



# ***MARIEMONT WARRIORS***

## **BRAND & VISUAL GUIDELINES**

VERSION 1.1 • SPRING 2021

## INTRODUCTION

### Strengthening the Mariemont Brand

With the publication of these Brand & Visual Guidelines, we introduce the new Mariemont Warrior brand, identity standards and a new branding kit of elements. The new brand identity underscores the Mariemont City Schools commitment to academic, creative and athletic excellence. What's more, the identity has been enhanced to reinforce in the minds of those who view it the core essence of the Mariemont City Schools brand—Honor, Courage and Excellence. This core essence includes strength of character, exceptional performance in the classroom and on the field of play, a heritage of excellence, forward thinking and a steadfast bravery that seeks challenge.

While the new identity has a number of different visual elements and should be seen as flexible, critical to the successful implementation of the new identity will be its consistent application.

Therefore, it is required that when applying the identity to Mariemont Brand assets (e.g. apparel, signage, promotional brochures, equipment etc.) the identity must meet the specifications outlined in this manual. Additionally, before vendors are given authorization to apply the identity to any asset, written sign-off must be secured from the Director of Communications.

Thank you in advance for reviewing this document, thoroughly understanding its contents and abiding by the specifications provided. Further, should you have questions regarding implementation of any component of the Mariemont Brand, please do not hesitate to contact me.

Steve Estepp  
Superintendent  
Mariemont City Schools

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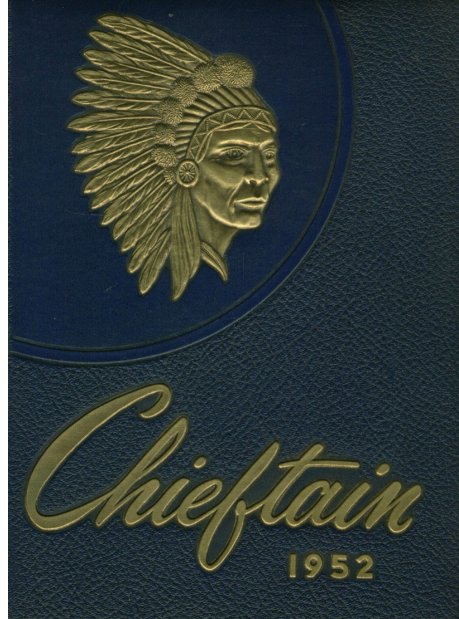
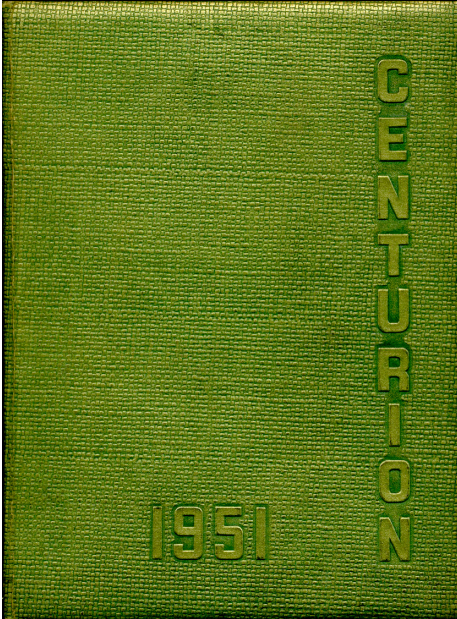
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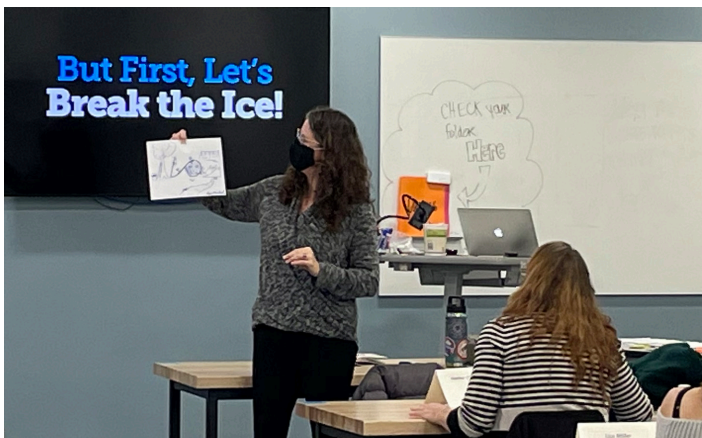
Usage Form

Examples



## DID YOU KNOW?

- Before our yearbook was named "*Chieftain*" it was known as the "*Centurion*"?
- When Mariemont joined the Cincinnati Hills League the Warrior was adopted as our mascot.



