MASB

MICHIGAN ASSOCIATION
OF SCHOOL BOARDS

OFFICIAL BRAND BOOK

✔ UPDATED 2/9/22

WHAT IS MASB?

**MASB \ em·ay·ess·bee **

The Michigan Association of School Boards is a voluntary, nonprofit association of local and intermediate boards of education located throughout the state of Michigan. Our membership is comprised of 600+ boards of education, representing nearly all public school districts in the state.

OUR MISSION

The mission of the Michigan Association of School Boards is to provide high-quality educational leadership services for all Michigan boards of education, and to advocate for an equitable and exceptional public education for all students.

OUR VISION

A well-governed, effective public school for every Michigan student.

OUR TAGLINE

Your Voice for Public Education

WHAT IS MASB?

WHO WE ARE

WHAT WE DO

MASB HISTORY

MASB was officially organized in 1949 to advance the quality of public education in our state, promote high standards in providing educational programs, help school board members keep informed about education issues, represent the interests of boards of education, and promote public understanding about school boards and citizen involvement in our schools. The Association's first statewide conference was held in the fall of 1948, prior to MASB's legal incorporation on April 19, 1949.

The history of the Association predates its formal organization. MASB traces its roots to a 1940 meeting in Allendale, when a small group of school board members from Kent, Ottawa and Muskegon counties joined together to begin sharing information among school districts. In 1945, the group became the State Rural School Boards Association. By 1947, school boards from 29 counties were participating and the name was changed to Michigan Rural School Boards Association. With the addition of still more boards from across the state, especially from urban areas, the association membership voted in February 1949 to become the Michigan Association of School Boards.

MASB HEADQUARTERS IN LANSING, MI

Today, MASB is recognized as a major voice influencing education issues at the state level. Through its federation with the National School Boards Association, MASB and its members also have an impact at the national level.

WHO WE ARE

HOW WE LOOK

MASB has a modern and dynamic logo—a look and feel that is carried across its marketing and communication channels. Our style is consistent across mediums and uses a mix of iconography, photography and vector graphics. Our primary brand colors dominate our look, with intentional use of white space to create visual appeal and evoke feelings of knowledge and leadership.

OUR PERSONALITY

MASB's tone is that of a friendly expert. Our written communication is accurate, caring and helpful.

We are professional and knowledgeable in our delivery, paying close attention to grammar and punctuation while following the Associated Press style of writing.

Our goal is to connect with people with varying levels of experience and background in public education.

We carefully weigh the appropriate use of acronyms and industry-specific language through our process of identifying our audience and their knowledge level about specific topics of communication.

The organization's vision of ensuring well-governed boards and effective public education for every Michigan student is the guidepost for the MASB tone and content strategy.

WHAT WE DO

OUR "WHY"

MASB seeks to bring awareness to the important role of school boards and provide educational opportunities designed to help boards of education govern effectively. We aim to bridge the knowledge gap about what's happening in public education in Michigan and nationwide and its impact on the success of our state.

WHAT WE CREATE

Trust-Based Relationships—the quality of our relationships with our colleagues at MASB, with our members and with others who have a stake in the future of Michigan's education system will be based on trust and supported by ongoing, open communication.

OUR VALUE TO MEMBERS

Our priority will be delivering outstanding, quality service driven by the needs of our members that is of high value to all Michigan boards of education. We will demonstrate influential leadership through unrelenting advocacy for our cause, perceived clout among education, legislative, government and community leaders, and achieved results of our public policy initiatives.

LOGO

Bearing a consistent balance through its lines and shapes, this logo is dynamic and modern. It can easily be recognized with or without the tagline, and in both its primary colors and wireframe forms.

PRIMARY

The primary coloration of the MASB logo is *only* to be used on white or near-white (max 10% tint/opacity) backgrounds. Exceptions made at designer's discretion.

