

101 N. Warson Rd.
Saint Louis, MO 63124

MICDS.ORG

MICDS

MARY INSTITUTE AND SAINT LOUIS COUNTRY DAY SCHOOL

Identity Guidelines

As of December 2017

Table of Contents



Who We Are 3

- 3 Introduction
- 3 Mission Statement
- 4 Positioning Statement
- 4 Tagline
- 4 Audiences
- 5 Key Messages

Visual Identity 6

- 6 Elements of Visual Identity
- 7 Logo/Wordmark
- 8 Additional Brand Assets
- 9 Creating New Logos
- 10 Acceptable Logo Use
- 11 Unacceptable Logo Use
- 12 Color Usage
- 13 Font Usage
- 14 Business Papers
- 16 Photography Style
- 18 Film Photography Style
- 19 Our Brand in Use

Athletics Identity 23

- 23 Main Athletics Logo
- 24 Uniforms
- 25 Apparel
- 26 Logo Variations

Contact 27

Who We Are

INTRODUCTION

Early innovators in education, Mary Institute and Saint Louis Country Day School combined their rich histories in 1992. Today, MICDS is one of the nation's leading independent schools, specializing in educating students JK-12.

At MICDS, we believe that exploration is the key to a life of investigation, innovation and improving our world. Our depth and breadth of classes and extracurriculars challenge our students to find their passions, while instilling a love for education that will prepare them for the academic and professional roads that lie ahead.

Our brand aims to reflect our commitment to giving our students the opportunity to become their very best selves in a community that fosters meaningful collaboration, depth of intellectual inquiry and the formation of lifelong relationships.

OUR MISSION

More than ever our nation needs responsible men and women who can meet the challenges of this world with confidence and embrace all its people with compassion. The next generation must include those who think critically and resolve to stand for what is good and right.

Our school cherishes academic rigor, encourages and praises meaningful individual achievement, and fosters virtue. Our independent education prepares young people for higher learning and for lives of purpose and service.



POSITIONING STATEMENT

This statement defines the unique space that the organization occupies in the minds of its audiences.

MICDS challenges students to become their best selves. Empowered by our collaborative community, students explore their passions, engage in innovative learning and pursue excellence in and out of the classroom.

TAGLINE FOR ADMISSIONS

A Life of Discovery

OTHER TAGLINES IN USE

Changing Lives. Changing the World.

AUDIENCES

Primary External:

- Prospective students
- Parents of prospective students

Primary Internal:

- Current parents
- Current students
- Current faculty & staff

Secondary External:

- Immediate community
- Colleges
- Influencers in feeder schools

Secondary Internal:

- Alumni
- Board

KEY MESSAGES

UNIQUE ATTRIBUTES OF AN MICDS EDUCATION

- Breadth of learning opportunities
- Rooted in a history of innovation since 1859
- Student-centered school; ever-evolving to meet student needs
- Diverse people come together to learn in a respectful, collaborative community
- Great teachers are an important ingredient in student success
- People of all ages become their best selves here

KEY CONCEPTS

At MICDS, we believe that exploration is the key to a life of investigation, innovation and improving our world.

We offer a depth and breadth of classes and extracurriculars that challenge our students to find their passions.

We believe that exploration is critical for all students, from JK-12th grade, and we strive to provide a developmentally-appropriate learning environment at all levels

MICDS is a student-centered environment.

We meet children where they are in their learning and development and challenge them to grow.

From the design of our facilities to the Mission Statement that we all live by, our school has student success at its center.

MICDS is rooted in a history of innovation, which we proudly continue today.

We are driven to constantly question, evaluate and improve our curriculum and programs.

The founders of our school were pioneers in education, and we uphold their vision through new approaches in the classroom and beyond.

Our history is one of taking bold steps toward better education and enhanced personal growth for our entire community. We tackle difficult topics head-on.

Diverse people come together at MICDS to learn and grow together.

Inclusion is one of the hallmarks of an MICDS education. We work hard every day to create a supportive and welcoming community for all.

We see our community and the world as our learning environment, with a commitment to community service and global learning.

The excellence of an MICDS education is evidenced by the success of our alumni and the scholarship of our faculty and students.

