

# Montclair Public School District Style Guide

- Our Identity

At The Montclair Public School District, when we say “Great by Design” it is more than just a tagline, it is our driving force. MPSD is a critical component of the fabric that is Montclair. We all share in the responsibility to make it all it can be and share in the commitment to help ensure the future. Our students, administrators and staff share a passion for making the greatest impact on our community and the world around us to benefit society now and in the future. We see examples every day of how MPSD students are changing the world in large and small ways. Together, We Are Montclair Public Schools. We Are Great by Design.

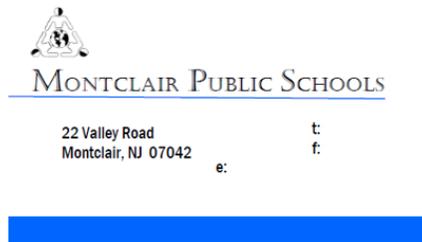
Our brand communications guide helps our stakeholders in understanding the value and impact of our first class school district by sharing these stories and images in a consistent and compelling way. Presenting a unified image is key to increasing Montclair Public School District visibility and recognition. The **MPSD Technology Department** maintains the official identity guidelines, which define the elements that form the foundation of the Montclair Public School District brand. District staff, students and administrators should use these guidelines as a reference to maintain a consistent and effective identity in the communications and publications they produce. It includes basic rules and guidelines for formatting and the use of the approved district brand.

# District Style Guide



## District Stationary

Official District letterhead, envelopes and business cards are available for school, office, and department use and can be ordered from the MPSD Print Shop and / or vendor. Download MPSD Letterhead Template.



## PowerPoint Template



## Tips

- Recommended fonts - Helvetica Bold or Arial Bold for titles and Helvetica Regular or Arial Regular for body text
- Use at least an 20-point font
- Use different size fonts for main points and secondary points
- One thing at a time - The audience will almost instantly read every slide as soon as it's displayed.
- No paragraphs - Most presentations fail when there are large amounts of content on each slide. The presentation is not a stand-alone document. Your slides are the illustrations for your presentation, not the presentation itself.
- Use images sparingly - Try to avoid using PowerPoint's built-in clipart. If you need branding images, contact the **Superintendent's Office at [jfusco@montclair.k12.nj.us](mailto:jfusco@montclair.k12.nj.us)**
- Over design - Avoid the temptation to dress up your pages with effects use the template provided by Montclair Public School District.

# Typography

## ADOBE APPLICATIONS

- Futura Medium
- Futura Book
- Helvetica

## WEB AND MOBILE APPS

- Helvetica
- Arial

## MICROSOFT OFFICE

- Helvetica
- Arial

## HEADLINE OPTIONS

**Futura Medium**  
**Helvetica Regular**  
**Helvetica Bold**

## BODY TEXT OPTIONS

Futura Light  
Futura  
Helvetica Regular  
*Helvetica Oblique*

## Tips for Typeface

- Use only two different font styles and sizes in a single printed piece
- Keep the typefaces proportional; do not stretch or skew them
- Ensure that the typeface sizes are easy to read

## Color palette

MPSD Blue, Light Blue and White are the official colors and primary palette used to represent Montclair Public Schools. They can be found on both official communications such as business cards, letterhead and presentations, as well as in a broad range of marketing materials. Blue, Light blue and white should dominate all Montclair Public Schools-endorsed identities such as logos and promotional graphics.

**Pantone 19-4040**



**Pantone 11-4001**



**Pantone 2175 C**

