46
K = 0

C = 50
M = 90
Y = 10
K = 0

C = 10
M = 90
Y = 100
K = 2

To create the translucent layered color effect in the logo, each block of color is given an opacity percentage as indicated here.

74%

81%

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PROPER COLOR USAGE

In order to maintain equity, the logo must be used consistently.

Therefore, avoid any treatments or changes that alter the character of the identity.

There are at least 2 scenarios your vendors should be prepared for:

1. 4-color Process
2. Black or 1-color

4-COLOR PROCESS

For use in printed color applications with photography,
or if spot color is not an option, the logo should
be created using 4-color Process builds.

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MCPS Logo Color.eps

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MCPS Logo BW.eps

COLOR, BLACK OR REVERSE

Use the full-color version wherever possible. If the four-color process version is not an option, use the Process Black or Reversed.
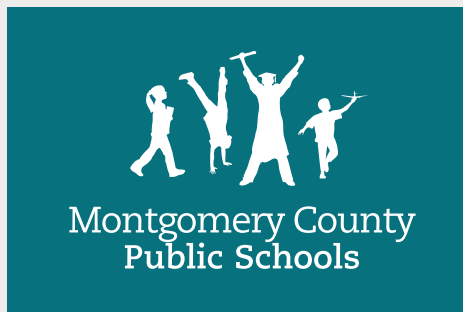

MCPS Logo Color.eps

MCPS Logo BW.eps

MCPS Logo Rev.eps

MCPS Logo Rev.eps

To ensure the optimum impact of the logo, always maintain the specified amount of clear space around the perimeter. The clear space is equal to the height of the stacked name from the PMN Caecilia Font used in the Montgomery County Public Schools wordmark.
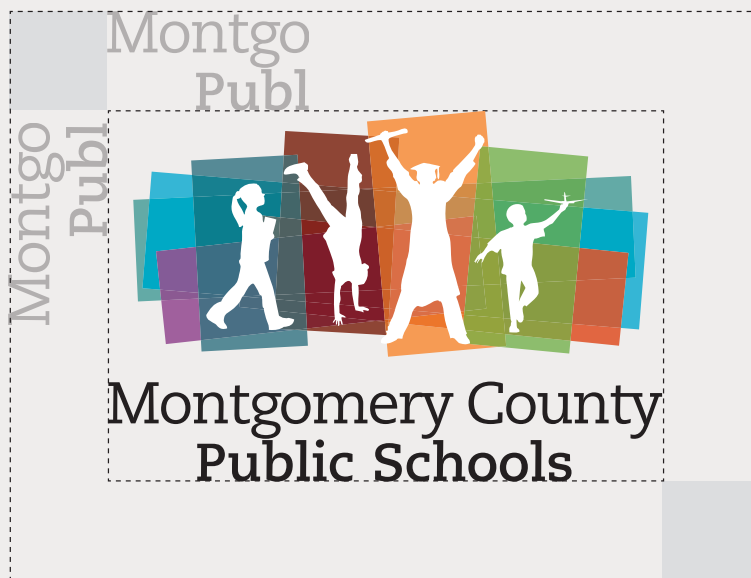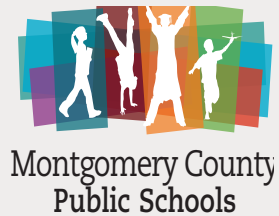
IMPROPER USAGE

In order to maintain equity, the logo must be used consistently. Therefore, avoid any treatments or changes that alter the character of the identity.

DO NOT change colors

DO NOT alter the wordmark

DO NOT squash or stretch

DO NOT change the proportion of the logo

DO NOT place the logo over distracting background

The Montgomery County Public Schools wordmark is derived from the typefaces
PMN Caecilia Roman and Bold.

PMN Caecilia Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PMN Caecilia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Note: Never retype the Montgomery County Public Schools wordmark when creating artwork.
Always use the provided file.

PRIMARY COLORS

C = 89
M = 40
Y = 44
K = 12

C = 31
M = 100
Y = 100
K = 44

C = 0
M = 63
Y = 100
K = 0

C = 65
M = 10
Y = 100
K = 0

SECONDARY "PROGRAM" COLORS

C = 79
M = 0
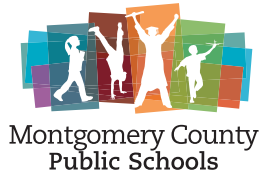Y = 9
K = 10

C = 77
M = 19
Y = 46
K = 0

C = 50
M = 90
Y = 10
K = 0

C = 10
M = 90
Y = 100
K = 2

A

**Montgomery County
Public Schools**

B

PREPARING STUDENTS FOR: THEIR LIVES, THE COMMUNITY, THE WORLD.

200 Junkin Street | Christiansburg, Virginia 24073 | PHONE: 540-382-5100 | FAX: 540-381-6127 | WEB: www.mcps.org

COLOR LETTERHEAD

The letterhead will be printed with the color logo found in block "A."

Individual program addresses "B," should be set in Gill Sans 8 pt. type with 10 pt. leading, centered. Type should be in Process Black with dividers in Process Black.

Page Margins should be set at .5" all the way around.

A

B

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200 Junkin Street | Christiansburg, Virginia 24073 | **PHONE:** 540-382-5100 | **FAX:** 540-381-6127 | **WEB:** www.mcps.org
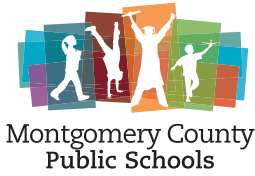
BLACK AND WHITE LETTERHEAD

The letterhead will be printed with the black and white logo found in block "A."

Individual program addresses "B," should be set in Gill Sans 8 pt. type with 10 pt. leading, centered. Type should be in Process Black with dividers in Process Black.

Page Margins should be set at .5" all the way around.

C

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200 Junkin Street
Christiansburg, Virginia 24073

#10 ENVELOPE

The letterhead will be printed with the information found in block "C."

Individual program addresses should be set in Gill Sans 8 pt. type with 10 pt. leading, centered. Type should be in Process Black.

Page Margins should be set at .25" all the way around.

BUSINESS CARDS

The back of the cards will be printed in reverse with the Mission and Vision statements "D."

Individuals name should be set in Gill Sans Bold 8 pt. type with 10pt. leading Title should be set in Gill Sans Italics 7 pt. type with 7 pt. leading "E." All other contact information should be set in Gill Sans 8 pt. type with 10pt. leading "F."

Type should be printed in Process Black.

Page Margins should be set at .25" all the way around.

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**PREPARING
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THEIR LIVES,
THE COMMUNITY,
THE WORLD.**

D

Montgomery County
Public Schools

E

BRENDA DRAKE BOWDEL
Public Information Officer / Board Clerk

F

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EMAIL: brendadrake@mcps.org
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