Students are challenged by the rigor of our academic programs.

Students are taught by dedicated educators who go beyond the classroom to inspire and support.

Students are prepared for the academic and personal challenges they face after graduating from MICDS.

ELEMENTS OF OUR VISUAL IDENTITY

This page summarizes the basics of the visual identity system.

BRAND RESOURCE CENTER

Available through the Portal, the Brand Resource Center is your one-stop-shop for visual identity resources and downloadable files.

LOGO/WORDMARK

MICDS

MARY INSTITUTE AND SAINT LOUIS COUNTRY DAY SCHOOL

SHIELD

(Admissions Use Only)



COLORS



TYPOGRAPHY

AaBbCc

Manus

AaBbCc

Effra Light

AaBbCc

Effra Medium

AaBbCc

Effra Regular

AaBbCc

Effra Bold

AaBbCc

Effra Light Italic

AaBbCc

Effra Medium Italic

AaBbCc

Effra Italic

AaBbCc

Effra Heavy

AaBbCc

Quarto Light

AaBbCc

Quarto Medium

AaBbCc

Quarto Semibold

AaBbCc

Quarto Bold

AaBbCc

Quarto Black

AaBbCc

Quarto Light Italic

AaBbCc

Quarto Medium Italic

AaBbCc

Quarto Semibold Italic

AaBbCc

Quarto Bold Italic

AaBbCc

Quarto Black Italic

Visual Identity

OUR IDENTITY

LOGO/WORDMARK

Strong and approachable, the MICDS wordmark is the basis of all other brand assets. The custom serif type reflects the academic rigor and student-centered approach that are hallmarks of the MICDS experience.

TAGLINE

'A Life of Discovery' is the thread that ties the youngest MICDS student to the most accomplished alumni. Whether making their first discovery, building the skills and tenacity needed to pursue knowledge, or learning about their own talents and passions, MICDS students embrace a spirit of discovery that launches lives of purpose. (Rolled out 6/2017 in Admissions materials.)

SHIELD

The shield is an alternate option to the wordmark: it is ideal for social media, accompanying a large headline or title, as a watermark to images, and for application on apparel and promotional items. (Rolled out 6/2017 in Admissions materials.)

LOGO/WORDMARK

MICDS

MARY INSTITUTE AND SAINT LOUIS COUNTRY DAY SCHOOL

MICDS

JK-12 : A LIFE OF DISCOVERY

SHIELD



MINIMUM SIZE



Visual Identity

ADDITIONAL BRAND ASSETS

EMBLEM

A modern incorporation of the wordmark and historic seal elements, the emblem is used for formal occasions such as invitations.

SEAL

Used in an archival context and on official documents such as diplomas.

MICDS ONLY WORDMARK

This wordmark can be used for various MICDS-related needs, including t-shirts, small scale needs, knick-knacks, etc. More information on the MICDS only wordmark can be found in the Brand Resource Center on the portal.



EMBLEM



SEAL

MICDS

MICDS ONLY WORKMARK

CREATING A NEW LOGO?

With a community as active as MICDS, we know that clubs, groups, divisions, projects, boards and many other entities inside of MICDS will want their own logos. The Marketing and Communications department is excited to help you use the brand guidelines to create a unique expression for your group.

Entities with unique marketing needs, like the Annual Fund or an event, will typically require a professionally-developed logo within the MICDS brand.

Entities that are extensions of MICDS' primary functions and mission, like the Parents Association and Alumni Association, should use a lockup with the MICDS wordmark. Many of these are available in the Brand Resource Center on the Portal. If you can't find what you need, please contact the Marketing and Communications Office (page 27 for contact information).

MICDS

PARENTS ASSOCIATION

SAMPLE LOCKUP



CUSTOM MARK

Visual Identity

ACCEPTABLE LOGO VERSIONS

FULL COLOR

The full color version of the logo should be used whenever possible.

GRAYSCALE

A dark gray is preferred to black in grayscale applications.

KNOCKOUT ON COLOR

When reversing the mark out of a color, reverse the entire mark; do not leave tagline, outline or text in a different color.