## Project Timeline

### PHASE 1: PROCESS

#### OCTOBER 2020

- Steering Committee establishes logo development process and timeline

#### NOVEMBER 2020

- Steering Committee develops district brand story
- Designer is identified

#### DECEMBER 2020

- Co-creation session
- Stakeholder input

### PHASE 2: CREATIVE

#### JANUARY 2021

- Project committee convenes to review co-creation session feedback
- Development of desired logo attributes
- Community Survey

#### FEBRUARY 2021

- Designer creates logo prototypes
- Community Focus Group
- Stakeholder feedback

#### MARCH 2021

- Community Survey

#### APRIL 2021

- Community Survey
- Student Group Discussion
- Final Logo design

#### MAY 2021

- Student Group Discussion
- Board of Education approval
- Final Brand Guidelines created

### PHASE 3: IMPLEMENTATION

#### JUNE 2021

- Introduction and Roll Out

## Team Members

### STEERING COMMITTEE

- Steve Estepp
- Brent Wise
- Alex Lange
- Kelli Neville
- Laura Organisiack

### PROJECT TEAM

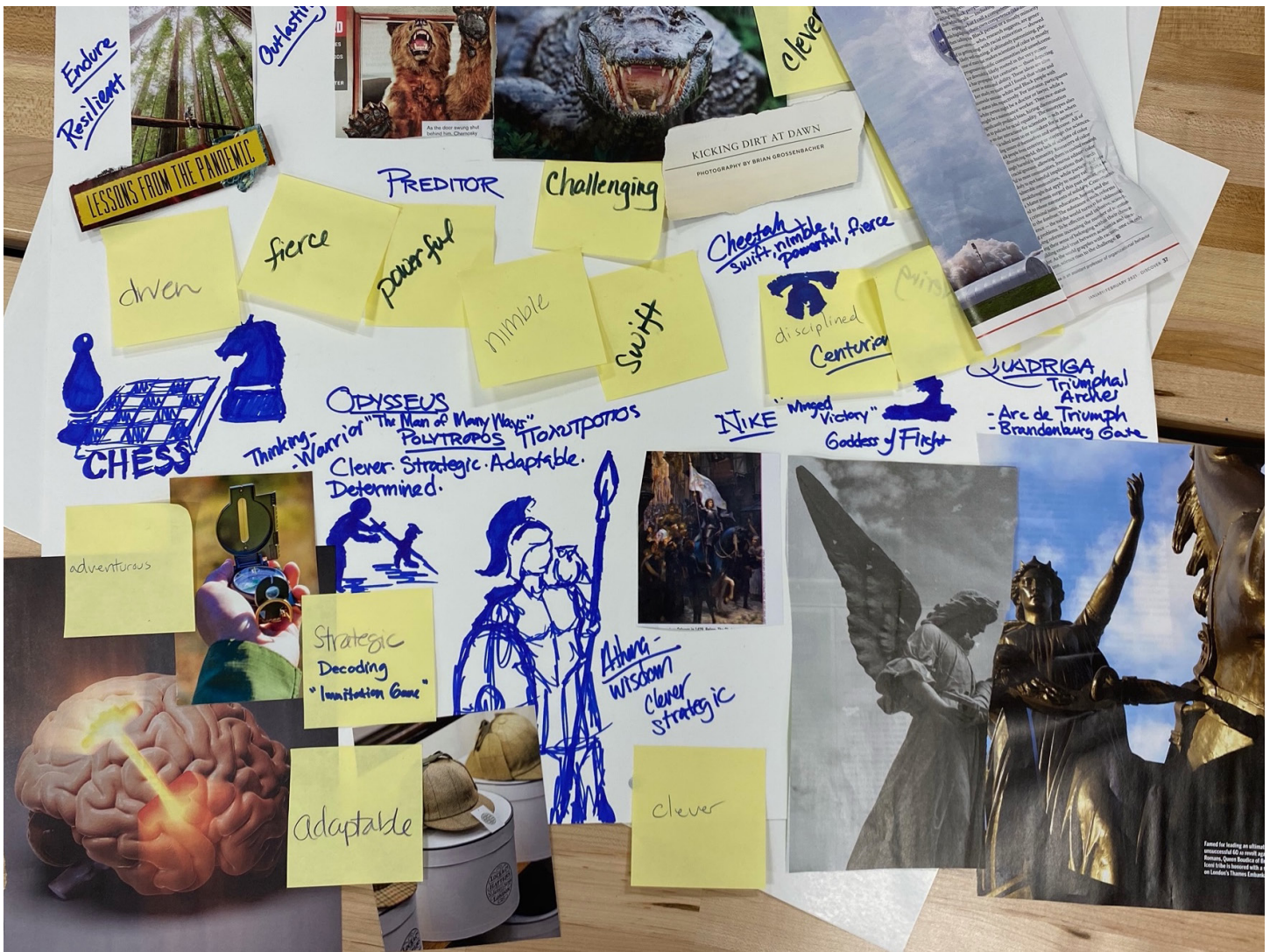
- Brent Wise
- Alex Lange
- Kelli Neville
- Laura Organisiack
- Tom Gilmore
- Tom Nerl
- Jim Renner
- Rob Polca
- Ericka Simmons
- Denise Walter



