



# BRAND IDENTITY STANDARDS

Updated 03/2023

## PURPOSE

The elements on this page - logos, colors, and typography - are the essential pieces of Miami Public Schools' brand identity. Each piece was designed to create a professional, consistent, and recognizable image for Miami Public Schools

## LOGOS

Wordmark



Athletic Primary



Mascot Primary



Academic Seal



Athletic Alternate



Mascot Alternate



## COLORS



**ROYAL BLUE**  
Pantone 286 C  
Hex #005daa  
R=0 G=93 B=170



**MEDIUM GRAY**  
Hex #909393  
R=144 G=147 B=147  
H=180 S=2 V=58  
C=12 M=0 Y=0 K=42



**LIGHT GRAY**  
Hex #c1c2c2  
R=193 G=194 B=194  
H=180 S=1 V=76  
C=1 M=0 Y=0 K=24



**BLACK**  
Hex #231f20  
R=35 G=31 B=32



**WHITE**  
Hex #ffffff  
R=255 G=255 B=255

## TYPOGRAPHY

Primary Font\* | **ROBOTO** - Regular **ROBOTO** - Bold *ROBOTO* - Italic  
Display Font | **FRESHMAN** - NORMAL

\*When Roboto is not available, please use a similar Sans Serif font like Myriad Pro or Helvetica