



**Math and Science Academy
Brand Standards**

Version .21, Dec 2nd, 2015



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What Is The MSA Brand?

- Our brand is what students, parents, academics, alumni, public servants, corporations, countries, and outside observers all think, feel, and respond to when they hear the words “Math and Science Academy” or “MSA”



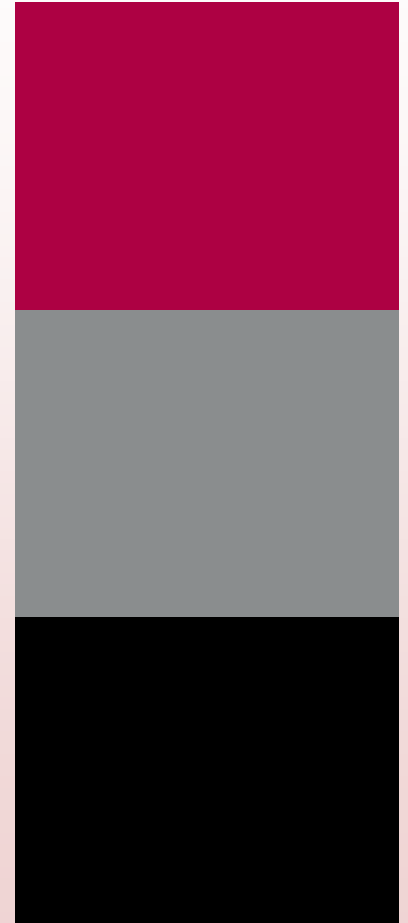
How To Represent Us

- Proud
- Hardworking
- “Geeky” or “Nerdy”, but not un-hip
- Successful
- Humble, Serving



Color Palette

- **Primary Color: Maroon**
 - PMS: SolidCoat1945C
 - HEX: #ad0143
 - R173, G1, B67
- **Secondary Color (Accent): Silver**
 - PMS: SolidCoat 877c
 - HEX: #8a8d8e
 - R138, G141, B142
- **Additional Color: Black**



Typography

- Gnotane or Arial for headers containing the school name
- Official MSA Documents and letters should be formatted in Arial or Times New Roman, or a similar font.



Logos

- MSA Has 1 Corporate Logo, with 3 acceptable deviations:
 - Full Color On Light Background
 - Black On Light Background
 - White On Dark Background
 - No Other Color Variations Should be used!
- MSA Logo should contain the ® as it is a registered trademark (10/1/2016)



Logo Usage

- This Logo should be used for all business dealings with the school (letter head, advertisements, etc.)
- It should be the only logo used with MSA branded apparel.
- Logo should be positioned in upper right corner of MSA apparel, similar to the image on the right.
- Avoid anything “interfering” with the logo such as added flourish.
- Questions about whether or not a usage of the logo is appropriate should be submitted to the Director for approval prior to usage.

