



***SCHOOL DISTRICT***

Brand Identity Guidelines  
HURON SCHOOL DISTRICT

Updated: February 16, 2024



All logos and artwork included in this guide are trademarks of Huron School District. The words "Huron Tigers" are trademarked, therefore any use of the words in any size, font or color is included in the trademark.

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For information about the specifications included in this guide or questions regarding specific use, please contact:

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Our brand identity is the face and personality we present to the community. The purpose of these guidelines is to explain the use of the new Huron School District brand and to reinforce consistent application of the visual elements in all communications. Guidelines on the use of the logos, brand colors and typefaces are included.

Our logos are important and valued graphic elements, and must be used consistently and appropriately. Even minor variations will undermine and compromise the image of the branding.

By following these guidelines, the materials created will represent our brand cohesively to the outside world, and reinforce the school's dedication to RESPECT, PRIDE AND EXCELLENCE FOR ALL.

# HURON SCHOOL DISTRICT LOGO & BRANDING IDENTITY POLICY

## Notification/Download Files

Because the success of our branding identity program depends on consistency, we ask that you use the attached form to notify the Office of the Superintendent of any proposed usage. The approval form must be completed by all parties applying to merchandise, school items or miscellaneous program materials.

The attached guidelines have been developed to provide clarification on the appropriate use of the Huron School District brand.

## Huron School District Branding Guidelines

The Huron School District Brand makes an important first visual impression of what the Huron Tigers stand for. The logos, colors, and name instantly identify that a communication or material is from, or part of, the school. The thoughtful use of the logos and our name reinforces and strengthens the school's image with every use. In addition, a logo is considered a primary, albeit intangible, asset of the school and can be attributed a value that proper use will enhance and increase. The logo and name, and what they appear upon, is as important as our actions and our words. Their use should always be consistent with the mission and image of the school.

## Property Rights

The use of the name, logos, logo marks, brand colors, and brand typefaces of the Huron School District or the names of any of its staff, students, or organizations is considered the property of the Huron School District. To publish this information on internal or external correspondence in any manner, including a website, is in violation of this policy. Prior approval is required for all vendors, students, staff, and administrators by the Office of the Superintendent before the use of the above-mentioned information.

## Required Use

Authorized logos, logo marks, brand colors and brand typefaces in this Branding Guide are required to be used in all publications, on apparel, uniforms, digital media, buildings, equipment or anything else affiliated with school operations. Any unauthorized logos, logo marks, brand colors and brand typefaces are prohibited in all aforementioned uses and may be subject to a \$500 fine.

## Use of the Huron School District Name or Logo

All publications representing Huron School District, whether electronically or in print, shall be branded with the official logo; guidelines for using the Huron School District logo are below. Questions on usage, or mock-ups for which you would like approval should be directed to the Office of the Superintendent at 605-353-6990 or the Business Office at 605-353-6995.

- Logo Integrity: The proportional relationship may not be altered in any way. This includes using the symbol alone or changing/adding to the logos working to represent any other entity. Logos cannot be flipped or rotated, except for the paw print.
- Color: If the logos are to be used in color, the color must be the prescribed brand colors.
- Spacing: The logos and its lettering may not be confined within shapes or used in visually competitive areas; other entities should not look as if they are elements of the school's logo.
  - The logos must remain separate from other words or graphics.
  - The amount of separation must be equal to at least 25% of the size of the logo.
  - Example: A 4" logo must be at least 1" away from everything else.
  - If there is a design that violates these policies, contact the Superintendent's Office or Business Office for approval.
- Other: The use of the logos are not permitted without the express consent of the Office of the Superintendent or Business Office.
- Apparel: Please see pages 57-68.

### Appropriate use of the logos includes:

- School endorsed, authored and/or produced communications (e.g. programs, posters, ads etc.)
- School sponsored events, items, uniforms, etc.
- The logos may be used in black and/or white.
- The logo may be used in the colors specifically listed.

### Inappropriate use of the logos includes

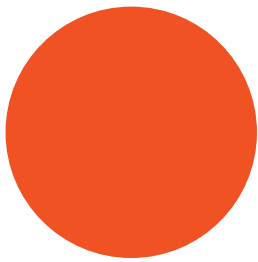
- Any use that distorts or covers image.
- Any use that involves improper typefaces or colors.
- Applying to any item not endorsed or approved by the school and its officers.

