

Colfax-Mingo

Community School District



Brand Standards

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Colfax-Mingo CSD is a rural school district with a tight-knit community of roughly 800 students. Full of small-town charm, our district offers opportunities for students that families today have long been searching for.



Colfax-Mingo

Vision for Learning

Our Vision

To ensure curriculum, instruction, and assessment are student centered and focused on continuous improvement. Meaningful learning is achieved through collaboration, technology integration, and high expectations for all.

Our Mission

To develop life-long learners, independent thinkers, and productive citizens of character.

- Where students will be safe, comfortable, and respected by faculty and fellow students.
- Where the rigor of our curriculum will challenge students to achieve at their full potential on each level of their learning process.
- Where our faculty is committed to developing long-term mentoring relationships with their students.

Primary Logo



Secondary Logo





Claw
Brand Mark





CM
Brand Mark

Logo & Brand Mark Usage

Sizing

Each logo and brand mark has a minimum size at which the smallest elements are still legible. Do not scale below the sizes provided for each logo, respectively.



1"d



.75"w



.5"w



.35"w

Clear Space

A minimum of .15" space is required around the full perimeter of each logo to allow breathing room free from other elements.



.15"h

.15"w



Rotation

Only the secondary logo may be rotated 15 degrees clockwise when used as a primary design element within the given layout.



Logo & Brand Mark

Restrictions

Changes to Avoid

- **DO NOT** stretch, distort, rotate or misshape any of the logos beyond what is allowed by the brand standards
- **DO NOT** alter the colors of the logo beyond what is allowed by the brand standards
- **DO NOT** add graphic effects or additional elements (i.e. drop shadows, bevels, textured backgrounds, etc.)
- **DO NOT** place the logo on busy or distracting backgrounds that will disrupt legibility



HAWK BLUE

PRIMARY

CMYK
93/90/31/20

RGB
50/52/103

HEX
323366

TIGER ORANGE

PRIMARY

CMYK
0/75/88/0

RGB
242/101/54

HEX
F16534

MINGO NAVY

SECONDARY

CMYK
93/90/31/61

RGB
21/18/60

HEX
14113B

COLFAX SKY BLUE

SECONDARY

CMYK
20/4/0/0

RGB
199/225/245

HEX
C6E0F5

SPRING CITY GRAY

SECONDARY

CMYK
0/0/0/20

RGB
209/211/212

HEX
D1D2D4

Typography

Headlines

Mundial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Title Case or Uppercase | Leading: Equal to point size | Tracking: 0

Subheadlines

Mundial Demibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Title Case | Leading: Auto | Tracking: 0

Body Copy

Mundial Light (<8pt size use Mundial Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sentence Case | Leading: 1.5x the point size | Tracking: 10

Accent/Design Forward

Serpentine D Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Uppercase or Lowercase | Leading: Equal to point size | Tracking: 15

Colfax-Mingo Community School District

Our Vision

To ensure curriculum, instruction, and assessment are student centered and focused on continuous improvement. Meaningful learning is achieved through collaboration, technology integration, and high expectations for all.

