

**Mission:** *Lifelong learners will be inspired and developed through effective teaching in a safe and caring environment.*

**Vision:** *Respect – Pride – Excellence for All*

**AGENDA**  
**BOARD OF EDUCATION – SPECIAL MEETING**  
**Instructional Planning Center/Huron Arena**  
**Monday, February 28, 2022**  
**5:30 p.m.**

The meeting can be viewed live from a link on the School's website at <http://huron.k12.sd.us/watch-school-board-meetings/>. In the days following the meeting, the meeting can also be viewed on the local cable TV public access channel 6.

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Adoption of the Agenda**
5. **Dates to Remember**

March 2	Early Release
March 11	Spring Break – No School
March 14	Board of Education Meeting – 5:30 p.m. - IPC
March 18	Spring Break – No School
March 28	Board of Education Meeting – 5:30 p.m. - IPC
April 6	Early Release
April 11	Board of Education Meeting – 5:30 p.m. - IPC
April 12	School Board Election
April 15	Holiday Break – No School
April 18	Vacation Day – No School
April 25	Board of Education Meeting – 5:30 p.m. - IPC
6. **Community Input on Items Not on the Agenda**
  - Policy BFB – Public Participation at Board Meetings
7. **Conflict Disclosure and Consideration of Waivers** – The School Board will review the disclosures and determine if the transactions or the terms of the contracts are fair, reasonable, and not contrary to the public interest.
  - a)
8. **CONSENT AGENDA**

**The Superintendent of Schools recommends approval of the following:**

  - a) **Board Approval of New Hires**

As was mentioned previously, classified personnel, substitute teachers/classroom aides, and volunteers must be approved in order to be covered by our workers' compensation plan.

    - 1) Emily Paulin/Substitute Teacher - \$120 per day / Substitute Para-Educator \$17.87 per hour
    - 2) Tarryn Tomczak/Administrative Ass't-Activities/Arena Office/\$40,262 per year
    - 3) Amber Jacobs/Special Education Para-Educator-Madison/\$17.87 per hour

- b) **Contracts for Board Approval**
  - 1) Cassandra Crain/2<sup>nd</sup> Grade Teacher~Madison/\$47,332 per year
- c) **Resignations for Board Approval**
  - 1) Tarryn Tomczak/Special Education Para-Educator-HHS/2 years
  - 2) Rebecca Sadler/Assistant Coach~Girls' Tennis/4 years
  - 3) Josi Hauge/Food Service~Washington Satellite
- d) **Consideration and Approval of Bills**
- e) **Intent to Apply for Grant Funding**
  - Group Applying** Prom Committee 2022
  - Contact Person Elizabeth Estrada (Jen Fuchs Advisor)
  - Name of Award HYLK Leadership
  - Name of Funder HYLK
  - Amount to be Requested \$500
  - Project Focus DJ Cost & Prom Decorations
- f) **Intent to Apply for Grant Funding**
  - Group Applying** 8<sup>th</sup> Grade Science ~ HMS
  - Contact Person Elizabeth Katz
  - Name of Award American Bank & Trust Spirit Card
  - Name of Funder American Bank & Trust
  - Amount to be Requested \$400
  - Project Focus Order Supplemental Materials for Science Enrichment
- g) **Intent to Apply for Grant Funding**
  - Group Applying** Madison 2-3 Center SLC Program
  - Contact Person Brittni Strand
  - Name of Award HYLK Grant
  - Name of Funder Student United Way
  - Amount to be Requested \$500
  - Project Focus Sensory/Social Emotional Learning Tools

(The consent agenda may be approved with one motion. However, if a board member wishes to separate an item for discussion, he/she may do so.)

