



“Small Community...HUGE Results”

Style/Identity Guide

The logos in this guide are the primary graphic elements of the Martensdale- St. Marys Community School District branding program. Consistent application and precise production of the logos will identify and reinforce public awareness of MSTM, it's school district, activities and other programs.

All logos represented in this document can be downloaded from the School website. Any need for the official school fonts can be obtained by contacting the Athletic Director. All questions or the need to request another file type or logo, that is not included in the logo library, should be directed to Craig Hugel.

Referencing the School and District

When referring to the Martensdale-St. Marys School District or any of its activity programs the following are acceptable uses:

- Martensdale-St. Marys
- MSTM
- MSTM

There should never be an apostrophe on the “s” in St. Marys unless it is used as a possessive, St. Marys’

The following are **NOT** approved for use.

- MStM
- MSM
- M.ST.M

There should never be any punctuation when using MSTM.

Please do **NOT** use M.S.T.M, MSt.M or Martensdale St. Marys without the hyphen.

Approved School District Logos



MSTM Colors and Fonts

The official colors for the Martensdale-St. Marys Community School are Blue PMS 293 and Gold PMS 116. These colors are the official colors for the school district and activities logos.

Blue = 293C



Yellow = 116C



4 Color build of the school colors are as follows.

293 Blue:	116 Yellow:
C = 100	C = 0
M = 82	M = 12
Y = 0	Y = 100
K = 2	K = 0

Font Options

The Martensdale-St. Marys Community School District recognizes the following fonts for use within the following areas.

The fonts should be used for all official MSTM applications including stationary and other office supplies, signage, uniforms and other district activities and purchases representing the Martendale-St. Marys School District. Leeway will be given for spirit wear merchandise as long as the official MSTM logo is used.

Savoye LET—Blue Devils

Cochin— Blue Devils

Helevetica Neue — Blue Devils

Font options for copy under MSTM logo. The Serpentine font would also be used on all uniform copy and numbering.

Blue Devils—Snell Roundhand Black

Blue Devils—Serpentine Oblique

Activities Logos

Other logos and color variations are available and are located in the Logo Library (Web Address.)

Any use or alteration of these images not in accordance with the MSTM style guide regulations is strongly prohibited.



Martensdale - St. Marys



Martensdale - St. Marys



The “stand alone” fork may be used pointing in any direction needed but may not be altered within the logo itself. For example a football / baseball cannot be shown stuck on the fork.

Activities Logos Continued

Martensdale - St. Marys



Martensdale - St. Marys



Martensdale - St. Marys



Martensdale - St. Marys

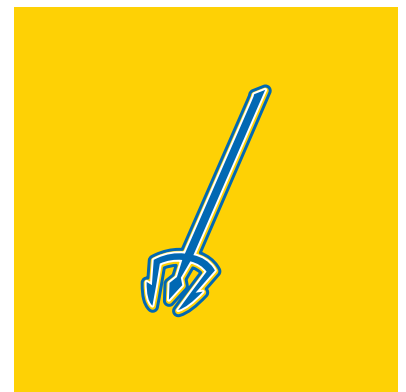
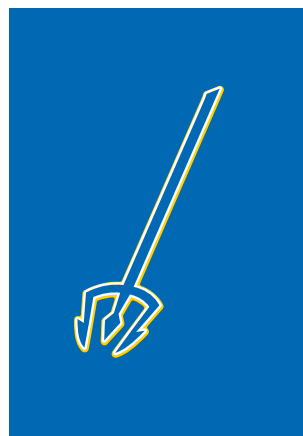
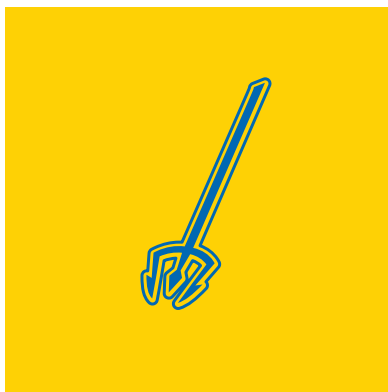
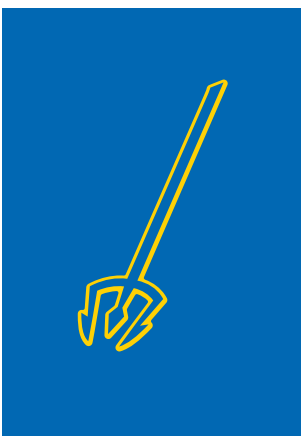


Martensdale - St. Marys



1 and 2 Color Logos

Logos should be used for application on a solid color garment.



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Logo Violations



There should never be a shadow placed around the logo.

No other font should be used with this logo other than the two approved fonts.



The fork should never be flipped and pointing to the right with this logo.



All logos should never be distorted in any way. If resizing is needed, hold down the shift key when dragging from any corner. This will prevent the logo from being distorted.