### COMMUNITY GROUP

- Leslie Willett
- Keri Malafa
- Kevin Ferry
- Suzy Weinland
- Josh Deeters
- Kristin Van Scoy
- Lisa Miller
- Dan Telgkamp
- Jason Mondy
- Gina Tesnar
- Michael Bronson
- Heather O'Melia
- Brian Sugerman
- Paolo Biro
- Ben Stevens





## Steadfast Bravery—the Bold Protector

### FINAL CONCEPT

Nature, Mind and Mythology—these themes share the qualities of enduring through time, strategic thinking, adaptability and drive. Body, mind and spirit are another way to envision these ideas. Nature and mythology are concepts across cultures and times in a powerful and inspirational way.





**MARIEMONT  
LACROSSE**

OHSAA DII 2021  
STATE CHAMPIONS

TWO TEAMS ♥ ONE HEART

GFORCE GAME ON!

**37**

# **Preserving the Integrity of the Warrior Brand**

## **PURPOSE**

These Mariemont City Schools brand and visual guidelines have been established to help preserve the integrity of the Mariemont Warriors brand. Never alter the approved configurations or deviate from the reproduction standards detailed in these specifications. Alternative brandmarks, colors and typography have been created to provide flexibility in reproduction.

## **LEGAL NOTICE**

All organizations directly affiliated with the school district are permitted to unlimited usage of the logos for fundraising purposes or otherwise, including, but not limited to, PTOs, the Mariemont Athletic Boosters, the Mariemont Arts Association and the Mariemont School Foundation. Individuals and organizations outside the school district are not permitted to use the Warrior logo in print, web or collateral design or implementation for profit or fundraising. All elements of the Mariemont City Schools branding kit are trademarked images and must not be used without permission from the district.

Athletic teams and coaches must receive permission from the Mariemont City Schools Athletic Director to use any of the Mariemont City Schools branding kit images. All other organizations or individuals seeking to use the images must receive permission from the Mariemont City Schools Director of Communication.

The Mariemont High School PTO/Mariemont Athletic Boosters have unlimited access to the branding kit images for purposes of the spirit shop. All other organizations directly affiliated with the school district (i.e. junior high and elementary PTOs, Mariemont Arts Association and Mariemont School Foundation) must indicate which organization they represent on their spirit wear in order to sell for fundraising purposes.







# Mariemont Warriors

## BRANDING KIT ELEMENTS

Designed through a comprehensive process with multiple opportunities for stakeholder feedback, this new branding kit was approved by consensus of the district's staff logo project team, a high school student focus group, a community committee and the Board of Education.

With this new branding, we are still the Warriors and our blue and gold colors remain.

Similar to most colleges and universities, the Mariemont City School District branding kit is versatile and, rather than a single mark, offers options for a variety of uses and settings.



### WARRIOR HELMET

The Warrior helmet mascot is a bold protector that can symbolically be worn by all warriors.



### MARIEMONT CREST

The Mariemont Crest has its place as an academic seal or on a team jersey and is a bold reminder of what a warrior exemplifies – Honor, Courage and Excellence.



### M IN MOTION

The M in motion is simple and bold, yet uniquely Mariemont.



### MARIEMONT CITY SCHOOLS

Formal and academic, Mariemont City Schools typeface and the block M represent the excellence, professionalism and tradition our district is known for in the region and beyond.



### FOUR DIAMONDS

The four diamonds, whether used alone as a secondary mark or as part of another element, represent our school district's four communities – Columbia Township, Fairfax, Mariemont and Terrace Park





# The Embodiment of Steadfast Bravery

## Warrior Helmet

Forward facing, the four neighborhoods of the community are firmly behind the Warrior—guiding the way and providing both inspiration and support.

- Logo is both dynamic and unique within the region
- The helmet is always looking forward to the next challenge.