VERTICAL PRIMARY LOGO

HORIZONTAL PRIMARY LOGO

PRIMARY WITHOUT NAME

The primary coloration of the MASB logo without the full name is *only* to be used on white or near-white backgrounds *and only* when the name would otherwise become illegible.

VERTICAL PRIMARY LOGO

HORIZONTAL PRIMARY LOGO

WIREFRAME

The wireframe logo is an alternate logo that may be used upon discretion where the primary logo could become muddled or lost on a background that is not white or near-white.

VERTICAL WIREFRAME LOGO

HORIZONTAL WIREFRAME LOGO

WIREFRAME WITHOUT NAME

The wireframe logo may *only* be used without the full name when the name would otherwise become illegible.

VERTICAL WIREFRAME LOGO

HORIZONTAL WIREFRAME LOGO

WIREFRAME (KNOCKOUT)

The knockout wireframe logo is to be used on any background color that is too dark, too busy or anything that would otherwise cause the logo to become illegible.

*VERTICAL WIREFRAME
KNOCKOUT (WHITE) LOGO*

*HORIZONTAL WIREFRAME
KNOCKOUT (WHITE) LOGO*

WIREFRAME (KNOCKOUT) WITHOUT NAME

The knockout wireframe may *only* be used without the full name when the name would otherwise become illegible.

*VERTICAL WIREFRAME
KNOCKOUT (WHITE) LOGO*

*HORIZONTAL WIREFRAME
KNOCKOUT (WHITE) LOGO*

WIREFRAME (BLACK)

The black wireframe logo is *only* to be used in special circumstances where the design must be displayed in grayscale.

VERTICAL WIREFRAME BLACK LOGO

HORIZONTAL WIREFRAME BLACK LOGO

WIREFRAME (BLACK) WITHOUT NAME

The black wireframe logo without the full name is *only* to be used in special circumstances where the design must be displayed in grayscale *and only* when the name would otherwise become illegible.
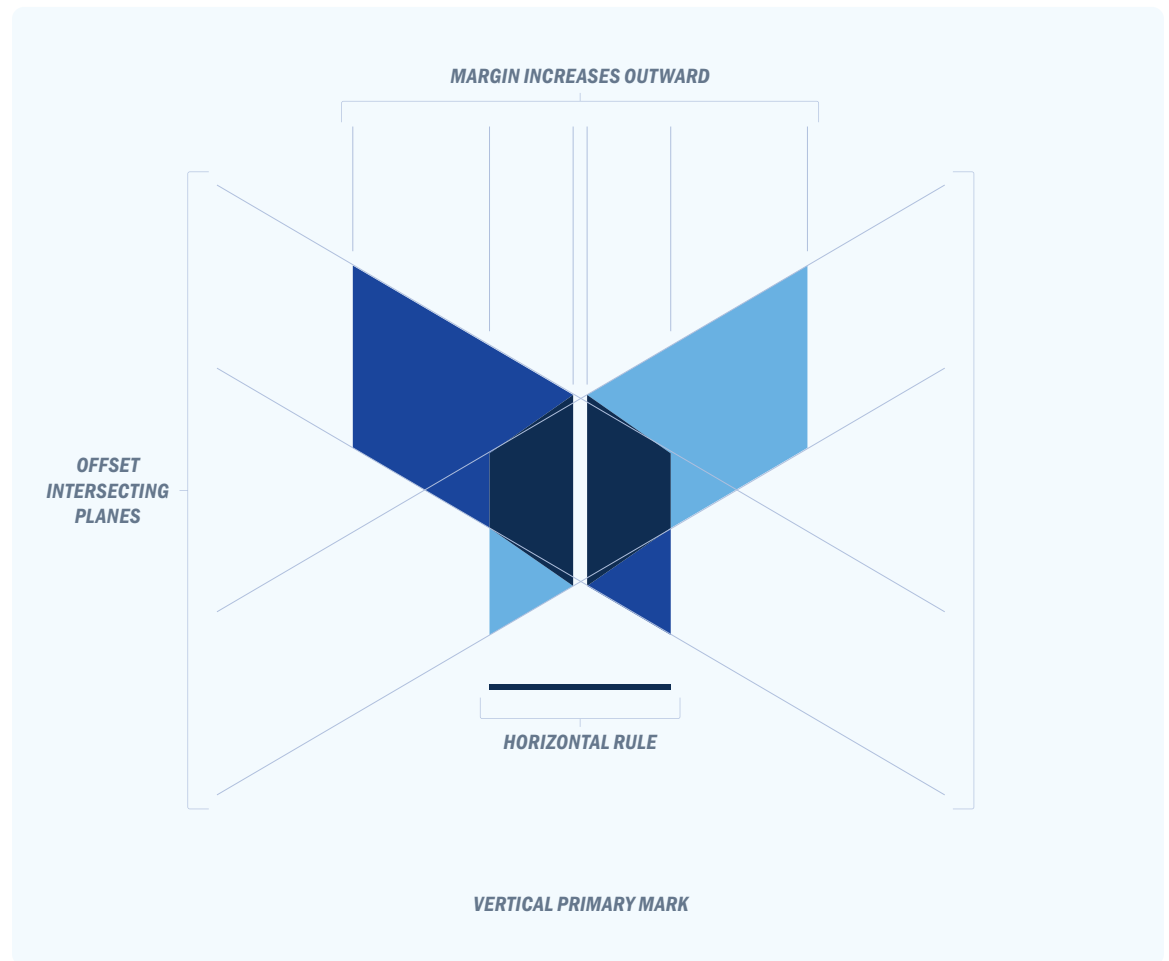
VERTICAL WIREFRAME BLACK LOGO

