



MIDDLETOWN
CHRISTIAN SCHOOLS

Brand Guidelines

Middletown Christian Schools brand elements and identity guide

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Our Brand

Our Brand Overview



MIDDLETOWN
CHRISTIAN SCHOOLS

Middletown Christian Schools recognizes the authority of God’s Word and exists as a ministry of Grace Baptist Church to assist Christian families in fulfilling their biblical responsibility to educate their sons and daughters.

With a clear focus on our vision, mission, and core values, we hope our logos help to tell the true story of MCS. We also hope they bring clarity to and develop what we are known for and represent, while pointing people to the Author of the story, the Lord Jesus Christ.

Our Foundation

We are committed to our vision and mission, which tell the story of who we are and what we are all about!

Mission Statement

Middletown Christian Schools exist to glorify the Lord by serving families, educating students, and encouraging Christlikeness.

Vision Statement

The vision of Middletown Christian Schools is to produce disciples of Jesus Christ who are spiritually, academically, and physically prepared for lifelong service.

Our Audience

- 1** People are not only essential to and valued in our MCS community, but they also make up the audience with whom we endeavor to share our story. MCS has a strong heritage built upon the dedication of redeemed faculty and staff, along with a committed partnership with students and their families.
- 2** We also have a strong network of alumni, who were not only educated at MCS, but also continue to impact MCS in a multitude of ways. Our alumni help to ensure that the MCS story has a more wide-reaching impact than just the Middletown/Franklin region, extending far and wide, even to the ends of the earth.
- 3** Finally, our existence as a ministry of Grace Baptist Church also introduces the congregation of Grace as part of this audience. MCS continues to serve its part in a balanced program of ministries offered by Grace, geared toward meeting the needs of the entire family that Grace and MCS minister to and alongside of.

Our Values

WHAT WE'RE ALL ABOUT

MCS has defined our core values, with a focus upon three things: prayer, principle, and people. These core values of prayer, principle, and people are the central themes of the MCS story, and serve as the building blocks of our community and its purpose.

Prayer: *Prayer is the work of faith that humbly admits the inadequacy of self in accomplishing the mission of the school. Prayer is indispensable, and without prayer this institution is incapable of becoming Christ-like.*

Principle: *Principle speaks of the guiding Word of God. Principles, as set forth in the Word of God, form the foundation for faith and practice in becoming Christ-like.*

People: *People are the ones we serve as a result of our primary devotion to the Lord in prayer and principle. People should be served with consideration of brethren and neighbors as outlined in Scripture and modeled by Jesus Christ. People should be served with the ultimate end of Christlikeness for God's glory.*

Visual Guidelines

Signature

Use the academic signatures to represent the brand whenever possible. The signature is designed in two different formats: vertical (stacked) and horizontal. Depending on an application's layout, you may find that one format of the signature works better than another. Please exercise good judgment in all creative executions.



SIGNATURE VERTICAL



SIGNATURE HORIZONTAL

Signature Reversed

To compensate for proper contrast, there are two versions of the signature that have been optimized for darker and lighter backgrounds. For darker backgrounds, use the signature with a white and light blue eagle with white text. For lighter backgrounds, use the signature with a solid blue eagle with white text.



SIGNATURE VERTICAL (REVERSED)



SIGNATURE HORIZONTAL (REVERSED)



SIGNATURE VERTICAL
(REVERSED ALTERNATE)



SIGNATURE HORIZONTAL
(REVERSED ALTERNATE)

Logomark

The academic logomark is unique, quickly identifiable, and can easily stand alone to represent the brand if a signature cannot be used. The logomark can also be paired with the “MCS” monogram, if applicable.



LOGOMARK



LOGOMARK (REVERSED)



LOGOMARK W/ MONOGRAM

Logomark Alternate

The academic logomark alternate can be used to represent the brand if the primary logomark cannot be used or if a one-color option is needed.



LOGOMARK ALTERNATE



LOGOMARK ALTERNATE (REVERSED)

Wordmark

Use the wordmark to represent the brand wherever text only can or should be used.

MIDDLETOWN
CHRISTIAN SCHOOLS

WORDMARK

MIDDLETOWN
CHRISTIAN SCHOOLS

WORDMARK REVERSED

Monogram

The monogram can be used to represent the brand wherever a more simplified mark is desired.

MCS
MIDDLETOWN CHRISTIAN SCHOOLS

MONOGRAM

MCS
MIDDLETOWN CHRISTIAN SCHOOLS

MONOGRAM (REVERSED)

Shield Crest

The academic shield crest is unique, quickly identifiable, and can easily stand alone to represent the brand.



SHIELD CREST LOGOMARK



SHIELD CREST LOGOMARK (REVERSED)

Correct Usage

These brandmark applications apply to all use cases.

primary use



secondary use



alternative use



alternative use



alternative use



white overlay



alternative use



Incorrect Usage

These brandmark applications apply to all use cases.

avoid using background colors too close in tone



avoid using same color text and background



avoid stretching or distorting



avoid rotating



avoid using on busy background



avoid adding strokes



avoid using off-brand colors



avoid outlining



Academic Sub-Brands

This application of the brandmark is to be used for sub-brands within Middletown Christian Schools. Use the Ridley Grotesk typography, in all caps, underneath the Shield Crest brandmark.



