

Milan Area Schools

Logo and Mascot Usage Guidelines

Milan Area Schools (MAS) is proud of its tradition of excellence and it is important to project consistently its image to the immediate and world-wide community. The district has developed three distinct logo related elements. These elements can be used in conjunction with each other or as stand-alone images. The colors used must follow the specification guidelines shown below.

In order to establish the Milan identity it is essential that these three elements be used by school-sanctioned clubs, athletics and their boosters, and other organizations **exclusively**. No alternative logos, mascots, or colors are to be substituted without approval of the superintendent.





These guidelines were developed to assist individuals, coaches, parent organizations, booster clubs, staff, etc., in choosing appropriate designs for apparel, equipment, signage, etc. **The success of the District's visual identity program relies on the enthusiastic support of Milan individuals and organizations and your cooperation is appreciated.**

Any questions regarding appropriate use of the MAS logos and mascot should be directed to the superintendent.

District Logo

The District logo is the primary graphic representation of the District and is used on correspondence, publications, etc.

- The District logo is to be used in its entirety, as illustrated, and without embellishment or enhancement.
- Use original district logo and mascot elements and do not redesign, redraw or alter them from the original designs.
- Re-size the logo and mascot images as needed but retain all proportions to avoid distortion.
- Color specification guidelines:

Milan Logo Colors	Web#	RGB	CMYK	Pantone
Red 	ED174F	237 23 79	0 100 62 0	199 C
Dark Gray 	5F6062	95 96 98	0 0 0 77	425 C
Light Gray 	B6B8BA	182 184 186	0 0 0 33	422 C
Black 	231F20	35 31 32	0 0 0 100	Black C

- The District logo, is available from the Superintendent. To obtain a copy, email your request to: girbachb@milanareaschools.org Please include your proposed use of the District logo in your request.
- The official District letter head is to be used in its entirety, as illustrated and without embellishments or enhancements.



- These are the three official District logo/mascot elements.