### Etch, Burn & Laser

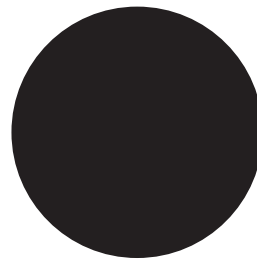
- Etching of the logos is allowed on metal or glass.
- When etching on metal is used, the logo must take the color of the metal.
- Colors allowed around the etching are the four approved brand colors or white.
- Burning of the logos is allowed on wood.
- Lasering of the logos is allowed on sports balls.

# BRAND COLORS

## PRIMARY COLORS

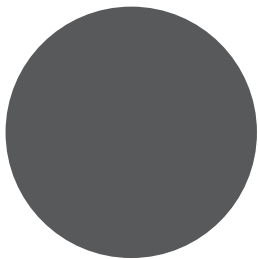


Pantone 1655 C  
CMYK: 0 | 84 | 100 | 0  
RGB: 240 | 81 | 35  
#f05022

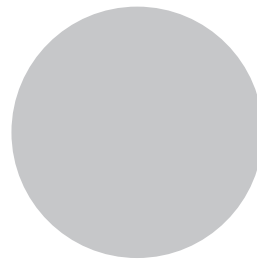


Black  
CMYK: 0 | 0 | 0 | 100  
RGB: 0 | 0 | 0  
#000000

## SECONDARY COLORS

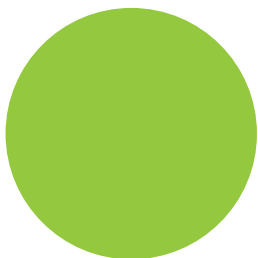


Dark Grey  
CMYK: 0 | 0 | 0 | 80  
RGB: 128 | 130 | 133  
#808284



Light Grey  
CMYK: 0 | 0 | 0 | 25  
RGB: 199 | 200 | 202  
#c6c8ca

## FOR TIGER EYES ONLY



Pantone 375 C  
CMYK: 47 | 0 | 100 | 0  
RGB: 147 | 213 | 0  
#93d500

## BRAND TYPEFACES

### HEADLINE/LOGO TYPEFACE

### **ALLEY-OOP (REGULAR)**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

### CONTENT TYPEFACE

### Trebuchet MS (Regular)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### *Trebuchet MS (Italic)*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9*

### Trebuchet MS (Bold)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### *Trebuchet MS (Bold Italic)*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9*

# LICENSE APPLICATION

## Huron School District Trademark Usage Non-Exclusive Vendor Application

Business Name: \_\_\_\_\_

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

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

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

Phone Number: \_\_\_\_\_

Description of how the logos/name will be used and what products you are requesting to license.

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### Annual License Fees

\_\_\_\_\_ \$100 Local Vendor (Vendor Business pays property taxes in the Huron School District)

\_\_\_\_\_ \$200 Other Vendor

Anyone who violates the Brand Identity Guidelines may be fined \$500. It is the vendor's responsibility to read and understand the Brand Identity Guidelines.

Check payable to: Huron School District  
PO Box 949  
150 5th St. SW  
Huron, SD 57350

I acknowledge and agree that I have read the Brand Identity Guidelines and will follow them.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# DISTRICT LOGOS

## PRIMARY DISTRICT LOGO

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE



## HURON "H" WITH TAG LOGO

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE



## SECONDARY DISTRICT LOGO

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE



## HURON "H" LOGO

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE





# DISTRICT LOGOS

## Approved Colors May Be Used For Tag Lines

- These color changes may be used on corresponding Department and Activity Logos.
- Grey outline on the H may be changed to white when these colors are used.
- On apparel only, the outline of the H may be removed if difficult to produce.

### BLACK LETTERS



**SCHOOL DISTRICT**



**SCHOOL DISTRICT**



### ORANGE LETTERS



**SCHOOL DISTRICT**



**SCHOOL DISTRICT**



### WHITE LETTERS



**SCHOOL DISTRICT**



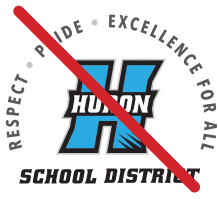
**SCHOOL DISTRICT**



# COMMON LOGO MISUSE & VIOLATIONS



NEVER distort marks



NEVER use unapproved colors



NEVER change or alter typography



NEVER use inappropriate or unapproved taglines

# WATERMARK & PAW PRINT LOGOMARKS

## WATERMARK



## PAW LOGO

### COLOR



### BLACK



### WHITE



## OUTLINED PAW LOGO

### ORANGE & BLACK



### BLACK & WHITE



### ORANGE & WHITE



WORDMARK LOGOS

WORDMARK (COLOR)