HORIZONTAL WIREFRAME BLACK LOGO

CONSTRUCTION

The mark is built from offset, intersecting geometric planes that combine to form multiple shapes through their joined sections. Resting atop a horizontal rule, this structure gives the mark a sense of poise and balance.

MARGIN INCREASES OUTWARD

OFFSET
INTERSECTING
PLANES

HORIZONTAL RULE

VERTICAL PRIMARY MARK

CLEARSPACE

Clearspace around the logo is equal to the cap height of the M of the corresponding logo. This is the minimum distance allowed at any time unless otherwise noted.

VERTICAL LOGO CLEARSPACE

HORIZONTAL LOGO CLEARSPACE

LOGO GUIDANCE

The composition of the MASB logo is very specific and does not allow for alteration. Any unauthorized changes and branding infringements are strictly prohibited. The following are examples of forbidden practices:

OVERLAPPING TEXT

CLEARSPACE INFRINGEMENT

IMPROPER COLOR

DISTORTION

DISTRACTING EFFECTS

DIFFERENT FONTS

TRANSPARENCY


MISSING PIECES

ROTATION

LOGO GUIDANCE, CONT.

Sizing of the logo should be appropriate and proportional to the application at hand. The logo can be utilized in any large-scale application without any restrictions.

The smallest size allowed for any vertical logo *with* the full name underneath is .65" wide. The smallest size allowed for any horizontal logo *with* the full name underneath is 1" wide.

VERTICAL PRIMARY LOGO
.65" WIDE RENDERING

HORIZONTAL PRIMARY LOGO
1" WIDE RENDERING

The smallest size allowed for any vertical logo *without* the full name underneath is .3" wide. The smallest size allowed for any horizontal logo *without* the full name underneath is .5" wide.

