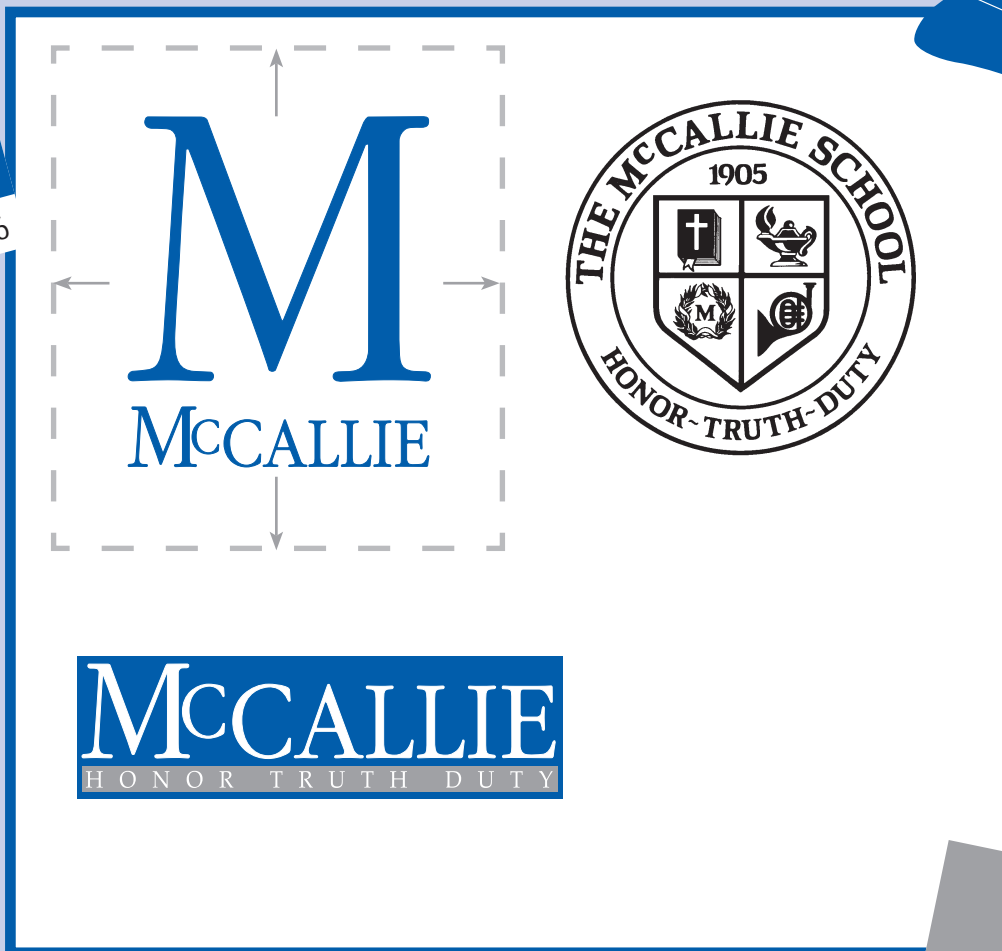


# MCCALLIE

HONOR TRUTH DUTY

## USING THE NAME AND LOGOS: Printing and Clothing Guidelines and Procedures



The goal of this publication is to ensure consistency in the school's external image by providing faculty and staff and relevant others with a simple point-of-reference for the school's printing guidelines.

## NAME

On first reference, we are “McCallie School.” Or, on second and subsequent references, simply “McCallie.” The use of “The McCallie School” should be reserved for highly formal occasions (such as awards or engraved graduation invitations) or legal matters (such as official resolutions of the Board of Trustees).

## LOGOS

The following is the school’s official and primary logo...



The logo should be displayed prominently on all publications, documents and clothing pertaining to McCallie or any of its sanctioned organizations or activities. The logo should be reproduced from authorized original artwork or digital files and must not be redrawn, reportioned or modified in any way.