WORDMARK HORIZONTAL (COLOR)



WORDMARK  
(BLACK, GREY & WHITE)



WORDMARK HORIZONTAL  
(BLACK, GREY & WHITE)



WORDMARK TIGER LOGOS

TIGER HEAD WITH WORDMARK  
(COLOR)



TIGER HEAD WITH WORDMARK  
(BLACK, GREY & WHITE)



FULL BODY WITH WORDMARK  
(COLOR)



FULL BODY WITH WORDMARK  
(BLACK, GREY & WHITE)



# SPIRIT LOGOS

FULL BODY WITH WORDMARK  
AND TAGLINE (COLOR)



FULL BODY WITH WORDMARK  
AND TAGLINE (BLACK, GREY & WHITE)



TIGER HEAD (COLOR)



FULL BODY-BLACK CIRCLE (COLOR)



FULL BODY (COLOR)



TIGER HEAD  
(BLACK, GREY & WHITE)



FULL BODY-BLACK CIRCLE  
(BLACK, GREY & WHITE)



FULL BODY  
(BLACK, GREY & WHITE)



TIGER HEAD WITH WORDMARK HORIZONTAL (COLOR)



TIGER HEAD WITH WORDMARK HORIZONTAL (BLACK, GREY & WHITE)



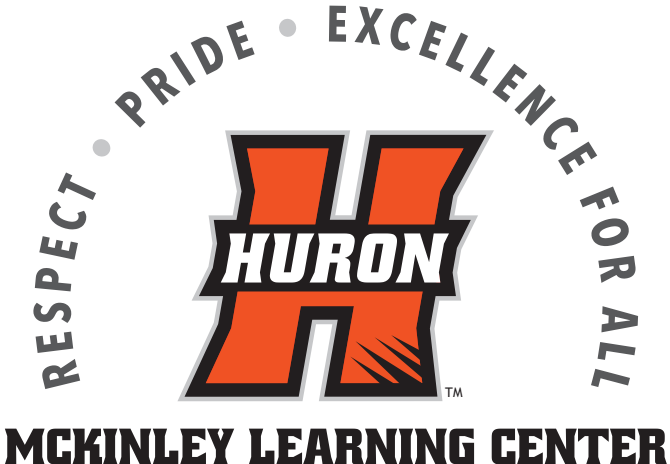
FULL BODY WITH WORDMARK HORIZONTAL (COLOR)



FULL BODY WITH WORDMARK HORIZONTAL (BLACK, GREY & WHITE)



















**BUCHANAN**



**BUCHANAN K-1 CENTER**



**BUCHANAN  
K-1 CENTER**



**MADISON**



**MADISON 2-3 CENTER**



**MADISON  
2-3 CENTER**



**WASHINGTON**



**WASHINGTON 4-5 CENTER**



**WASHINGTON  
4-5 CENTER**



**MIDDLE SCHOOL**



**HIGH SCHOOL**



**HURON COLONY**



**RIVERSIDE COLONY**



**OUR HOME**



**MCKINLEY LEARNING CENTER**



**SPECIAL SERVICES**



**MCKINLEY  
LEARNING CENTER**



**SUPERINTENDENT  
OF SCHOOLS**



**SUPERINTENDENT OF SCHOOLS**



**BUSINESS OFFICE**



**ACTIVITIES OFFICE**



**ESL**



**CAREER & TECHNICAL  
EDUCATION**



**BUILDINGS & GROUNDS**



**CAREER & TECHNICAL  
EDUCATION**



**CURRICULUM OFFICE**



**TRANSPORTATION**



**INSTRUCTIONAL  
PLANNING CENTER**



**SCHOOL NUTRITION**



**INSTRUCTIONAL  
PLANNING CENTER**



**HS COUNSELING SERVICES**



**TIGERS**



**BOARD OF EDUCATION**



**FOUNDATION**



**BUCHANAN**



**MADISON**



**BUCHANAN K-1 CENTER**



**MADISON 2-3 CENTER**



**BUCHANAN  
K-1 CENTER**



**MADISON  
2-3 CENTER**





**WASHINGTON**



**MIDDLE SCHOOL**



**WASHINGTON 4-5 CENTER**



**HIGH SCHOOL**



**WASHINGTON  
4-5 CENTER**



**FOUNDATION**



**VOLLEYBALL**



**HURON XC**

All approved buildings, departments and activities may be used as well.

