

# MIDDLETOWN CHRISTIAN SCHOOLS

## / ACADEMIC BRAND SHEET

SIGNATURE VERTICAL LOGO



SIGNATURE HORIZONTAL LOGO



WORDMARK



SHIELD CREST

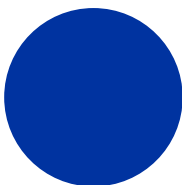


MONOGRAM



COLOR PALETTE

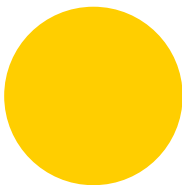
PRIMARY



**ROYAL BLUE**

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

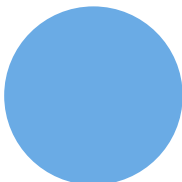
SECONDARY



**GOLD**

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

ACCENT



**LIGHT BLUE**

HEX: #6AABE5  
RGB: 106, 171, 229  
CMYK: 56, 18.5, 0, 0  
PMS: 284 C

LOGOMARK



LOGOMARK W/ MONOGRAM



PRIMARY TYPEFACE

**RIDLEY GROTESK**

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()

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