VERTICAL PRIMARY LOGO
.3" WIDE RENDERING

HORIZONTAL PRIMARY LOGO
.5" WIDE RENDERING
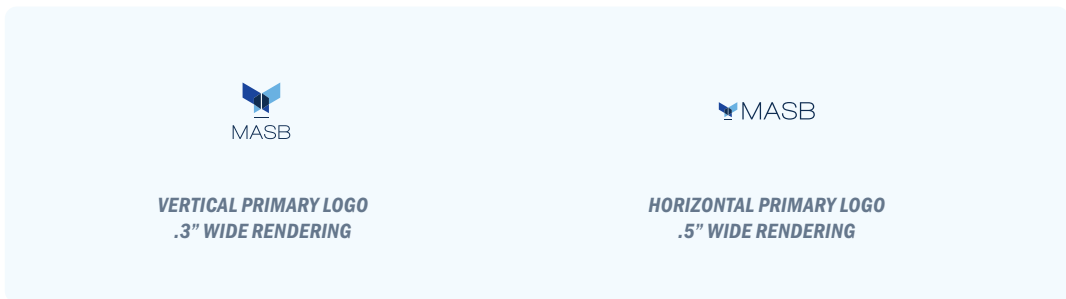
TYPOGRAPHY

MASB's type primarily consists of the fonts Franklin Gothic (URW) and Linux Libertine serving as the designated sans-serif and serif fonts, respectively.

An auxiliary typeface, Magnolia Script, is occasionally used for cursive type.

FRANKLIN GOTHIC (URW)

Franklin Gothic is a clean, crisp sans-serif font and the primary font for MASB. There are many weights and widths of this face that may be used, with Franklin Gothic Book used as the basic text font.

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
FRANKLIN GOTHIC BOOK

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
FRANKLIN GOTHIC DEMI

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
FRANKLIN GOTHIC HEAVY

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&()*
FRANKLIN GOTHIC BOOK ITALIC

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
FRANKLIN GOTHIC DEMI ITALIC

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
FRANKLIN GOTHIC HEAVY ITALIC

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
FRANKLIN GOTHIC CONDENSED BOOK

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
FRANKLIN GOTHIC CONDENSED DEMI

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&()*
FRANKLIN GOTHIC CONDENSED BOOK ITALIC

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
FRANKLIN GOTHIC CONDENSED DEMI ITALIC

![MASB - Michigan Association of School Boards]

LOGO

TYPOGRAPHY

COLOR

GRAPHICS

PUBLICATIONS

CAMPAIGNS

PRODUCTS
AND SERVICES

LINUX LIBERTINE

For a complimentary styling, or to enhance the layout of text, MASB uses the Linux Libertine family as its serif font. Oftentimes, the serif font is chosen for more formal applications or to make longer stretches of text easier to read.

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
LINUX LIBERTINE BOOK

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
LINUX LIBERTINE SEMIBOLD

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
LINUX LIBERTINE BOLD

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
LINUX LIBERTINE BOOK ITALIC

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
LINUX LIBERTINE SEMIBOLD ITALIC

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&*()
LINUX LIBERTINE BOLD ITALIC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
1234567890!?@#$%^&*()
LINUX LIBERTINE SMALL CAPS

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
1234567890!?@#$%^&*()
LINUX LIBERTINE SMALL CAPS BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
1234567890!?@#$%^&*()
LINUX LIBERTINE SMALL CAPS ITALIC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
1234567890!?@#$%^&*()
LINUX LIBERTINE SMALL CAPS BOLD ITALIC

LOGO

TYPOGRAPHY

COLOR

GRAPHICS

PUBLICATIONS

CAMPAIGNS

PRODUCTS
AND SERVICES

MAGNOLIA SCRIPT

An open-source font, Magnolia Script is as elegant as it is legible. With OpenType-enabled ligatures and a range of multilingual support, Magnolia Script fits in perfectly as MASB's standard cursive font. This font is only used in specific instances when a cursive hand is called for, such as celebratory graphics, placeholder signatures and in the Proud School Board Member graphics that are used for School Board Recognition Month.

The quick brown fox jumps over the lazy dog.
1234567890!?@#$%^&()*

MAGNOLIA SCRIPT

COLOR

One of the most recognizable parts of a brand's structure is its color palette. As a champion in the public education space, MASB's primary colors are shades of blue—representing trust, reliability and knowledge.