# **MARIEMONT WARRIORS**









# Recognition of Challenges Met—Lessons Learned

## Mariemont Crest

The four neighborhoods of our district meet as a shield in support and protection of the schools, while the Warrior brand core essence of honor, courage and excellence encourages everyone to live up to their fullest potential.

- Classic and traditional aesthetic
- Simple and straightforward
- Four Diamonds represent the four neighborhoods







# Not Your Typical M Logo

## M in Motion

The M in Motion is simple and bold,  
yet uniquely Mariemont.

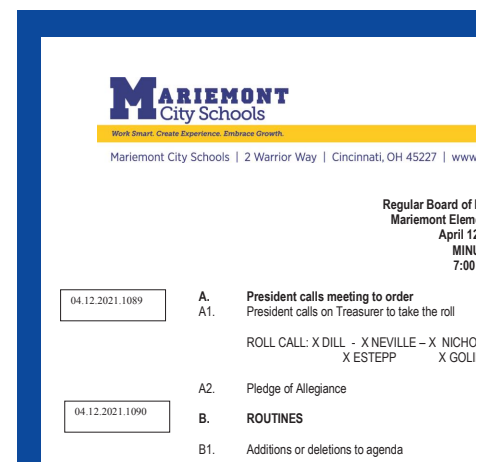
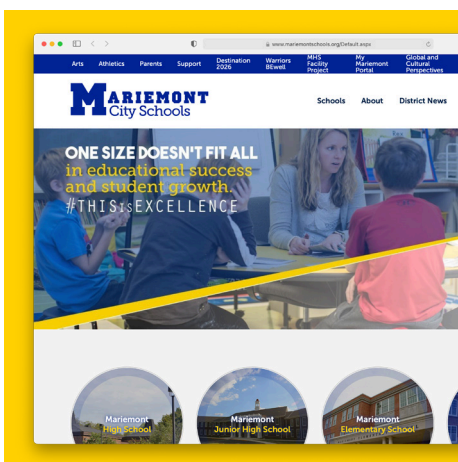








Formal and academic, Mariemont City Schools typeface and the block M represent the excellence, professionalism and tradition our district is known for in the region and beyond.









# Four Communities, One Commitment—Our Strength

## Four Diamonds

The four diamonds, whether used alone, as a secondary mark or as part of another element, represent our school district's four communities—Columbia Township, Fairfax, Mariemont and Terrace Park. Each are firmly behind the Warrior—guiding the way and providing both inspiration and support.

- The map of our district may also be used as an abstract element—representing the commitment of our four communities of support.



# Approved Colors

## OFFICIAL COLORS


Blue and Gold, the official colors of Mariemont, play major roles in supporting the core essence of both the Mariemont City Schools and Mariemont Warriors brands. Mariemont Blue represents intelligence and responsibility. Complementing the blue is gold, a color that captures attention and represents optimism, enlightenment and creativity.

## SECONDARY ACCENT COLORS

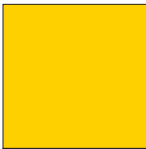
The color palette presented on this page represent the approved colors for Mariemont’s Identity. Of the six approved colors presented, Mariemont Blue and Gold are the foundation colors of the identity and should always be the first colors used in any application where a single color predominates. Dark Blue, Light or Dark Grey and Black should only be used as secondary accent colors.

Mariemont Gold should never be used without Mariemont Blue.


When specifying fabric, thread or other physical materials, every effort should be made to match these colors as closely as possible.




Reflex Blue




Pantone 109




Cool Grey 4



Cool Grey 10



Black



Pantone 281

APPROVED COLORS	PANTONE	RGB & WEB	PROCESS
Mariemont Blue	Reflex Blue	C r0 g37 b150 (#002596)	c100 m89 y12 k6
Mariemont Gold	Pantone 109	C r255 g210 b0 (#ffd200)	c1 m15 y100 k0
Light Grey	Cool Grey 4	C r189 g189 b189 (#bdbdbd)	c0 m0 y0 k30
Dark Grey	Cool Grey 10	C r97 g98 b101 (#616265)	c0 m0 y0 k75
Black Process	Black	C r0 g0 b0 (#000000)	Process Black
Dark Blue	Pantone 281	C r0 g32 b92 (#00205c)	c100 m90 y31 k35

\*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. Pantone® is a registered trademark of Pantone, Inc.



# Approved Typography

## TYPEFACES

Two typefaces have been chosen to represent the Mariemont brand. These typefaces are Serpentine and Museo Slab. While the use of these two primary typefaces is highly recommended, two alternative typefaces may also be used—DIN and Arial (or Helvetica).