KNOCKOUT ON IMAGE

When placing marks over an image, reverse the marks out of the image. Utilize a slight gradient screen if more contrast is needed.

Full Color



Grayscale



Knockout on Color



Knockout on image



UNACCEPTABLE LOGO VERSIONS

The strength of the MICDS brand is in consistent, respectful use of the assets that represent our school.

Shown here are several applications of the brand that are not consistent with the clear, professional and uniform experience that we want our audiences to have with the MICDS brand.

If you are unsure if a particular usage is in line with the brand guidelines, please contact the Marketing and Communications Office (page 27 for contact information).



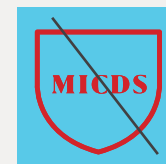
Don't change color



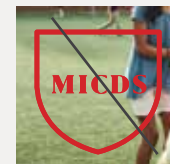
Don't add a stroke or fill the shield with a color



Don't place color logo against another color



Don't place color logo against a photo



Don't place an image or pattern inside of the logo



Don't pair with additional graphics



COLOR USAGE





- Our School colors, the bright red and green, should be used as the dominant colors in a design
- The darker red should be used as an accent color and for contrast with the bright red—athletics being the exception
- The darker red is the main red for MICDS athletics
- The gray is to be used as a neutral

USING RED AND GREEN TOGETHER

For one-page spreads, include a balance of both red and green in your design. It is important that both colors be noticeably represented. Materials that might fall under this category include flyers, invitations, postcards, etc.

For multi-page spreads, both red and green must be represented, but colors may be used on alternating pages or in alternating sections. Red and green do not have to appear on the same page. This includes the MICDS magazine, brochures, etc.

For Admission communications, red and green should be used separately (in all instances) to avoid the “holiday look.”

	CMYK	RGB	PANTONE	HEX
	C: 15 M: 100 Y: 100 K: 0	R: 210 G: 35 B: 42	Pantone 185 C	#d12229
	C: 48 M: 98 Y: 78 K: 50	R: 88 G: 16 B: 33	Pantone 209 C	#581021
	C: 90 M: 48 Y: 69 K: 48	R: 4 G: 70 B: 61	Pantone 7729 C	#04463d
	C: 27 M: 21 Y: 25 K: 0	R: 186 G: 187 B: 182	Pantone 2330 C	#bcbbb6

FONT USAGE

PRIMARY

Effra and Quarto are the primary fonts to be used in all internal and external materials. Quarto Medium and Effra Corp Regular can be used for body copy; Effra Corp Bold is often used for subheadings and attributions; Quarto Medium Italic is often used for callouts, descriptions and emphasis, while Quarto Black and Black Italic are used in headlines. Additional weights are available for Effra Corp and Quarto.

DISPLAY

Manus is a handwritten-style font that is used for quotes and big messaging headlines. Do not use as body copy.

GENERIC/ELECTRONIC

When the primary fonts are not available (in emails or applications like Microsoft Word, Excel and Powerpoint), Arial is the recommended web-safe font.

PRIMARY

Effra Corp

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quarto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DISPLAY

