

# Design and Style Guide: Arata Creek Quick Reference

**IMPORTANCE OF STANDARDS:** A style and design guide is a set of rules for the design of documents, websites, signage, and any other communication to create uniform branding for Arata Creek School. Style guides help maintain a consistent look so that the viewer can immediately associate the brand and communication with whomever produced them.

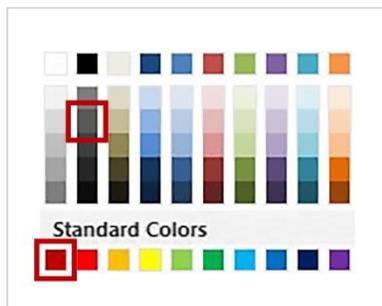
**REQUIRED ELEMENTS:** Always place the Arata Creek School Logo in some form on your primary page. Wherever possible, also include the MESD logo (monochrome) and / or agency name. If an event is sponsored in partnership with another agency, program or school, include both logos and full names at the top or in the footer.



**LOGO:** Use the Arata Creek School logo with or without the “bulls” mascot name at the bottom. Always use a PNG file type with a transparent background, unless it is to be placed on a white background within the document. Use the full color logo whenever possible. Size the logo so that it is large enough to be clearly visible with school name clearly legible, is aesthetically proportionate to the other elements on the page, and has enough space around it. Be sure that the logo’s proportions remain the same when resized.

**COLOR USAGE:** Main design elements such as covers, headlines and subheads should stick to the primary color palette. Primary tints and complementary colors may be used to provide accents for differentiation, or as they fit within a cohesive, harmonious design. Note that colors may render differently on different displays. For quick documents and presentations, use the closest color approximation available in the program you are using.

**DOCUMENT FONT USAGE:** Within a document or publication, use the fonts from the MESD Design and Style Guide. The font families below have been selected as district standards. Use different font weights or styles within those families to provide variety. Sans serif fonts are typically used for headlines; serif fonts are good for long passages of text.



**SANS SERIF:** Arial  
 a b c d e f g h i j k l  
 A B C D E F G H I J  
 0 1 2 3 4 5 6 7 8 9

**SERIF:** Times New Roman  
 a b c d e f g h i j k l m  
 A B C D E F G H I J  
 0 1 2 3 4 5 6 7 8 9

For printed products, merchandise, posters, and longer-lasting pieces, use the precise brand colors:

Red	Gray	Lt Brown	Dark Brown
#d12027	#595959	#f0ccaf	#b68359
R209 G32 B39	R89 G89 B89	R240 G204 B175	R182 G131 B89
C12 M100 Y98 K2	C63 M55 Y54 K28	C5 M20 Y30 K0	C27 M49 Y71 K6

**MESD BRAND COLORS:** The MESD brand colors do not work well with the Arata Creek School brand colors. Use the monochrome version of the MESD logo on documents and publications where Arata Creek School’s colors are used.



Include the full agency name in your document, either as part of the logo (above), or written out near the logo. If referring to MESD within the text of your document, the first reference should include the full agency name.