FINE ARTS



YEARBOOK

Athletic Logomark

Use the athletic logomark to represent the brand in athletic settings. The mark is designed to have a transparent fill, as well as a white fill in the head of the eagle.



PRIMARY



ROYAL BLUE BACKGROUNDS

Athletic Logomark Alternate

To compensate for proper contrast, there are two versions of the athletic logomark that have been optimized for darker and lighter backgrounds. These can be used to represent the brand if the primary logomark cannot be used or if a one-color option is needed.



FULL COLOR ALTERNATE



BLACK ALTERNATE



WHITE ALTERNATE

Athletic Shield Crest

The Shield Crest version of the athletic brandmark can be used whenever desired or applicable. Alternate versions are available for a one-color option.



FULL COLOR PRIMARY



BLACK SECONDARY



WHITE SECONDARY

Athletic Signature

The signature of the athletic landmark can be used whenever desired or applicable. Alternate versions are available for a one-color option.



FULL COLOR PRIMARY



BLACK SECONDARY



WHITE SECONDARY

Athletic Wordmark

The Eagles wordmark is available to use when only the name is desired to be used. Variations are available for different applications.



EAGLES



EAGLES



EAGLES



EAGLES



EAGLES



EAGLES

Athletic Monogram

The interlocking athletic monogram is quickly identifiable and can easily stand alone to represent the brand.



Incorrect Usage

These brandmark applications apply to all use cases.

avoid using background colors too close in tone



avoid using same color as background



avoid stretching or distorting



avoid rotating



avoid using on busy background



avoid adding strokes



avoid using off-brand colors



avoid outlining



Athletic Sub-Brands

This application of the brandmark is to be used for sub-brands within Middletown Christian Schools Athletics. Use the VTF Redzone Classic typography, all caps, Bright Gold fill with Royal Blue outline. This can be used underneath either the Athletic Shield Crest brandmark or the Athletic Signature brandmark.



Colors

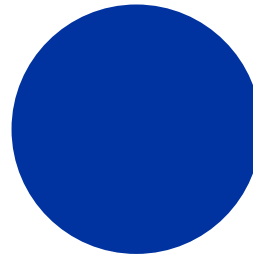
PRIMARY COLORS

Royal Blue and **Bright Gold** make up the primary brand colors. They should be used in most applications such as landmarks, headline treatments, graphic elements, etc.

SECONDARY COLOR

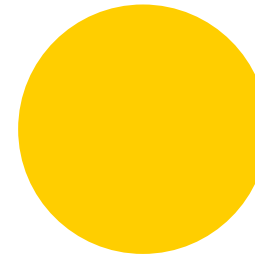
Light Blue should be used to complement the primary colors or in scenarios where additional colors are needed, such as subheadlines, body copy, graphic elements, etc.

PRIMARY



Royal Blue

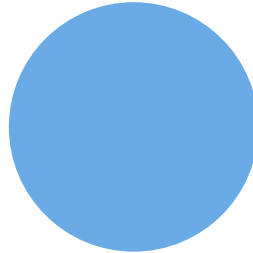
Hex: #0033A0
RGB: 0, 51, 160
CMYK: 100, 60, 0, 6
PMS: 286 C



Bright Gold

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

SECONDARY



Light Blue

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

Typography

Aa

PRIMARY ACADEMIC TYPEFACE

Ridley Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!@#\$%^&*()/'

Available for download at
<https://rb.gy/7dw3as>

AA

PRIMARY ATHLETIC TYPEFACE

VTF Redzone Classic Oblique

AA BB CC DD EE FF GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
0123456789
!@#\$%^&*()/'

Available for download at
<https://rb.gy/io9dx5>

Aa

ALTERNATIVE TYPEFACE

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!@#\$%^&*()/'

Available for use on most applications

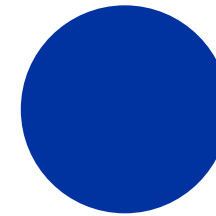
Related Brands

RELATED BRANDS

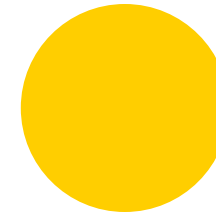


ELC

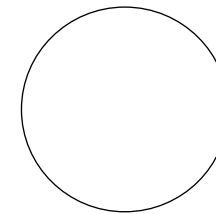
The Early Learning Center brand pairs cohesively with the Middletown Christian School Brand. Use the guidelines when referencing the ELC.



Blue
Hex: #0033A0
RGB: 0, 51, 160
CMYK: 100, 60, 0, 6



Gold
Hex: #FFCE00
RGB: 255, 206, 0
CMYK: 0, 15, 94, 0



White
Hex: #FFFFFF
RGB: 121, 163, 220
CMYK: 0, 0, 0, 0



PRIMARY TYPEFACE
Ridley Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Conclusion

Thank you for your contribution to the consistency of the Middletown Christian Schools brand.

Please keep in mind that any deviation from these guidelines must be approved.

QUESTIONS?

Contact Mr. Josh McKinney - jmckinney@mcseagles.net





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