



Spring Branch ISD *Inspiring minds. Shaping lives.*

Memorial High School

The MHS visual brand is composed of its colors, font, and logo.

RED #cf2227

R	207	C	12.47
G	34	M	99.64
B	40	Y	98.39
		K	2.74

GREY #8e8b8b

R	142	C	46.59
G	139	M	40.17
B	139	Y	39.8
		K	3.63

Recommended Typeface

The correct use of typography is also a critical component of brand consistency. The typefaces shown below are highly recommended for use as primary fonts on all publications.

Avenir Next is the official typeface. Myriad Pro is recommended in place of Avenir Next if it is not available on your computer.

Primary Options:

Avenir Next LT Pro Regular
 Avenir Next LT Pro Condensed
Avenir Next LT Pro Condensed Italic
Avenir Next LT Pro Italic

Avenir Next LT Pro Bold

Secondary Options:

Myriad Pro Regular
 Myriad Pro Condensed
Myriad Pro Condensed Italic
Myriad Pro Italic
Myriad Pro Bold

Campus Specific Logos

Every campus has a branded logo. This logo should be used on your campus communications. This includes all print and digital formats. Maintain your logo's integrity by following the same guidelines for MHS visual brand use:

- Don't alter logos
- Don't distort or stretch logos
- Do not add type or other design elements to logo
- Do not modify the color of the logo or graphic element
- Do not use poor quality or low-resolution version of logos

DO NOT