9. **EXCHANGE OF NEGOTIATION PACKAGES**

10. **CELEBRATE SUCCESSES IN THE DISTRICT:  
CONGRATULATIONS:**

- **Julie M. King (Teacher ~ HMS / Head Gymnastics Coach)** for being inducted into the South Dakota Gymnastics Coaches Association Hall of Fame
- **Huron Wrestlers ~ Moses Gross, Beauty Moon, Bryan Ramirez, Tori Buffington, Htee Htoo, Ehler Klay, and Kaitlyn Florey** for qualifying for the State Wrestling Tournament February 24-25

**THANK YOU TO:**

- **Huron Smiles Dentist Office** for their presentations to the Kindergarten and 1<sup>st</sup> graders regarding good teeth hygiene
- **McDonalds** for providing cookies for Kindness Day on Wednesday, February 16<sup>th</sup> to Buchanan

11. **REPORTS TO THE BOARD**

- a) Classified Employee of the Month ~ Presented by Mike Radke  
Romana Olivo, Administrative Assistant, Huron High School, has been selected as  
Classified Employee of the Month for March 2022. Nomination comments are included  
in this packet. Congratulations Romana!
- b) Good News Report ~ Huron Middle School ~ Laura Willemsen
- c) LAN Report – Tim Van Berkum
- d) Superintendent’s Report

12. **OLD BUSINESS**

- a) Branding Guide – Proposed Changes & Additions – 2<sup>nd</sup> Reading

13. **NEW BUSINESS**

- a) Section A: Foundations & Basic Commitments – Current & Proposed Policies /  
Anticipated Timeline / Change Log  
 Introduction:  
Policy A1 - Mission and Vision Statements  
Policy A2 - School District Philosophy/Belief Statements  
Policy A3 - School District Goals and Objectives/Student Exit Outcomes  
Policy AA - School District Legal Status  
Policy ABA - Community and Parent Involvement in Decision Making  
Policy ABAA - District Wide Title I Parental Involvement Policy  
Policy ABAB - Parent Involvement  
Policy ABAC - Relations with Parents  
Policy ABB - Bullying/Harassment  
Policy ABB-F - Bullying/Harassment Formal Complaint Form  
Policy AC - Nondiscrimination in Federal Programs  
Policy AC-E(1) - Nondiscrimination in Federal Programs Complaint Report Form  
Policy AC-E(2) - Nondiscrimination in Federal Programs Appeal to Superintendent  
Policy AC-E(3) - Nondiscrimination in Federal Programs Appeal to the School Board  
Policy ACAA - Sexual Harassment  
Policy ACAA-E(1) - Sexual Harassment Complaint Report Form  
Policy ACAA-E(2) - Sexual Harassment Complaint Appeal to the Superintendent  
Policy ACAA-E(3) - Sexual Harassment Complaint Appeal to the School Board  
Policy ACAB - Prohibition Against Aiding or Abetting Sexual Abuse  
Policy ACB - Nondiscrimination on the Basis of Handicap/Disability  
Policy AD - Educational Philosophy  
Policy AE - Huron School District Wellness Policy  
Policy AGA - Contested Hearings  
Policy AH - Conflict of Interest Disclosure and Authorization  
Policy AH-E(1) - Conflict of Interest Disclosure  
Policy AH-E(2) - School Board Action on Conflict of Interest Disclosure of a Direct Benefit

- b) CTE Advisory Board Guide - Introduction

14. **EXECUTIVE SESSION**

1-25-2 Executive or closed meetings may be held for the sole purposes of:  
 (4) Preparing for contract negotiations or negotiating with employees or employee representatives.

15. **ADJOURNMENT**

**TEACHER'S CONTRACT**  
Huron School District No. 2-2, Huron, South Dakota

**Cassandra Crain**

**February 22, 2022**

**YOU ARE HEREBY OFFICIALLY NOTIFIED**, that you have been elected as a Teacher in the Huron School District No. 2-2, whose address is City of Huron on the annual salary basis of \$ 47332 for the school term, or the remaining part thereof, of the designated number of teaching days, inclusive of days arranged for pre-school planning, beginning 8/8/2022 and subject to the calendar, or modifications of the same, as adopted by the Board of Education. The salary is to be paid the twentieth day of each of the twelve calendar months.

Your election is subject to the school laws of the State of South Dakota and to the salary schedule and contractual elements rules and regulations of the Board of Education of the Huron School District No. 2-2, which are hereby by reference, incorporated in and made a part of this contract as though set forth herein at length, subject to the right of said Board to terminate the contract for cause, to be determined upon by the Board.