Additional guidance may be requested from the Director of Communications. Should one want to purchase these typefaces independently, they are available for both Windows and Macintosh platforms and may be purchased from the following websites, among other sources: [adobe.com](https://adobe.com); [fonts.com](https://fonts.com).

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### SERPENTINE

***Serpentine Bold Oblique***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

***Serpentine Oblique***

***Serpentine Light Oblique***

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### MUSEO SLAB

**Museo Slab 700**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

***Museo Slab 700 Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

Museo Slab 300

**Museo Slab 900**

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### DIN

DIN Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

DIN Bold

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### ARIAL

Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

*Arial Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

**Arial Bold**

***Arial Bold Italic***

## Specific Rules

- To ensure clarity and integrity of the brandmark, a minimum size of 1" has been established.
- The Warrior helmet should always be "forward facing" with the diamonds stacked behind the helmet. In the event that the logo will be placed centrally on an item, the helmet should be looking to the left with diamonds on the right (when looking at the image).
- The Warrior helmet should always be presented within the circle with the four diamonds (the circle may be cropped if accompanied by wordmarks).
- The Warrior Helmet colors should never be reversed.
- The Warrior helmet may be presented within the seal circle with either "Honor. Courage. Excellence."; "Mariemont Warriors"; or "Mariemont \_\_\_\_ (sport name)" in the seal.
- The shield can be presented with or without the accompanying seal.
- The M in Motion within the shield should always be tilted right (when looking at the image).
- The Warrior helmet and the shield should never be presented without the four diamonds, unless cropped.
- The four diamonds may accompany an image or be presented alone.







Whether facing left or right, the helmet is not merely a mirror-image flip. The "M in Motion" inside the Warrior helmet should always be tilted right (when looking at the image).



The Warrior Helmet colors should never be reversed.



## Acceptable Cropping

- Both the Warrior Helmet and M in Motion may be cropped to increase visual interest, but every effort should be made to match the examples provided.
- With the Warrior Helmet, never crop the diamonds—either show all or none.
- The Mariemont Crest and Mariemont City Schools logos should never be cropped.



**MARIEMONT  
WARRIORS**



Home of a  
**WARRIOR**  
GRADUATE



Home of a  
**WARRIOR**  
**ATHLETE**



Home of a  
**WARRIOR**  
**ATHLETE**



Home of a  
**WARRIOR**  
**ATHLETE**



Home of a  
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**ATHLETE**



Home of a  
**WARRIOR**  
**ATHLETE**



Home of a  
**WARRIOR**  
**ATHLETE**



# Legal Notes


## WHY IS A BRAND IMPORTANT?

A brand is a company's face to the world. It is the company's name, how that name is visually expressed through a logo, and how that name and logo are extended throughout an organization's communications. A brand is also how the company is perceived by its customers -- the associations and inherent value they place on your business.

A brand is a kind of promise. It is a set of fundamental principles as understood by anyone who comes into contact with a company. A brand is an organization's reason for being and how that reason is expressed through its various communications media to its key audiences, including customers, shareholders, and employees.

## WHAT IS A TRADEMARK? \*

A trademark can be any word, phrase, symbol, design, or a combination of these things that identifies your goods or services. It's how customers recognize you in the marketplace and distinguish you from your competitors. You become a trademark owner as soon as you start using your trademark with your goods or services. You establish rights in your trademark by using it, but those rights are limited, and they only apply to the geographic area in which you're providing your goods or services. If you want stronger, nationwide rights, you'll need to apply to register your trademark.

				
WARRIOR HELMET	MARIEMONT CREST	M IN MOTION	MARIEMONT CITY SCHOOLS	FOUR DIAMONDS

\* United States Patent and Trademark Office: <https://www.uspto.gov/trademarks/basics/what-trademark>



# Trademark Usage Application

## MARIEMONT BRANDING KIT ELEMENTS

Name of Organization: \_\_\_\_\_

\_\_\_\_\_

Contact: \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Item(s) to be sold: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Which Mariemont City Schools branding elements will be included? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Where will the trademark appear on this item? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Cost of item to consumer: \_\_\_\_\_

Where will this item be sold? \_\_\_\_\_

Please send your completed application to:

Alex Lange  
Director of Communications  
  
Mariemont City Schools  
2 Warrior Way, Cincinnati, Ohio, 45227  
O: 513-272-7513  
alange@mariemontschools.org

Date Received: \_\_\_\_\_

Response: \_\_\_\_\_

















## CINCINNATI HILLS LEAGUE LOGOS

With New Warrior Logo