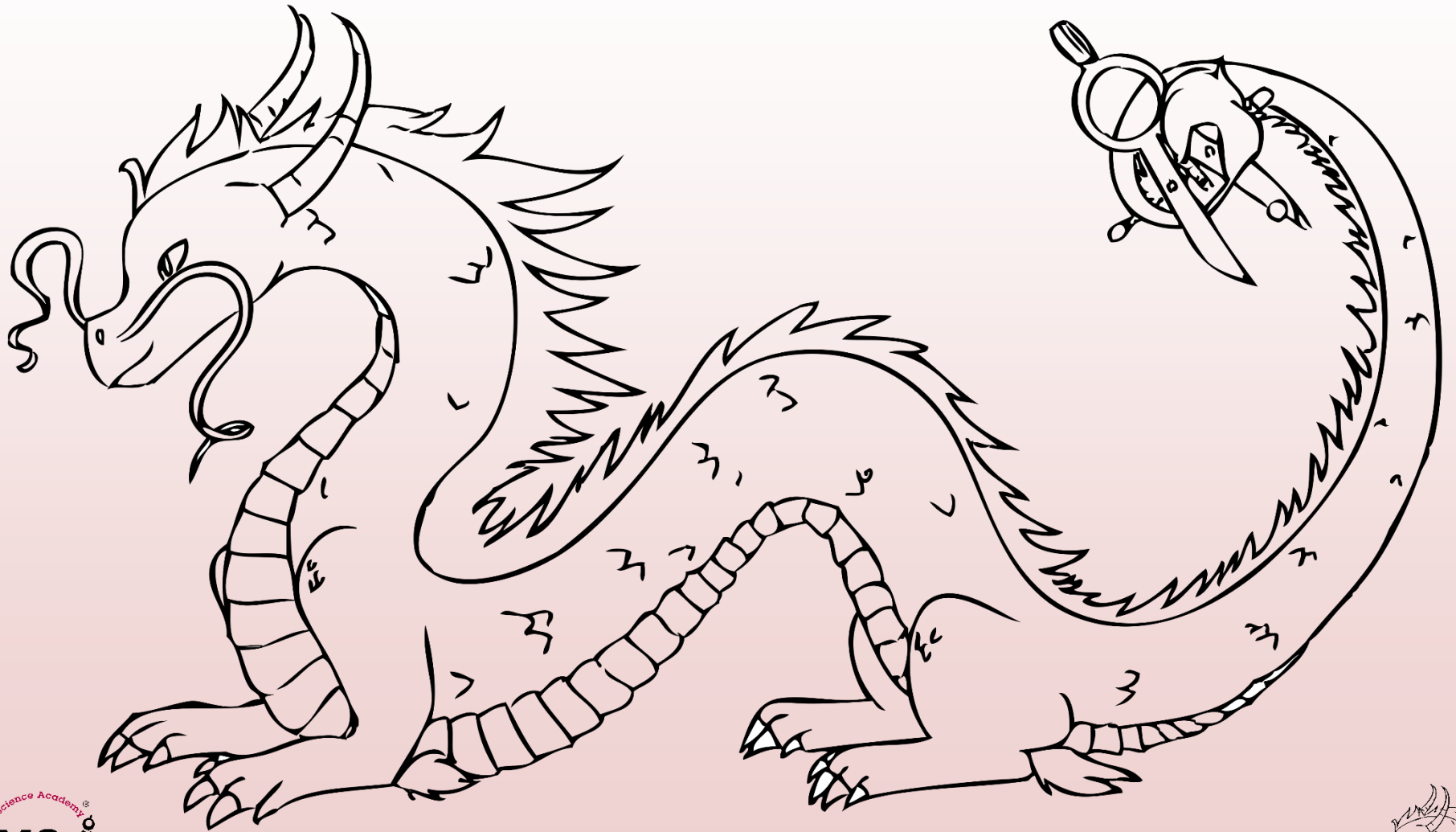


Mascots

- MSA has 1 official mascot that can be used by teams:
The Dragon
- This Mascot must be used with all MSHSL based teams.
- Non-MSHSL Teams May choose to use their own mascot with approval of the school.
- The Fighting Calculators is reserved for the MSA Robotics Team, and should not be used for any other MSA Team without consent of the Robotics Team.



Mascots (The Dragon)



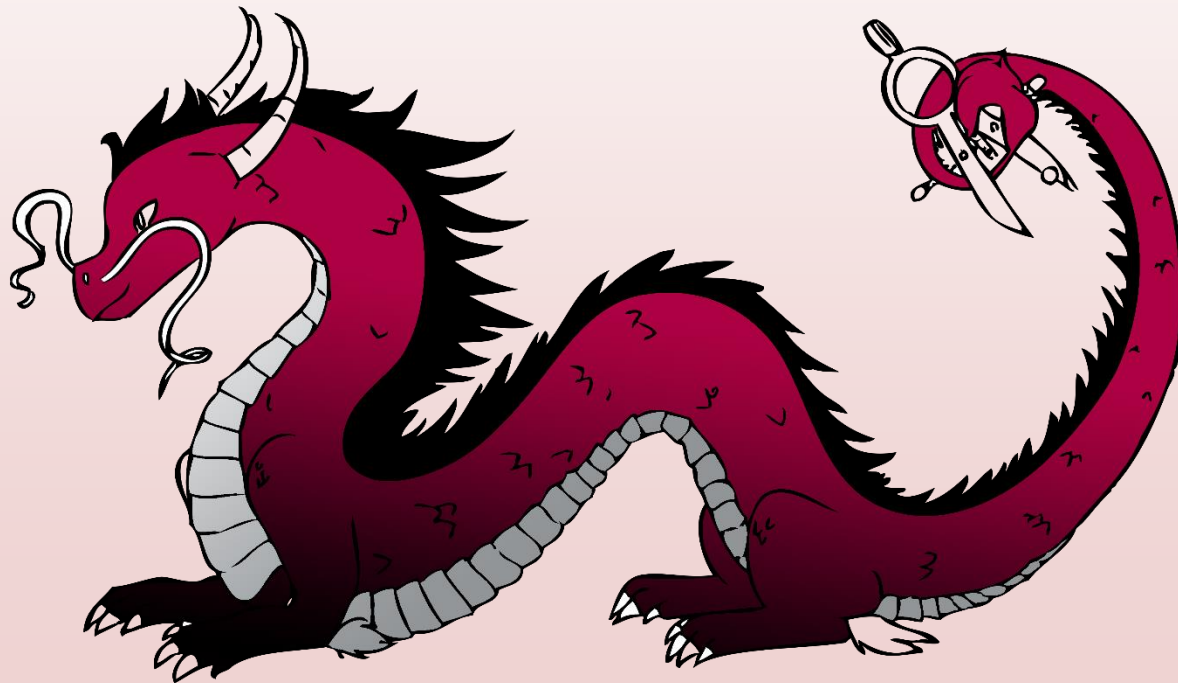
Mascots (The Dragon)

- The Dragon may be cropped, but not altered in any other way. The board would rather the full dragon be used whenever possible.



Mascots (The Dragon)

- A Color Version Also Exists Should It Be Needed. Our Dragon always uses the MSA Colors (Maroon, Silver, Black)



Version History

- 0.21 – Added in ® details.
- 0.20 – Initial Approved Version