SCHOOL LOGOS



**BUCHANAN**



**MADISON**



**WASHINGTON**



**BUCHANAN K-1 CENTER**



**MADISON 2-3 CENTER**



**WASHINGTON 4-5 CENTER**



**BUCHANAN  
K-1 CENTER**



**MADISON  
2-3 CENTER**



**WASHINGTON  
4-5 CENTER**

## SCHOOL LOGOS



**MIDDLE SCHOOL**



**HIGH SCHOOL**



**MCKINLEY  
LEARNING CENTER**

All approved buildings, departments and activities may be used as well.



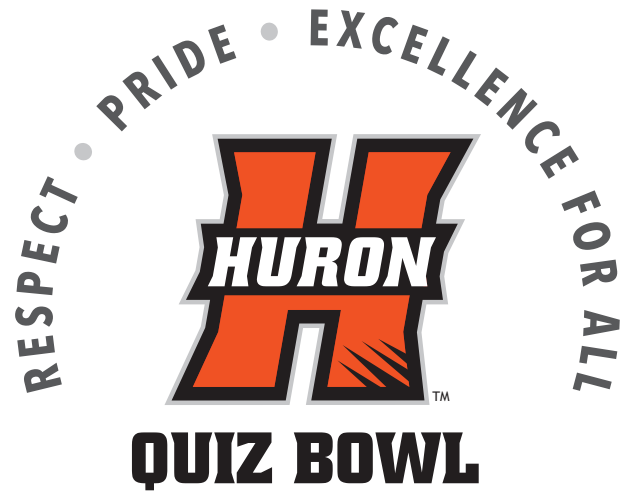


















**ATHLETICS**



**TIGER ATHLETICS**



**ACTIVITIES**



**FINE ARTS**



**VOLLEYBALL**



**FOOTBALL**



**BASKETBALL**



**WRESTLING**



**SOCCER**



**TENNIS**



**TRACK & FIELD**



**CROSS COUNTRY**



**GOLF**



**CHEER & DANCE**



**CHEER**



**DANCE**



**GYMNASTICS**



**FFA**



**ORCHESTRA**



**CHOIR**



**BAND**



**JAZZ BAND**



**TIGER  
MARCHING BAND**



**NATIONAL  
HONOR SOCIETY**



**STUDENT COUNCIL**



**SPEECH & DEBATE**



**ORAL INTERPRETATION**



**DEBATE**



**YEARBOOK**



**DRAMA**



**JOURNALISM**



**FBLA**





**DESTINATION IMAGINATION**



**INTERNATIONAL CLUB**



**QUIZ BOWL**



**GERMAN CLUB**



**SPECIAL OLYMPICS**



**SPANISH CLUB**



**TIGER CUB BAND**



**TIGER NETWORK**

ACTIVITY LOGOS































**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**



The logos on the following pages are only to be used on apparel or items that will be one or two color print due the increase of prices using more colors.

- The logos may be printed on any color, as long as both colors are printed.
- The logos may be printed as one color, as long as the secondary color is the color of the shirt.
- These color changes may be made to the corresponding building, department and activity logos.

Exception: The following 2 logos.

- May be printed as single color (black, white or orange)
- Any color shirt may be used and have the color of the shirt show through.

WORDMARK



WORDMARK HORIZONTAL



# APPAREL ONLY LOGOS

## PRIMARY DISTRICT LOGO

ORANGE & WHITE



ORANGE & WHITE - REVERSE



BLACK & ORANGE



BLACK & ORANGE - REVERSE



## HURON "H" WITH TAG LOGO

ORANGE & WHITE



ORANGE & WHITE - REVERSE



BLACK & ORANGE



BLACK & ORANGE - REVERSE



# APPAREL ONLY LOGOS

## SECONDARY DISTRICT LOGO

ORANGE & WHITE



ORANGE & WHITE - REVERSE



BLACK & ORANGE



BLACK & ORANGE - REVERSE



## HURON "H" LOGO

ORANGE & WHITE



ORANGE & WHITE - REVERSE



BLACK & ORANGE



BLACK & ORANGE - REVERSE



# APPAREL ONLY LOGOS

TIGER HEAD  
(BLACK & WHITE)



