

BRANDING STANDARDS: PRINT AND DIGITAL

In order to create a more unified, consistent look and feel across all print and digital tools, the Massachusetts Association of School Committees has adopted the following branding standards to be used by all board and staff.

If you have questions about this document, please contact Jenifer Handy: jhandy@masc.org.

Name

Always use “the Massachusetts Association of School Committees” in first reference. If the first reference starts a sentence, capitalize “The.” In all subsequent references, use MASC.

Mission

If the MASC mission statement is included in a document, it should read as follows, in italics:

Ensuring excellence in school committee leadership through advocacy, training and service.

Logo

The MASC logo should appear on the front and/or cover page of every official print and digital document produced by the organization. If not using a cover page, the logo should appear on page 1.

The only approved versions of the logo are the following:



[logo in black]



[logo in PMS 293 blue]

These files are contained in the shared Dropbox folder named BRANDING. The logo is not to be stretched or enhanced in any way.

Font

Gill Sans: This font is available for PC and Mac and includes the entire set of font styles (regular, italic, bold, bold italic, and light).

Typefaces

DOCUMENT TITLE

24 point regular, blue or black. All caps.
Use only for title page (no other text).

DOCUMENT TITLE

18 point regular, blue or black. All caps.
Use with other text on a page.

Secondary headings

14 point bold, green or black. Sentence case.

Subsequent headings

12 point bold, black. Sentence case.

Standard text

12 point regular, black. Sentence case.

Color Palette:

		PMS	R	G	B	Hex
Primary: Blue		293	0	81	186	#0051BA
Secondary: Green		368	91	191	33	#5BBF21
Additional: Black		6C	0	0	0	#000000
Additional: Grey		430C	145	150	147	#919693

Margins

One inch on all four sides.

Layout

Headings and text are flush left. Block paragraphs.

Bullets

- Flush left. Text following bullet has an initial cap.
 - Subsequent bullet lists may be indented.

Use bullets, unless the nature of the text requires using numbers instead. For example, when listing key responsibilities in a superintendent search brochure, use bullets. When listing questions for superintendent candidate interviews, list the questions numerically so it's easier to refer to questions by number.

Capitalization

School committee: When referring to a specific school committee, the Wareham School Committee, use caps. However, when generalizing (e.g., "The school committee votes to appoint the superintendent"), no caps.

Superintendent: The same rules applies. "Superintendent Dot Gallo."
"The superintendent will meet with the high school principal next week."

Board of Directors: "The MASC Board of Directors."
"The board voted to give the entire staff 20% raises last night."

Massachusetts Association of School Committees: When referring to MASC as the Association, capitalize Association.

When in doubt, don't capitalize. If you have questions, please check with Jenifer, who has a copy of the *AP Style Manual* in her office.