BLUES

The MASB primary color palette consists of three blues: Cobalt, Navy and Sky as displayed, respectively, below. MASB boasts blues for their welcoming essence and likability.

PMS 293 C   *R: 0 G: 61 B: 166*

C: 100 M: 80 Y: 12 K: 3   *003DA6*

MASB COBALT BLUE

PMS 295 C   *R: 0 G: 40 B: 86*

C: 100 M: 84 Y: 36 K:39   *002856*

MASB NAVY BLUE

PMS 292 C   *R: 101 G: 178 B: 232*

C: 56 M: 16 Y: 0 K: 0   *65B2E8*
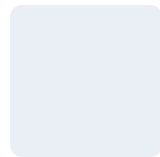
MASB SKY BLUE

USAGE

Each blue has its own particular primary use. Here, in this very document, the primary display consists of an MASB Cobalt-colored sidebar, MASB Navy text and MASB Sky-tinted containers.

The color that is most recognizable will typically be the MASB Cobalt.
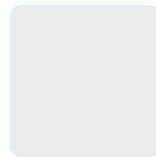
TINTS

MASB's color palette extends into three tints of each of the primary MASB Cobalt, Navy and Sky blues to provide a cohesive depth and breadth for design applications.
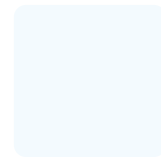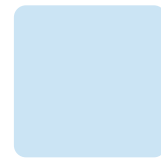
Each of the tints displayed are of a 65%, 35% and 10% fill of the original swatch, respectively.

MASB COBALT BLUE   *MASB NAVY BLUE*   *MASB SKY BLUE*

USAGE

Tints are primarily used as accent, backing or supplementary colors. Occasionally, tints may be used as text colors when correctly utilized with a background that meets Web Content Accessibility Guidelines requirements for ADA compliance.

Unless otherwise noted, tints are never to be used as the main coloration of any focal point of design.

GRAYS

MASB does, at times, require using shades of gray instead of the primary blues or their tints. In these instances, the following are to be used:

PMS P 179-13 C R: 84 G: 84 B: 86

K: 82 545456

MASB GRAPHITE

PMS P 179-15 C R: 51 G: 49 B: 50

K: 95 333132

MASB OBSIDIAN

PMS P 179-9 C R: 128 G: 130 B: 133

K: 60 696D80

MASB SLATE

USAGE

Each gray can subsitute their corresponding blue in instance of grayscale design or print. Graphite will replace Cobalt, Obsidian replaces Navy and Slate replaces Sky unless otherwise noted.

MASB
MICHIGAN ASSOCIATION
OF SCHOOL BOARDS

LOGO

TYPOGRAPHY

COLOR

GRAPHICS

PUBLICATIONS

CAMPAIGNS

PRODUCTS
AND SERVICES

EXPANDED PALETTE

Other recurring colors have been introduced to the MASB rotation and can be most commonly found in event, products and services or publication designs. The MASB Gold swatch serves as a complementary color for the MASB Cobalt swatch.

PMS 334 C   *R: 0 G: 149 B: 121*

C: 100 M: 11 Y: 68 K: 2   *# 009579*

GET ON BOARD GREEN

PMS 21-13 C   *R: 192 G: 132 B: 64*

C: 0 M: 38 Y: 76 K:27   *# C08440*

MASB GOLD

USAGE

Both Get On Board Green and MASB Gold can be found throughout MASB designs but are used on a very limited basis. Get On Board Green is prevalent within the Get On Board campaign and exemplifies the energy that school board service instills in public education. MASB Gold is used in the GPS logo and can be found through conference and event materials as an accent color.

GRAPHICS

Established graphical elements frequently appear throughout MASB designs. Notable brand graphics are listed below.

TAGLINE GRAPHICS

MASB's tagline, Your Voice for Public Education, carries a bold impact and should be graphically reflected as such. Utilized in all mediums from MASB stationery to tee shirts, it can be utilized in various ways as shown below.