(See “Colors” section for approved colors.)



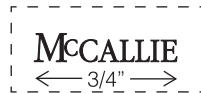
The logo may only be reversed when placed against a “McCallie Blue” background or, in a black and white (grayscale) printed work, against black or heavy gray. Any exceptions must be approved by the Communications Office.



The logo should not be skewed or placed at an angle or otherwise distorted. There is one exception: it may be curved for clothing, but not for printed material.

## Minimum Size and Protected Area

The logo should never be reproduced in sizes smaller than 1 3/4” wide when using a version of the type within the bar. Without the bar and smaller writing, the logo should never be smaller than 3/4”.



It is important that the area surrounding the logo remain free of type or imagery, so that nothing competes with it for the viewer’s attention. Any use of the logo which would not conform to this must be approved by the Communications Office.

## Variations

For special publications and events, the wording “Honor Truth Duty” may be substituted, as shown below.



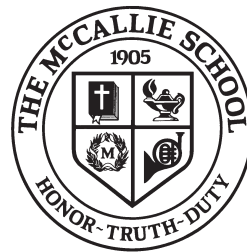
To maintain print and design quality, any changes to the “Honor Truth Duty” line should be approved by the Director of Communications.



In addition, the logo may be used without any wording in the bar, and without anything underneath.



Another option is to have a smaller line separating the logo from a word underneath. In such instances, the general rule is to have the secondary word(s) one-half the size of “McCallie.”



## School Seal

The McCallie Seal denotes formality and distinction. It is not the school logo, but rather the formal business seal of the school. Therefore, its use in publications should be strictly confined to formal printing jobs, such as graduation diplomas and other certificates. It should never appear at an angle and should be printed only in black ink, “McCallie Blue,” or reversed (white on “McCallie Blue”). It should not be altered, enhanced, customized or modified in any manner. Several older versions of the McCallie Seal exist. They should never be used. Only the version printed at right should be used.

## The McCallie “M”

The McCallie “M” is available in two versions. Either can be used on athletic uniforms, shirts, and – when appropriate – in publications. Images behind or through the “M” are not permitted. The two versions included as examples are the only acceptable versions. The old block-style “M” best known through the University of Michigan should never be used.



## LOGOS *(continued)*

### Access

High-quality stat sheets of the logo, the seal, and the McCallie “M” in various sizes are available in the Communications Office. Some medium-quality approved versions of the logo are available on the school servers at S:\Public Affairs\Logos. These files may not be of sufficient resolution for many print projects. If you are uncertain, you should consult the Communications Office.

### Trademarks

The names “McCallie,” “McCallie School,” and “The McCallie School,” as well as the logo and the seal are registered trademarks of McCallie and cannot be used without the permission of the Headmaster or the Director of Communications. Anyone who knows of unauthorized use of the names or logo should contact the Communications Office.

### Colors

The official school color is “McCallie Blue.” There are several ways to communicate this color to printers. The first and best way is to describe it as “PMS 286.” With printers, “Reflex Blue” is also acceptable. With clothing manufacturers, “Royal Blue” is also acceptable.

*McCallie Blue (PMS 286, Reflex Blue, or 4-color process values of C=100; M=66; Y=0; K=2)*

**McCALLIE**  
HONOR TRUTH DUTY

*Grey (PMS 423, or 4-color process values of C=0; M=0; Y=0; K=44)*

“Navy blue,” “Carolina blue,” and all other shades of blue are forbidden. In instances where Reflex/Royal Blue are not available options, exceptions must be cleared and approved by the Communications Office.

McCallie’s secondary color is a shade of grey known to printers as “PMS 423 grey.” As can be seen in the school’s logo, this grey is used to complement the McCallie Blue color. The third “official” school color for McCallie is white.

