



We are all Melissa Cardinals

The Melissa Cardinal Logo is the centerpiece of the Melissa ISD / Melissa Schools brand identity and thus represents the district's mission, vision, and core values. As part of a continuous effort to maintain a cohesive brand identity, the district asks that all employees and third parties adhere to the branding and Logo Usage Guidelines outlined in this document.

Questions, requests, or concerns regarding the Melissa Cardinal Logo and the district's branding can be directed to **Maddie Coe**, Director of Communications, at maddiecoe@melissaisd.org or 972-837-2411.

District Logos

The Melissa Cardinal Logo is the official district logo. The district also uses variations of the Melissa Schools Logo as its identifier. The Melissa Cardinal Logo was designed in 2004 and received its Certificate of Registration from the USA Register of Copyrights on November 1, 2013.

Melissa Cardinal Logo



Horizontal Logo



**MELISSA
SCHOOLS**

Stacked Logo



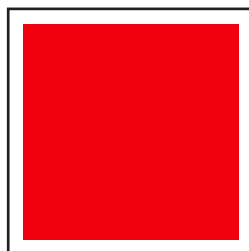
**MELISSA
SCHOOLS**

All district logos must be used in accordance with the Logo Usage Guidelines on Page 3.

Third parties (non-employees of Melissa ISD) who wish to use the Melissa Cardinal Logo must submit a [Logo Usage Request](#) to obtain permission and a copy of the high resolution logo file.

Colors

The official district colors coincide with the Melissa Cardinal Logo.



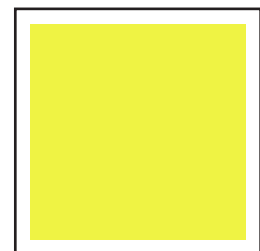
RED

HEX: #f1000e
RGB: 241 0 14
CMYK: 0 100 100 0
Pantone: 185 C



BLACK

HEX: #000000
RGB: 0 0 0
CMYK: 75 68 67 90



YELLOW

HEX: #eff344
RGB: 239 243 68
CMYK: 11 0 83 0

Fonts

Primary fonts are Roboto and Roboto Condensed.

Logo Usage Guidelines

The Melissa Cardinal Logo must be used in accordance with the guidelines below. Other district logos are not permitted for use except by district administration.

Use by Third Parties

Third parties (non-employees of Melissa ISD) must have written permission from the Communications department in order to use the Melissa Cardinal Logo for printing on advertising or other items not produced by the district.

To obtain this permission, the individual must submit a [Logo Usage Request](#) on the district website.

Upon approval, the requestor will receive a Logo Usage Agreement from the district permitting them to use the logo as requested, as well as a copy of the high resolution Melissa Cardinal Logo file.

Use by District Employees

Employees of Melissa Schools are permitted to use the Melissa Cardinal Logo as it relates to their position in the district.

Employees who wish to feature a Cardinal in a presentational material or on spirit wear must use the official **three-color** Melissa Cardinal Logo. The use of other Cardinal imagery, or other Cardinal logos, is prohibited unless an exception is made by the Communications department.

Employees are not permitted to share the Melissa Cardinal Logo with anyone outside of the organization. Instead, the employee will direct the individual to submit a [Logo Usage Request](#).

*This standard also applies to Cardinal material produced by student programs and school support organizations of Melissa Schools.

Three-Color vs. One-Color

Please use the **three-color** Melissa Cardinal Logo.

The three-color logo includes red, black, and yellow. The yellow color is one element that differentiates the Melissa Cardinal Logo from other Cardinal logos.

One-color logo use is only permitted if the artwork will feature one color (i.e. a printout with only black ink on white paper).

Logo File Types

JPEG: use in presentations and on printed documents

PNG: has transparent background and white border; works well on a dark background

AI/EPS/SVG: vector file; highest resolution; useful for spirit wear

Employees can access the three-color Melissa Cardinal Logo files on Google Drive by typing "District Logos" in the search bar. The one-color logo is available upon request.

Questions? Please contact the Communications department.