YOUR VOICE FOR PUBLIC EDUCATION

TAGLINE GRAPHIC VERTICAL

YOUR VOICE FOR PUBLIC EDUCATION

TAGLINE GRAPHIC HORIZONTAL

ACTION DIAMOND

This shape is commonly found throughout MASB materials and serves as a dynamic frame for icons and publication logos alike. The degree that it is skewed to is designed to perfectly match the italic variations of MASB's sans-serif font Franklin Gothic, however, it also pairs well with nonitalic fonts and icons.

ACTION DIAMOND IN MASB COBALT BLUE

ACTION DIAMOND USED AS NAVIGATION ARROWS

PUBLICATIONS

MASB's publications offer a wide range of information in various mediums to best serve our members. Each logo is constructed to fit neatly into the MASB brand while simultaneously capturing the essence of what they represent.

LEADERBOARD MAGAZINE

MASB's triennial magazine—published in January, May and September, is a tangible resource with content curated specifically for school board members and district staff.

LEADERBOARD LOGO PRIMARY

*LEADERBOARD LOGO
ALTERNATE*

*LEADERBOARD LOGO
GRAYSCALE*

*LEADERBOARD LOGO
KNOCKOUT (WHITE)*

DASHBOARD E-NEWSLETTER

DashBoard is MASB's biweekly digital newsletter that is distributed via email on Wednesday. Its purpose is to keep our audience fully up-to-date on education and school board news from around the state and across the country.

DASHBOARD LOGO PRIMARY

DASHBOARD LOGO ALTERNATE

DASHBOARD LOGO GRAYSCALE

DASHBOARD LOGO KNOCKOUT (WHITE)

NAVIGATE E-NEWSLETTER

A monthly e-newsletter for public school academy board of education members.

NAVIGATE LOGO PRIMARY

NAVIGATE LOGO ALTERNATE

NAVIGATE LOGO GRAYSCALE

NAVIGATE LOGO KNOCKOUT (WHITE)

MI SOUNDBOARD PODCAST

Released on the second and fourth Saturdays of each month, MI SoundBoard is MASB's ongoing dialogue on the current state of public education in Michigan and nationwide. MASB Executive Director Don Wotruba, CAE invites prominent education voices from across the nation to speak about what's happening and the impact on students.

MI SOUNDBOARD LOGO PRIMARY

MI SOUNDBOARD LOGO ALTERNATE

MI SOUNDBOARD LOGO GRAYSCALE

MI SOUNDBOARD LOGO KNOCKOUT (WHITE)

STORYBOARD NEWSCAST

MASB's monthly newscast gives members an overview of what's coming up at MASB over the next four weeks, as well as what's happening in the national and state public education arenas. It is distributed the first Thursday of the month to all members via email.

STORYBOARD LOGO PRIMARY

STORYBOARD LOGO ALTERNATE

STORYBOARD LOGO GRAYSCALE

STORYBOARD LOGO KNOCKOUT (WHITE)

NEWS FROM THE CAPITOL

MASB's Government Relations staff delivers calls to action and updates on happenings at the Capitol via email on *most* Fridays.

NEWS FROM THE CAPITOL LOGO PRIMARY

NEWS FROM THE CAPITOL LOGO ALTERNATE

NEWS FROM THE CAPITOL LOGO GRAYSCALE

NEWS FROM THE CAPITOL LOGO KNOCKOUT (WHITE)

CAMPAIGNS

MASB has developed recurring marketing and brand campaigns to bolster our dedication to serving public schools.

GET ON BOARD

MASB's Get On Board campaign is designed to find more civic-minded, student-focused individuals to run for board of education seats. The badge shown below showcases a bus emblazoned with the MASB mark on the grill, MASB's sans-serif font Franklin Gothic, as well as the Get On Board Green and MASB Gold color swatches. Alternate, single-color variations can be used when the full-color badge isn't viable.