Manus

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GENERIC/ELECTRONIC

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

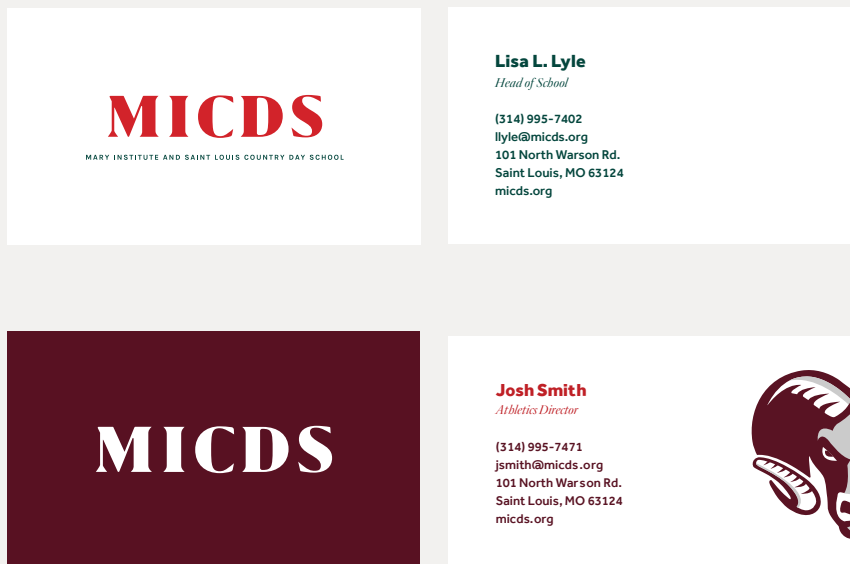
Visual Identity

BUSINESS PAPERS

The following are examples of MICDS identity materials.

PRINTER

Minuteman Press is our main printer for business papers. They have design files on hand to customize and meet your needs. Contact: customerservice@mmpolivette.com



Academic (Top) and Athletic (Bottom) Business Cards

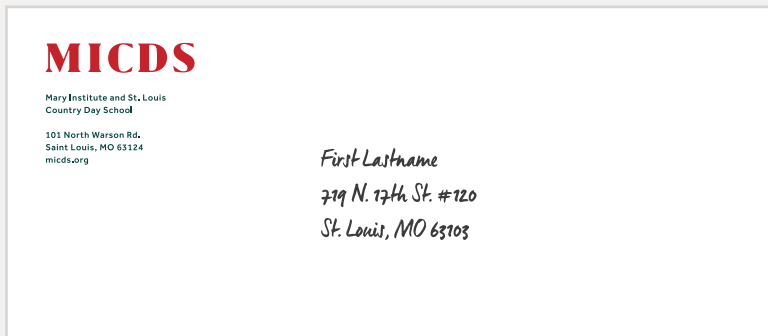


Letterhead and Second Sheet

BUSINESS PAPERS (CONTINUED)

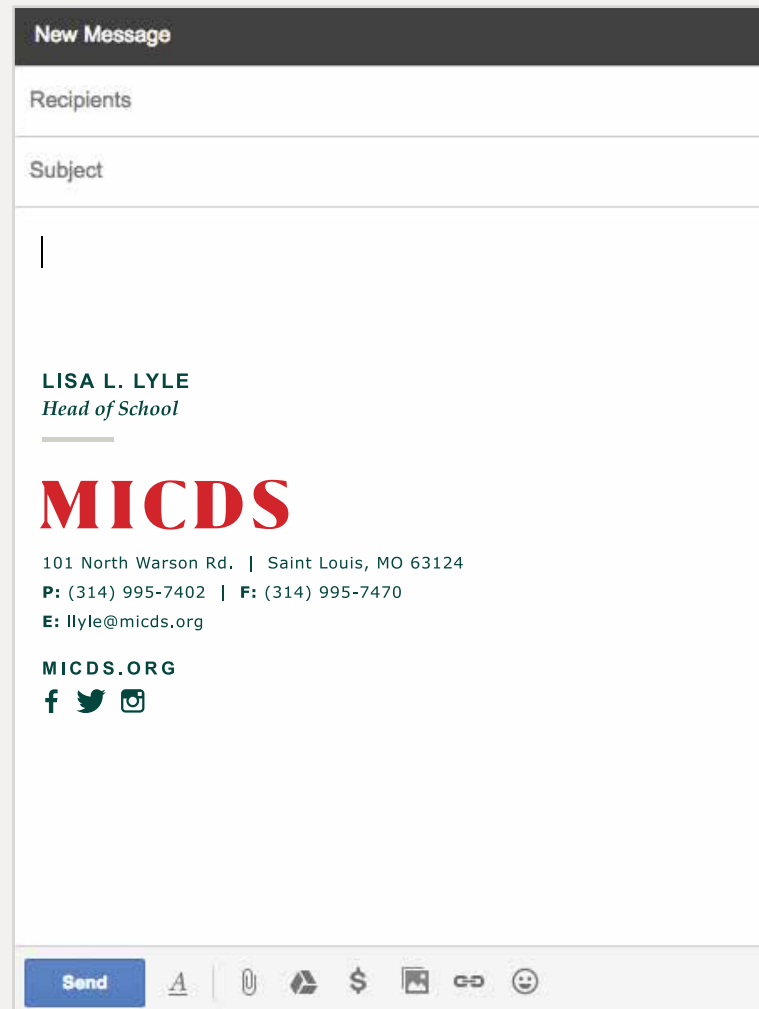


Notecard



No. 10 Envelope

Email Signature [visit the Brand Resource Center for instructions on configuring the email signature]



Visual Identity

PHOTOGRAPHY STYLE

Photography is featured heavily in the MICDS brand and provides a window into what it's like to be a part of the MICDS community.