It is further contracted and agreed that your failure to complete the term of teaching prescribed herein for any cause, including but not limited to dismissal or resignation, constitutes a financial damage to the Huron School District No. 2-2 and that from the nature of the case it might be impractical or difficult to fix the actual damage. **THEREFORE**, it is understood and agreed that your failure to complete the term provided herein shall result in the following liquidated damages: failures occurring between the date signed and approved by the School Board through June 30 for the ensuing year, damages shall be assessed at \$1,000.00. For breaking a contract July 1 through July 31, damages shall be assessed at \$2,000.00 and breaking of contract August 1 and for the duration of the first semester, damages shall be assessed at \$3,000.00. Damages will be assessed at \$1,500.00 for breaking of a contract anytime during the 2<sup>nd</sup> semester. The Board reserves the right to request the Department of Education to suspend the employee's certification for one year in lieu of monetary damages in accordance with SDCL 13-42-9. Teachers who are not full-time employees of the District shall be assessed damages at a percentage which matches their percent of employment.

It is further understood and agreed that resignations shall not become effective until approved by the Board of Education at the next meeting following receipt of said resignation. Further, it is hereby agreed that you will pay to the Huron School District No. 2-2, or the Huron School District No. 2-2 will withhold or appropriate from any monies owed by them to you, and you hereby authorize such withholding or appropriation, the appropriate sum herein above set forth as liquidated damages due to your failure to complete said term.

This agreement becomes a binding contract when signed by the teacher and the Board of Education.

BS  
Hired 2022-2023 W/BS and 0 years of teaching experience;

Agreeing to this contract includes the following: Teachers new to the District are expected to work an additional 5 days beginning August 8. During this time, the teacher will receive appropriate training in District programs, and will have time to become adequately prepared for the new school year.

**\*\*\*CONTRACT MUST BE SIGNED & RETURNED TO THE SUPERINTENDENT'S OFFICE BY TUESDAY, MARCH 1, 2022\*\*\***

SCHOOL DISTRICT NO. 2-2 OF THE CITY OF  
HURON, BEADLE COUNTY, SOUTH DAKOTA

ATTEST:

.....  
Business Manager of the School District

By .....  
Chairman of School District Board

TO THE BOARD OF EDUCATION OF THE HURON SCHOOL DISTRICT NO. 2-2  
CITY OF HURON, BEADLE COUNTY, SOUTH DAKOTA

I hereby accept the position mentioned in the foregoing contract of hiring in the Public Schools of Huron, South Dakota, at the salary and upon and under the terms and conditions of the above and foregoing contract and have carefully read said contract and am fully informed as to the contents. I agree to attend such pre-school planning days as are scheduled exclusive of the designated number of teaching days. "I clearly understand that it is my responsibility to be fully certified with the State of South Dakota for the duration of this contract. I accept that my pay will cease on October 1, and my employment may be terminated or suspended without pay until such time that I meet the certification requirements of the job."

Witness my hand this 22<sup>nd</sup> day of February, 2022  
Witness: Dolly Benabiles

Print Name: Cassandra L Crain  
Sign here: Cassandra L Crain  
Teacher

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**From:** Tomczak, Tarryn  
**Sent:** Tuesday, February 22, 2022 11:08 AM  
**To:** Venables, Dolly  
**Subject:** Re: Letter of Resignation

Dolly,

I am resigning from my position as a SPED para at the high school to transfer to the administrative assistant in the AD/Arena office. Transfer date is TBD.

Thank you,

Tarryn Tomczak

2/21/2022

Dear Mr. Rotert,

I am writing this letter to notify you formally that I am resigning from my position as Assistant Tennis Coach at Huron High Schools, effective 2/21/2022.

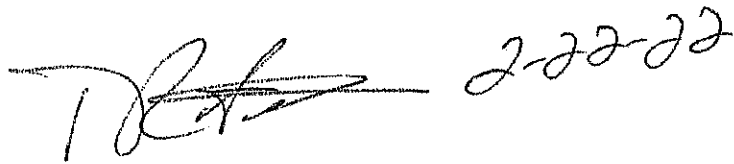
As a coach, I have enjoyed the chance to provide our student athletes with the opportunity to participate in the sport of tennis. It has been a mutually beneficial experience, as I have learned as much from them as they have from me!