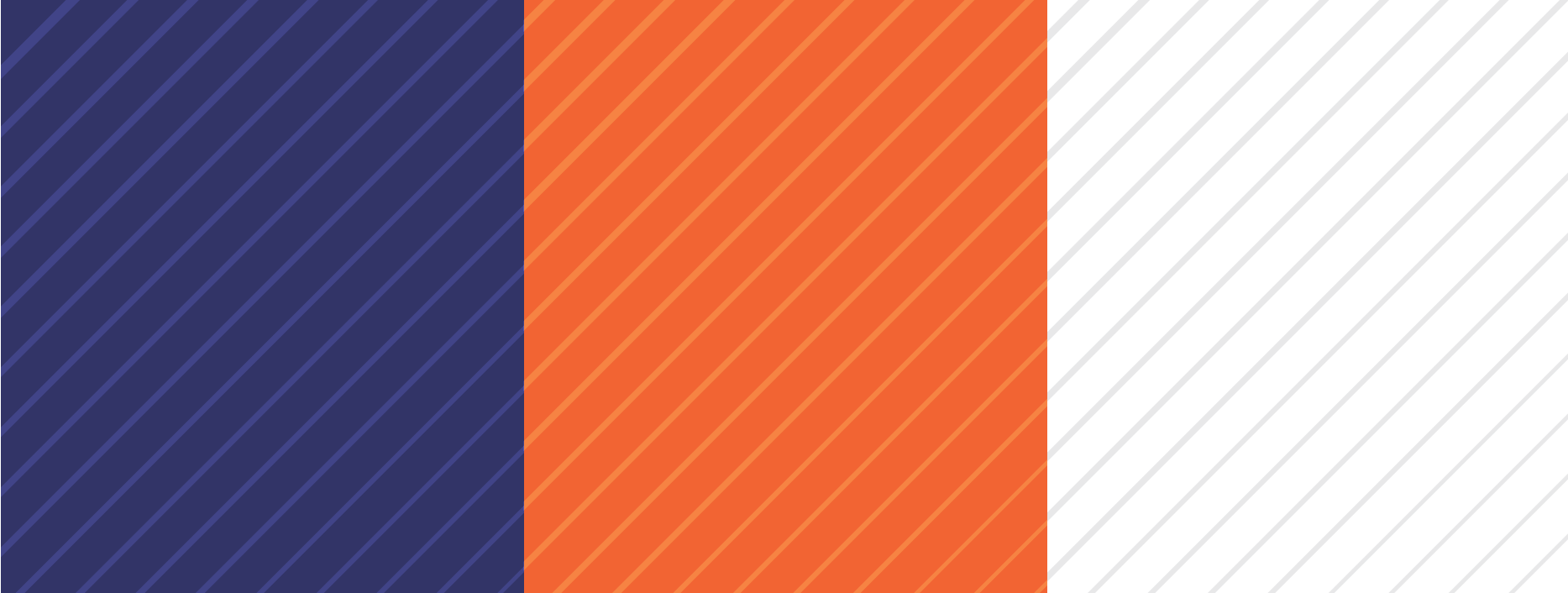
Departments

- Academics
- Athletics
- Business Services
- School Counseling
- Curriculum (K-12)
- Health Services
- Nutrition & Menus
- Operations & Maintenance
- Social Media & Website Development
- Special Education
- Technology
- Transportation

Game Day *READY!*

WELCOME BACK *TIGERHAWKS!*

Graphic Elements



Mingo Navy

Gradient Location 50%

Hawk Blue

Appendix



Official Letterhead

Colfax-Mingo Community School District
204 N League Road, Colfax, IA 50054



Month XX, 20XX

Dear XXX,

Nam, et dolore voluptam facepudam aspedisque sa sincte moloribus, quidipit voluptas sunt.

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Sincerely,

Brian Summy
Principal, Elementary School
bsummy@colfaxmingo.org



Elementary Phone 515.674.3465 | Fax 515.674.4396

Colfax-Mingo Community School District
1000 Walnut Street, Colfax, IA 50054



Month XX, 20XX

Dear XXX,

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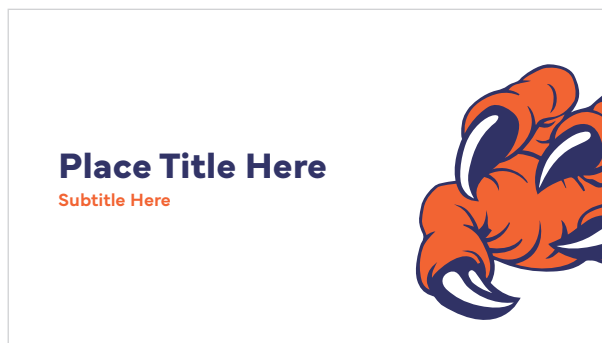
Sincerely,

Tim Salmon
Superintendant of Schools
tsalmon@colfaxmingo.org




District Office Phone 515.674.3646 | Fax 515.674.3921

Presentation Templates



Presentation Templates Cont.

Place Title Here



Text

- Subtext 1
- a. Subtext 2
- i. Subtext 3
- Subtext 3

Text

- Subtext 1
- a. Subtext 2
- i. Subtext 3
- Subtext 3

Place Title Here

Subtitle here

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#WEARECMPROUD