



SCHOOL DISTRICT

**Brand Identity Guidelines
HURON SCHOOL DISTRICT**



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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.

Use of the Huron School District Name or Logo

All publications representing Huron School District, whether electronically or in print, should 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.
- Other: The use of the logos are not permitted without the express consent of the Office of the Superintendent.

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

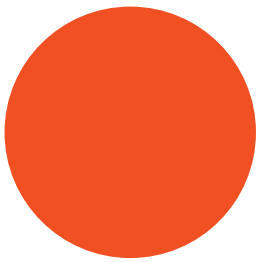
- Any use that distorts or covers image.
- Any use that involves improper typefaces or colors.
- Applying to any item not endorsed or approved by the school and its officers.

Etching & Burning

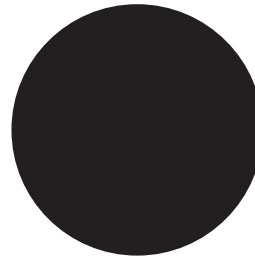
- Etching of the logos is allowed on metal or glass.
- When etching on metal is used, the logo must take the color of the metal.
- Colors allowed around the etching are the four approved brand colors or white.
- Burning of the logos is allowed on wood.

BRAND COLORS

PRIMARY COLORS

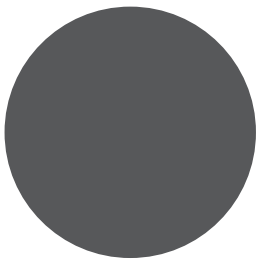


Pantone 1655 C
CMYK: 0 | 84 | 100 | 0
RGB: 240 | 81 | 35
#f05022

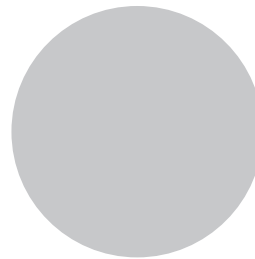


Black
CMYK: 0 | 0 | 0 | 100
RGB: 0 | 0 | 0
#000000

SECONDARY COLORS

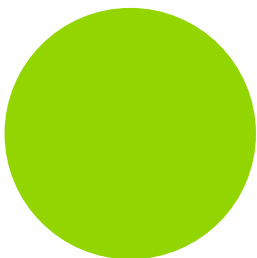


Dark Grey
CMYK: 0 | 0 | 0 | 80
RGB: 128 | 130 | 133
#808284



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

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.

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 \$250. It is the vendor's responsibility to read and understand the Brand Identity Guidelines.

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

Printed Name: _____

Signature: _____

DISTRICT LOGOS

PRIMARY DISTRICT 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



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 “Orange Letters” and “White Letters” Logos 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

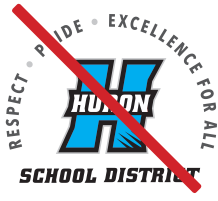


SCHOOL DISTRICT

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

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE



ATHLETIC WORDMARK LOGO

COLOR



SINGLE COLOR - BLACK, WHITE OR ORANGE
(or) BLACK AND WHITE (AS SHOWN OR REVERSE)



MAY BE APPLIED ON ANY COLOR BACKGROUND
THIS LOGO ONLY

ATHLETIC TIGER LOGOS

TIGER HEAD (COLOR)



FULL BODY-BLACK CIRCLE (COLOR)



FULL BODY (COLOR)



TIGER HEAD
(BLACK AND WHITE)



FULL BODY-BLACK CIRCLE
(BLACK AND WHITE)



FULL BODY
(BLACK AND WHITE)



TIGER WITH WORDMARK (COLOR)



TIGER WITH WORDMARK (BLACK AND WHITE)



FULL BODY WITH WORDMARK (COLOR)



FULL BODY WITH WORDMARK (BLACK AND WHITE)



FULL BODY WITH WORDMARK AND TAGLINE (COLOR)



FULL BODY WITH WORDMARK AND TAGLINE (BLACK AND WHITE)











BUCHANAN



BUCHANAN K-1 CENTER



MADISON



MADISON 2-3 CENTER



WASHINGTON



WASHINGTON 4-5 CENTER



HIGH SCHOOL



MIDDLE SCHOOL



HURON COLONY



RIVERSIDE COLONY



OUR HOME



SUPERINTENDENT OF SCHOOLS



BUSINESS OFFICE



ACTIVITIES OFFICE



ESL



**INSTRUCTIONAL
PLANNING CENTER**



TRANSPORTATION



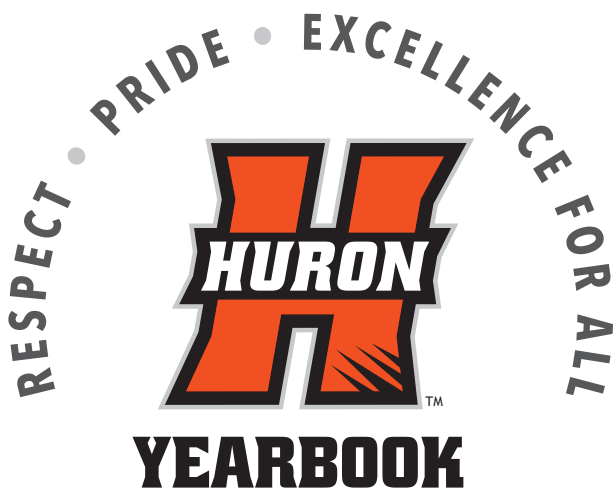
TIGERS

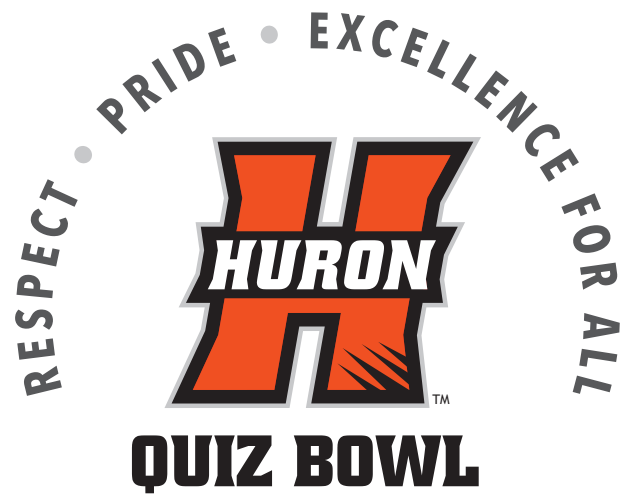












ACTIVITY LOGOS





ATHLETICS



TIGER ATHLETICS



ACTIVITIES



FINE ARTS



VOLLEYBALL



FOOTBALL



BASKETBALL



WRESTLING



SOCCER



TENNIS



TRACK & FIELD



CROSS COUNTRY



GOLF



CHEER & DANCE



CHEER



DANCE

ACTIVITY LOGOS



GYMNASTICS



FFA



ORCHESTRA



CHOIR



BAND



JAZZ BAND



DRAMA



NATIONAL HONOR SOCIETY



STUDENT COUNCIL



SPEECH & DEBATE



DEBATE



ORAL INTERPRETATION



KEY CLUB



H-CLUB



PEP CLUB



YEARBOOK



JOURNALISM



FBLA



DESTINATION IMAGINATION



INTERNATIONAL CLUB



QUIZ BOWL



GERMAN CLUB



SPECIAL OLYMPICS



SPANISH CLUB



TIGER CUB BAND



TIGER NETWORK



























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