

# MCS EARLY LEARNING CENTER / BRAND SHEET

SIGNATURE VERTICAL LOGO



SIGNATURE HORIZONTAL LOGO



WORDMARK



LOGOMARK



BANNER

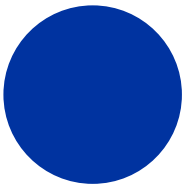


LOGO REVERSED



COLOR PALETTE

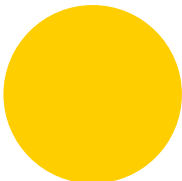
PRIMARY



**ROYAL BLUE**

HEX: #0033A0  
RGB: 0, 51, 160  
CMYK: 100, 60, 0, 6  
PMS: 286 C

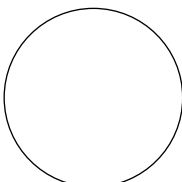
SECONDARY



**GOLD**

HEX: #FFCE00  
RGB: 255, 206, 0  
CMYK: 0, 15, 94, 0  
PMS: 116 C

ACCENT



**WHITE**

HEX: #FFFFFF  
CMYK: 0, 0, 0, 0  
RGB: 121, 163, 220  
PMS: 659

EMBLEM



EMBLEM W/ MONOGRAM



PRIMARY TYPEFACE

**RIDLEY GROTESK**

abcdefghijklmnopqrstuvwx  
ABCDEFGHIJKLMNopqrSTUVWXYZ  
1234567890!@#\$\$%^&\*()