FULL BODY-BLACK CIRCLE  
(BLACK & WHITE)



FULL BODY  
(BLACK & WHITE)



TIGER HEAD  
(ORANGE & WHITE)



FULL BODY-BLACK CIRCLE  
(ORANGE & WHITE)



FULL BODY  
(ORANGE & WHITE)



TIGER HEAD  
(BLACK & ORANGE)



FULL BODY-BLACK CIRCLE  
(BLACK & ORANGE)



FULL BODY  
(BLACK & ORANGE)



# APPAREL ONLY LOGOS

WORDMARK (BLACK & WHITE)



WORDMARK HORIZONTAL  
(BLACK & WHITE)



WORDMARK (BLACK & WHITE - REVERSE)



WORDMARK HORIZONTAL  
(BLACK & WHITE - REVERSE)



WORDMARK (ORANGE & WHITE)



WORDMARK HORIZONTAL  
(ORANGE & WHITE)



WORDMARK (ORANGE & WHITE - REVERSE)



WORDMARK HORIZONTAL  
(ORANGE & WHITE - REVERSE)



WORDMARK (BLACK & ORANGE)



WORDMARK HORIZONTAL  
(BLACK & ORANGE)



WORDMARK (BLACK & ORANGE - REVERSE)



WORDMARK HORIZONTAL  
(BLACK & ORANGE - REVERSE)



# APPAREL ONLY LOGOS

TIGER HEAD WITH WORDMARK  
(BLACK & WHITE)



TIGER HEAD WITH WORDMARK  
(BLACK & WHITE - REVERSE)



TIGER HEAD WITH WORDMARK  
(ORANGE & WHITE)



TIGER HEAD WITH WORDMARK  
(ORANGE & WHITE - REVERSE)



TIGER HEAD WITH WORDMARK  
(BLACK & ORANGE)



TIGER HEAD WITH WORDMARK  
(BLACK & ORANGE - REVERSE)



# APPAREL ONLY LOGOS

FULL BODY WITH WORDMARK  
(BLACK & WHITE)



FULL BODY WITH WORDMARK  
(BLACK & WHITE - REVERSE)



FULL BODY WITH WORDMARK  
(ORANGE & WHITE)



FULL BODY WITH WORDMARK  
(ORANGE & WHITE - REVERSE)



FULL BODY WITH WORDMARK  
(BLACK & ORANGE)



FULL BODY WITH WORDMARK  
(BLACK & ORANGE - REVERSE)



# APPAREL ONLY LOGOS

FULL BODY WITH WORDMARK  
AND TAGLINE (BLACK & WHITE)



FULL BODY WITH WORDMARK  
AND TAGLINE (BLACK & WHITE - REVERSE)



FULL BODY WITH WORDMARK  
AND TAGLINE (ORANGE & WHITE)



FULL BODY WITH WORDMARK  
AND TAGLINE (ORANGE & WHITE - REVERSE)



FULL BODY WITH WORDMARK  
AND TAGLINE (BLACK & ORANGE)



FULL BODY WITH WORDMARK  
AND TAGLINE (BLACK & ORANGE - REVERSE)





TIGERHEAD WORDMARK HORIZONTAL (BLACK AND WHITE)



TIGERHEAD WORDMARK HORIZONTAL (BLACK AND WHITE) - REVERSE



TIGERHEAD WORDMARK HORIZONTAL (ORANGE AND WHITE)



TIGERHEAD WORDMARK HORIZONTAL (ORANGE AND WHITE) - REVERSE



TIGERHEAD WORDMARK HORIZONTAL (BLACK AND ORANGE)



TIGERHEAD WORDMARK HORIZONTAL (BLACK AND ORANGE) - REVERSE



FULL BODY WORDMARK HORIZONTAL (BLACK AND WHITE)



FULL BODY WORDMARK HORIZONTAL (BLACK AND WHITE) - REVERSE



FULL BODY WORDMARK HORIZONTAL (ORANGE AND WHITE)



# APPAREL ONLY LOGOS

FULL BODY WORDMARK HORIZONTAL (ORANGE AND WHITE) - REVERSE



FULL BODY WORDMARK HORIZONTAL (BLACK AND ORANGE)



FULL BODY WORDMARK HORIZONTAL (BLACK AND ORANGE) - REVERSE



# APPAREL ONLY LOGOS

TIGER HEAD (BLACK AND ORANGE) - REVERSE  
BLACK BACKGROUND ONLY

