MVCDS ATHLETIC LOGO GUIDELINES
MAUMEE VALLEY COUNTRY DAY SCHOOL

Director of Marketing: Melissa Kuhl

We use our MVCDS Athletic Logo to promote our athletic programs, teams, and activities to a wide variety of audiences. These Guidelines are intended to provide basic rules to follow when using the MVCDS Athletic Logo.

If special circumstances arise causing doubt as to proper usage, you may contact Melissa Kuhl, Director of Marketing, at 419-381-1313 x114.
**Athletic Logo Usage**

The Athletic Logo is made up of multiple design elements that should not be separated in any way during use. The spatial relationship between the design elements must not change. At no time should an attempt be made to alter these elements. When resizing the logo, you must increase or decrease it in size as a unit.

NOTE: Under no circumstance should the elements of the Athletic Logo be removed, including the circle.

NOTE: If you would like to use the Athletic Logo in print it is essential that it be reproduced from the master digital artwork, available in Apple Macintosh and PC formats, from the Maumee Valley Communications department.

**The Athletic Logo - Configurations**

The Athletic Logo Configuration shown below is the ONLY configuration of proper usage for MVCDS. No other variations and/or configurations are acceptable.

A - Acceptable
The Athletic Logo - Color Palette

The MVCDS Athletic Logo should only be used and/or printed in one color. Elements of the logo may not differ in color and the only acceptable colors of the Athletic Logo are PMS 2767 Blue or White. The Athletic logo may only be used on a solid background color of the opposing color (PMS 2767 Blue or White).

### PMS 2767 Blue
- C: 100
- M: 84
- Y: 38
- K: 40
- R: 14
- G: 44
- B: 80

### White
- C: 0
- M: 0
- Y: 0
- K: 0
- R: 255
- G: 255
- B: 255

Preferred - PMS 2767 Blue on White  
Acceptable - White on PMS 2767 Blue
The Athletic Logo - Placement

When using the MVCDS Athletic Logo in print, the logo should be placed within an acceptable distance of other design elements and document edges. This distance should be greater than, or equal to, half the distance of the diameter of the logo.

For Example: If the logo is being used at a print dimension that determines the diameter of the logo to be 3” in height, than the total padding distance between all edges of the logo (including the wing tips) and other edges, including document edges, should be at least 1.5” in all directions.

The Athletic Logo - Hawk Symbol Usage

The Athletic Logo Hawk Symbol may not be combined with any other elements for usage in print, advertising, and promotional materials.

The Athletic Logo Hawk Symbol must be used independently and cannot be reassembled with other logo elements in any other configurations. All Athletic Logo Hawk Symbol usage must follow all above standards outlined above including color and placement specifications.

NOTE: It is not acceptable for the Hawk Symbol to “perch” on any additional design element, or to hold any other design element in the feet or beak.