Our photography style features:

Shallow depth of focus to draw the viewer into a moment.

Warm, natural tones (do not use: over-saturated, HDR, trendy filters).

Moments of discovery and achievement; student-teacher/coach interaction; camaraderie, collaboration and support between students; students using world-class facilities; the responsible use of technology as a tool; candid (not posed) scenes of life at MICDS.

Composition focuses on individuals and small groups to show authentic and personal interactions.



Visual Identity

PHOTOGRAPHY STYLE (CONTINUED)

The MICDS Shield is commonly used over photography (*for admissions materials*): always reversed and should be placed in the corner that provides balance to any other graphics or text on the page. It may also be used as a watermark on videos.



FILM PHOTOGRAPHY STYLE (CONTINUED)

Achieving a similar photography style in film is important to the continuity of experience that our audiences have in different media.

An ideal film frame includes:

Shallow depth of focus to draw the viewer into a moment.

Warm, natural tones (filming in raw file format will allow for the most flexibility to achieve ideal color).

Moments of discovery and achievement; student and teacher/coach interaction; camaraderie, collaboration and support between students; students using world-class facilities; the responsible use of technology as a tool; candid (not scripted) expression.

Empty space in the frame for text overlay/cropping.

Simple title styles using MICDS brand typefaces.



Visual Identity

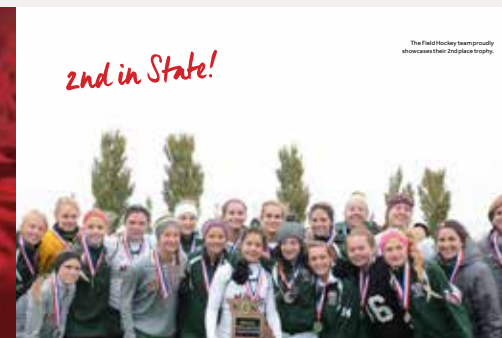
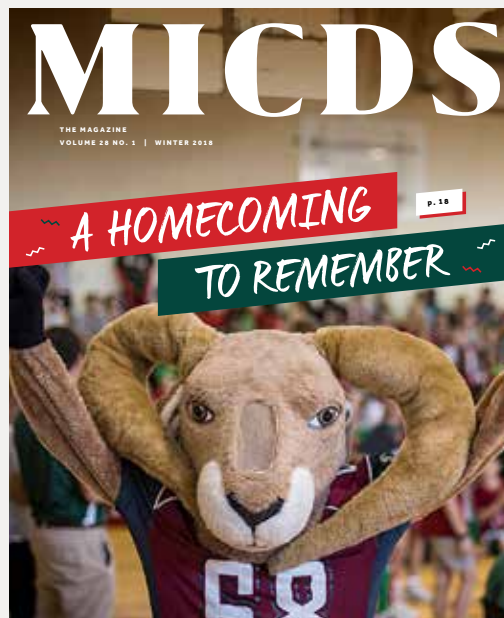
19

MICDS
Identity Guidelines

OUR BRAND IN USE

Examples of application of the MICDS brand.

MICDS Magazine cover and spreads



WHY I GIVE:
How MICDS Has Shaped the Youngs' Annual Commitments

As MICDS "ites," Whitney Walker Young '01 enjoyed a childhood that revolved around MICDS. For Jarrett Young '01, his MICDS journey began in 7th grade and with an instant love for Codaccio football. Little did the two know that MICDS would eventually become the catalyst for a life of happiness. In fact, they've been together since Junior Prom in 2005. Now in their 12th year of marriage, Whitney said she still laughs at his jokes. It's a classic MICDS love story—and not just because they met at MICDS, but also because of their lifelong commitment to the School through annual giving.