GET ON BOARD FULL COLOR BADGE

GET ON BOARD ALTERNATE BADGES

27

SCHOOL BOARD RECOGNITION MONTH

As one of the original sponsors of this state and national observance, MASB's goal has been (and will continue to be) to build public understanding of and support for the concept of local control of our public schools. In 1989, when we launched the School Board Recognition program in Michigan, only five states celebrated this special month. Today, nearly every state and every governor participates.

The Proud School Board Member artwork below is our signature design for School Board Recognition Month materials that are distributed digitally as well as for merchandise that we house on our MASB Swag Shop.

SCHOOL BOARD RECOGNITION MONTH ARTWORK

LOGO

TYPOGRAPHY

COLOR

GRAPHICS

PUBLICATIONS

CAMPAIGNS

PRODUCTS
AND SERVICES

PRODUCTS AND SERVICES

Optional offerings to enhance the standard service that MASB provides.

ERiN

ERiN is MASB's Employment Relations Information Network, a comprehensive online resource for employee relations and contract and negotiation data for school districts in the state of Michigan.

The logo captures the acronym ERiN while also representing the data and digital assistant persona that users interact with.

ERiN LOGO PRIMARY

ERiN ICON PRIMARY
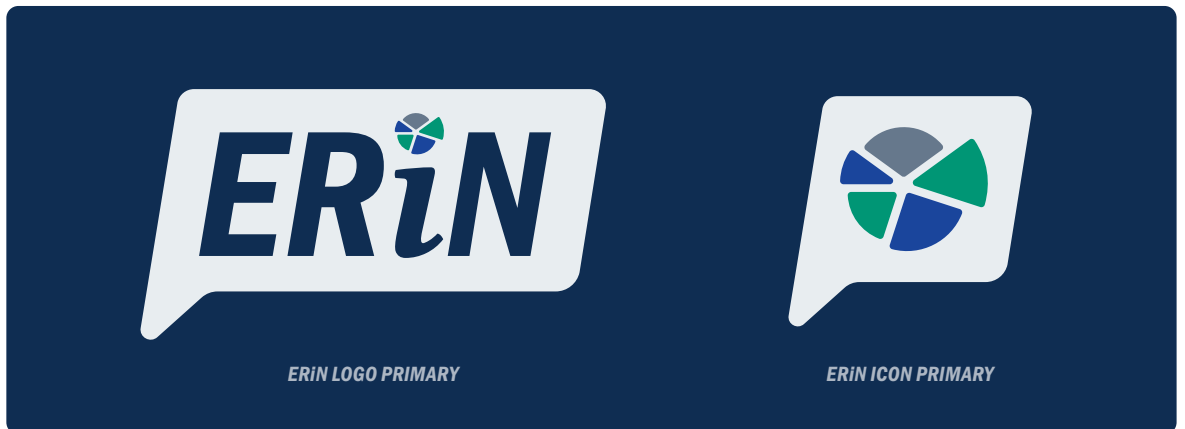
ERiN LOGO AND ICON SINGLE COLOR

ERiN LOGO AND ICON GRAYSCALE

ERiN LOGO AND ICON KNOCKOUT (WHITE)

COMPASS

The logo for Compass uniquely takes a silhouette of the MASB mark and transforms it into a compass. Combining the *COMPASS* text with the icon, and leaning into the self-led learning nature of the system itself, "Chart your course." rests aptly underneath the wordmark as the tagline to complete the full logo.

COMPASS LOGO PRIMARY

COMPASS LOGO GRAYSCALE

COMPASS LOGO KNOCKOUT (WHITE)

GPS

The logo for GPS is a familiar visual comprised of a traditional cardinal compass and a pencil head, both spun in MASB color swatches. Utilizing the MASB Gold and MASB Navy combination, this logo ties itself back to MASB brand standards while standing strong on its own.

GPS LOGO PRIMARY

GPS LOGO GRAYSCALE

GPS LOGO KNOCKOUT (WHITE)