## Typeface

The McCallie typeface is Adobe Garamond (or Garamond). This is the typeface that should be used for writing letters, setting text or headlines and other general uses. If Garamond is not available, Palatino is an acceptable substitute. For major publications, a sans serif typeface, such as Helvetica or Futura, can be used to complement the Garamond type. However, this should be done sparingly and with the assistance of a professional designer. Under no circumstances should “old English” typefaces or other extravagant typefaces be used as the primary font in McCallie publications or on McCallie clothing.

Adobe Garamond Regular  
**Adobe Garamond Bold**  
*Adobe Garamond Italic*  
ADOBE GARAMOND SMALL CAPS

## Web Site

The McCallie web site uses Arial as its default font type, but similar sans serif fonts (e.g., Verdana, Geneva) are acceptable. Serif fonts such as Garamond and Times New Roman are also acceptable. Any primary graphics using text should continue to use primarily Adobe Garamond when possible. “Primary graphics” would be any graphic publicizing or promoting a specific team, organization or area within the McCallie site.

## ATHLETICS: UNIFORMS, WARM-UPS, ETC

### Team Name

The team name for McCallie’s athletics program is “Blue Tornado.” All official references to its athletic teams in print and on uniforms should use both words. At no time should “Tornado” be used by itself.

### Athletic Logo

The official “Blue Tornado” logo is included (pictured at right). Several options are available using this logo in various team uniforms. The Communications Office will work closely with interested coaches to provide a logo that satisfies the needs of an athletic team while conforming to the guidelines and procedures provided herein.



## ATHLETICS *(continued)*

### Team Colors

Only three colors are permitted for McCallie athletic uniforms: McCallie Blue, White, and McCallie Grey.

The official school color is “McCallie Blue.” There are several ways to communicate this color to printers. The first and best way is to describe it as “PMS 286.” With printers, “Reflex Blue” is also acceptable. With clothing manufacturers, “Royal Blue” is also acceptable. “Navy blue,” “Carolina blue,” and all other shades of blue are forbidden. In instances where Reflex/Royal Blue are not available options, exceptions must be cleared and approved by the Communications Office.

[NOTE: Currently, only two exceptions exist due to limitations in color availability: the varsity football team’s navy helmets, and the navy blue leather letter jackets.]

White is the school’s secondary athletic color. McCallie’s third athletic color is a shade of grey known to printers as “PMS 423 grey.” As can be seen in the school’s logo, this grey is used to complement the McCallie Blue color.



*McCallie Blue (PMS 286, Reflex Blue, or 4-color process values of C=100; M=66; Y=0; K=2)*



*Grey (PMS 423, or 4-color process values of C=0; M=0; Y=0; K=44)*

## PROCEDURES FOR PRINTING & CLOTHING

### Printed Material

A. Fill out a “Request for Publications” form (available from the Business Office and on the S:drive) and send it to the Manager of Business Support Services. He will review the request to ensure it has been budgeted and meets other requirements. Plan well in advance. Even small jobs require time to get the work designed, printing bids secured, paper purchased, etc. As a rule of thumb, allow for a minimum of three weeks for a small printing request. For jobs which are larger or require the use of an outside designer, the timeframe should be at least six to eight weeks.

B. All printers have been informed that they will not be paid for any McCallie work unless it has a purchase order approved in advance by the Business Office. Under no circumstances should anyone other than the Business Office or the Communications Office contact a printer or outside designer without prior clearance.

### Athletic Clothing & Uniforms

Orders for athletic clothing should be sent to the Athletics Director for approval. He is responsible for making sure all athletic clothing complies with school guidelines. Any clothing items not cleared by the Director of Athletics will not be paid for with school budget.

### Bookstore Purchases

Clothing and other material purchased for the Bookstore can be ordered directly by the Bookstore Manager. For new items not previously approved, the manager will coordinate with the Director of Communications and the Manager of Business Support Services.

### T-shirts and Other Clothing

Requests for T-shirts and other clothing for clubs, organizations or special functions must be submitted to the Dean of Student Life or the Head of the Middle School. That person will then contact the Communications Office to obtain approval for any new design and work with the Manager of Business Support Services to order the clothing.