# Graphics Standards Style Guide

Our mission: Monroe Catholic Elementary Schools is a Christ-centered, Catholic learning community committed to the academic excellence and spiritual development of every student.

Our vision: Monroe Catholic Elementary Schools will be a community of joyful missionary disciples forming Saints and Scholars in the image of Jesus. We will be a school that brings all people to the living Church through virtue-based instruction, high academic achievement, and nurturing the whole person.

Adhering to this guide on the uses of the Monroe Catholic Elementary Schools logos and other key graphic elements and following these standards will ensure a clear, consistent identity for MCES. Consistency increases awareness and helps cement an emotional connection to our mission and vision. The more single-minded our approach, the more powerful our message.

Thank you for adhering to these standards. If you have any questions, please contact our executive principal at kubik@monroecatholicschools.com or our development specialist at development@monroecatholicschools.com.
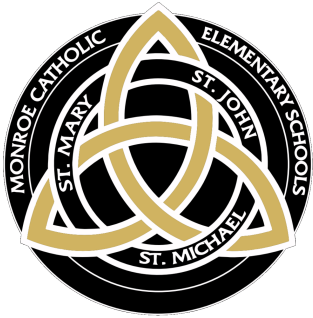
Our Logos

The Monroe Catholic Elementary Schools' logos are reserved for official correspondence, apparel, and display. For use, please contact our development specialist at development@monroecatholicschools.com.

General Guidelines:

To ensure legibility of the logo, it must be surrounded by a minimum amount of clearspace. This isolates it from competing elements that could lessen its overall impact. As a general rule, please leave 1/4 inch on all sides of the logo.

The logo should not be used at a size that compromises its legibility and recognition. Typically, the business card is the smallest printed application of the logo. Be sure that the logo and logotype are clear in these instances. The logo should not be reproduced smaller than 0.5" high.

0.5"

Our Logos

The MCES Logo is available in several approved colors. Option 1 is the current preferred logo to maintain consistency with our branding initiatives.

Option 1: Black, Gold & White 3rd Generation Logo
As of Fall 2020, all official MCES marketing materials will utilize this logo.

Option 2: Two Color Logo 3rd Generation Logo
This logo, in black and gray is most suited for photocopying in black and white.

Option 3: Simplified Logo
This logo can be used on selected printed materials. Please check with the executive principal before use.

Our Logos

Additionally, the following logos may be used with approval from the Executive Principal.

Option 4: Four Color 2nd Generation Logo
This logo is mainly utilized on student uniforms, as well as signage around the

Option 5: Original Logo
For use in historical promotional material only.

The following rules should be applied to all MCES Logos:

1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the colors of the logo.
5. Don't crop the logo in any way.
6. Don't place the logo on a similarly colored background.
7. Don't add glow effects to the logo.
8. Don't reconfigure or change the size or placement of any logo elements.
9. Don't put a white box around the logo.
10. Don't stretch or squeeze the logo.
11. Don't change the relationship of any of the type.
12. Don't use the logo as part of a sentence.
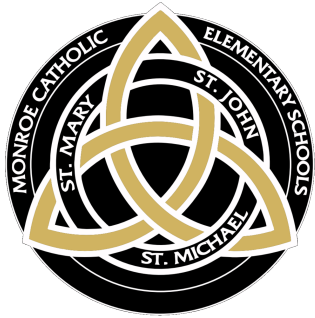
Our Colors

Consistent use of these colors will establish the look and feel of Monroe Catholic Elementary Schools and should be used as much as possible. The official MCES school colors are Black, Gold & White.

Official Colors

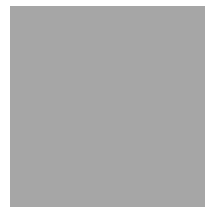**Additional Colors for use with approval**
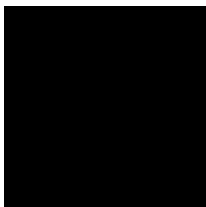
Black
HEX #000000

Gray
HEX #a6a6a6

Gold
HEX #c89f27

White
HEX #ffffff
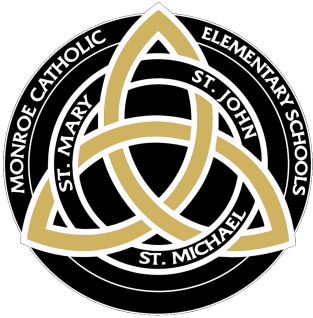
Our Typefaces

Official Communications and marketing materials should be produced in the following typefaces to ensure a consistent and clean look. Additional typefaces may be used on apparel with approval. Please email kubik@monroecatholicschools.com.

Microsoft Office & Apple Products
Arial should be used for headings & informational text in marketing materials. Heading should be Black or Gold. No larger than size 16.

Arial
Arial
Arial

Calibri should be used as the standard font for letters and written statements. As the standard for Microsoft, this simplifies writing letters and creates uniformity.

Calibri

Canva
When using Canva, the default font should be Arimo for headings and informational text.

Arimo
Arimo
Arimo

Our Letterhead

For consistency, all letterhead should transition to the new format of letterhead originating in Google Docs as of Fall 2020. The form can be downloaded to Microsoft Word if the user wishes. The body of the letter should be written in Arial or Calibri Typeface.

Monroe Catholic Elementary Schools
Main Office:
151 N. Monroe St.
Monroe, MI 48162
www.mcesmonroe.com
734-241-6335

Monroe Catholic Elementary Schools is a Christ-centered, Catholic learning community committed to the academic excellence and spiritual development of every student.

Monroe Catholic Elementary Schools
Childcare Center
510 W. Front St.
Monroe, MI 48161
www.mcesmonroe.com
734-241-3378

Monroe Catholic Elementary Schools is a Christ-centered, Catholic learning community committed to the academic excellence and spiritual development of every student.