The Youngs started giving to the MICDS Annual Fund in 2005, the year they were married, shortly after graduating from Bowdoin. Eleven years later and with two children, Henry and Ellie, they've continued to make giving a habit, now through a monthly recurring gift program.

WHITNEY WALKER YOUNG '01 & JARRETT YOUNG '01

- | | | | |
|---|--|---|--|
| <p>Why is philanthropy important to you?</p> <ol style="list-style-type: none"> I've spent North St. Louis and rode the St. Louis-Buffalo for a period of time to get to and from school. I couldn't have been able to attend MICDS had it not been for the generosity of others giving to the School. I hope to lessen the struggle for others who are less fortunate than me. I give in hope that others like me will give and that those who help will give once they are financially able. | <p>What influences your decision to give every year?</p> <ol style="list-style-type: none"> There always existed in the community at MICDS a willingness to give when you were asked. I love the response of giving, which inspires me to give back. My husband's story inspires me to give. The inspiration there is that MICDS had not been provided by the School. I saw the struggle, I had to provide opportunities to others and give back as a way you to MICDS for changing life. | <p>Why is giving back to MICDS important to your family?</p> <ol style="list-style-type: none"> I had my wife, I've spent a lot of time with my former teachers, and I wouldn't be who I am without the education I received. I value the openness of the community and the relationships formed there. All of this brought me to give to the School. MICDS provided me the ability to discover my strengths and passions and grow up with confidence. I want to provide to provide others with that same opportunity. | <p>Why is the Annual Fund the best option for your family?</p> <ol style="list-style-type: none"> Participation matters and it's all about giving. When a school is trying to raise funds for better facilities, student support, and participation shows commitment and value. Doing something small each year allows me to do something big in the future. When I was right out of college and when we, the Annual Fund, allowed me to contribute to give in a way that financially manageable for us and our family. |
|---|--|---|--|

We are deeply grateful to everyone who has made a gift to the Bold Action Campaign thus far. Your gifts support teachers who focus on each student and help them grow, educational programs that inspire students to lead lives of discovery and beautiful, state-of-the-art facilities.

Visual Identity

OUR BRAND IN USE (CONTINUED)

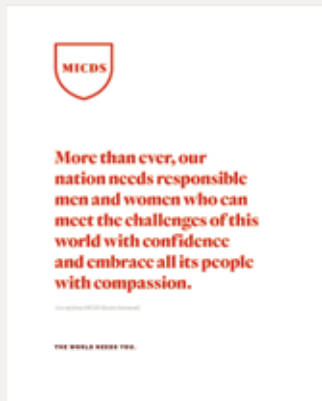


MICDS Magazine Website

Visual Identity

OUR BRAND IN USE (CONTINUED)

MICDS Viewbook covers and spreads



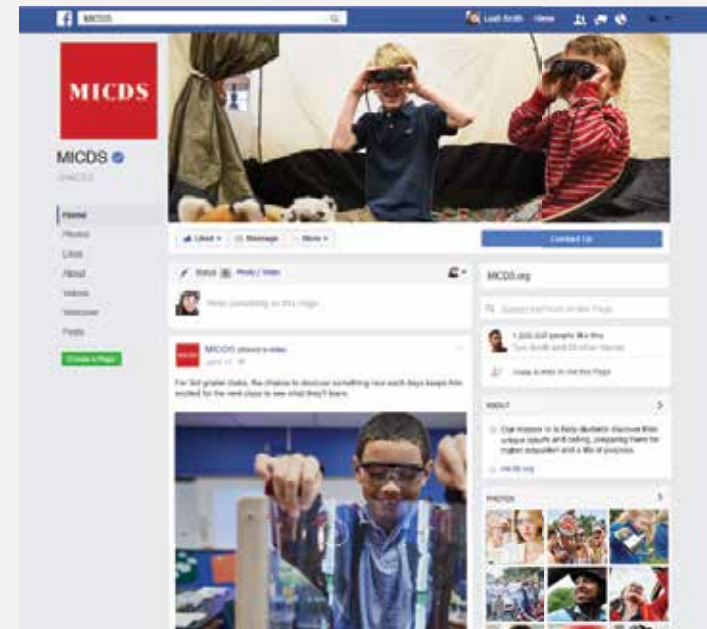
Visual Identity

OUR BRAND IN USE (CONTINUED)

Facebook profile picture and cover photo

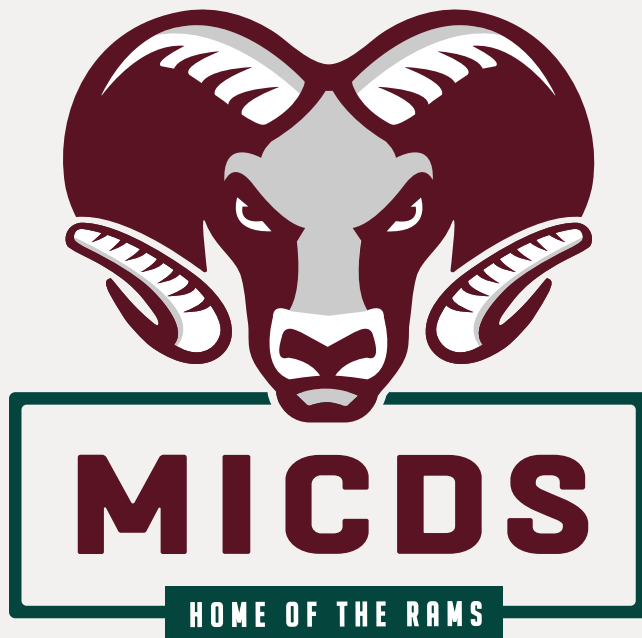


MICDS Digital Viewbook



MAIN ATHLETICS LOGO

The MICDS Athletics logo features our mascot, the Ram. The Ram and Athletics logo are only for use in Athletics applications.



ATHLETICS LOGO



RAM

UNIFORMS

Each sport can choose from Under Armour's Cardinal Red, Forest Green, or White as the base for their home and away jerseys.

Uniforms will use UA's Premier font for names and numbers.

Use the Solid Ram in red or green for printing on white/light jerseys, and use the reversed ram for printing on solid color jerseys.

COLOR

Rely on Under Armor colors. For the creation of any additional material, please use specified red, green and gray. Avoid or minimize the use of red and green together in the design.

UNDER ARMOUR PREMIER:

MICDS RAMS
1 2 3 4 5 6 7 8 9 0

		CMYK	RGB	PANTONE	HEX
CARDINAL RED		C: 48 M: 98 Y: 78 K: 50	R: 88 G: 16 B: 33	Pantone 209 C	#581021
FOREST GREEN		C: 90 M: 48 Y: 69 K: 48	R: 4 G: 70 B: 61	Pantone 7729 C	#04463d
GRAY		C: 27 M: 21 Y: 25 K: 0	R: 186 G: 187 B: 182	Pantone 2330 C	#bcbbb6

APPAREL

Apparel not purchased through Under Armour will follow similar guidelines to the uniforms, but relies on the free font Big Noodle Titling for additional copy purposes.

Big Noodle Titling is also the athletic font of choice for flyers for athletic events, etc.

INDIVIDUAL SPORT LOCKUP

Individual sport logos are available in the Brand Resource Center on the Portal. If you can't find what you need, please contact the Marketing and Communications office (page 27 for contact information).

Note that for embroidered apparel, the individual sport lockup may need to be adjusted for font sizes appropriate for production needs.

BIG NOODLE TITLING

BASEBALL SQUASH

INDIVIDUAL SPORT LOCKUP



Athletics Identity

LOGO VARIATIONS

FULL COLOR

Full color Ram or Athletics logo is used on white or gray apparel. Full color Ram is preferred in environmental graphic applications.

ONE COLOR

One-color Ram or Athletics logo is used on white or gray jerseys or apparel when 4-color printing is not an option.

KNOCKOUT ON COLOR

When reversing the athletics logo out of a color, use the reverse version of the logo. Do not turn the one-color version white.

Full Color



One Color



Knockout on Color



Contact Us

WE'RE HERE TO HELP!

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