Thank you for your support and encouragement.

Please let me know how I can help during the transition period.

Sincerely,

Rebecca Sadler

A handwritten signature in black ink, appearing to read 'Rebecca Sadler', followed by the date '2-22-22' written in a similar cursive style.

---

**From:** Hauge, Josephine <Josephine.Hauge@k12.sd.us>  
**Sent:** Tuesday, February 22, 2022 7:30 AM  
**To:** Reilly, Amanda <Amanda.Reilly@k12.sd.us>; Sawvell, Karla <Karla.Sawvell@k12.sd.us>  
**Subject:** Notice, Josi Hauge

Hello,

Apologies if you've already received this memo, my account states the email failed to send originally. I regret to inform you that I have accepted an offer for a different position with another company. Originally I intended to submit a formal two week notice, yet given the new positions training schedule that begins within the next week (February 22nd), I am conflicted on how to proceed with this respectfully. I do apologize for the conflicts this causes. If optional, I can contact you after I receive my new schedule to see if there are days I can still work at the school during the next few weeks. Regardless, I do wish the best for the establishment and I can return my uniform & keys soon as possible. Thank You, for the opportunity

Josi Hauge

<u>Vendor Name</u>		<u>Vendor Description</u>	<u>Amount</u>	
<u>Checking</u>				
	1			
<b>Checking</b>	<b>1</b>	<b>Fund: 10 GENERAL FUND</b>		
CLIMATE SYSTEMS, INC.		SUPPLIES	482.46	
COLE PAPERS, INC.		SUPPLIES	2,023.76	
INNOVATIVE OFFICE SOLUTION		SUPPLIES	323.40	
NORTHWESTERN ENERGY		UTILITIES	3,396.52	
PROJECT LEAD THE WAY INC.		SUPPLIES	5,596.75	
RUNNINGS		SUPPLIES	38.35	
STAPLES		SUPPLIES	377.26	
		<b>Fund Total:</b>		<b>12,238.50</b>
<b>Checking</b>	<b>1</b>	<b>Fund: 21 CAPITAL OUTLAY FUND</b>		
COLE PAPERS, INC.		SUPPLIES	149.89	
MAXIMUM PROMOTIONS		EQUIPMENT	4,910.45	
SCHOLASTIC BOOK CLUBS		BOOKS	30.50	
		<b>Fund Total:</b>		<b>5,090.84</b>
		<b>Checking Account Total:</b>		<b>17,329.34</b>





Linda J Pietz  
Director of Curriculum,  
Instruction & Assessment  
Linda.Pietz@k12.sd.us

**SCHOOL DISTRICT**

**INTENT TO APPLY FOR GRANT FUNDING**

Any person or group applying for grant funds is expected to complete this form prior to submitting any grants or requesting funds that will impact the Huron School District.

Date: 2-8-22 Contact Person: Elizabeth Estrada (Jen Fuchs Advisor)

Group Applying: Prom Committee 2022

Name of Grant/Award: H4LC Leadership

Name of Funder: H4LC Contact Person: Heidi Holforty

Amount to be Requested: \$500 Funder's Submission Due Date: March 14th

Project Focus: DJ cost & Prom decorations

How awarded amount received?  Full amount up front  Reimbursement

Are any follow up reports required?  Yes  No If yes, when are they due? \_\_\_\_\_

Is any District funding, resource, or in-kind commitment required now or in the future? Yes  No

If yes, please list by dollar amount and/or in-kind service/support. Please be specific.

Please note:

- o Each school/individual will be responsible for submitting and following through on the grant application process unless other arrangements have been made.
- o A copy of the completed grant application must be available upon request.
- o The person or group applying will need to submit the following documentation to the business offices:
  - o If and when the grant is awarded, a copy of the award letter.
  - o If any follow-up reports are required, a copy of the report.

A copy of this request with signatures will be returned to the contact person above when the application is reviewed, allowing the application to proceed.

Signature: \_\_\_\_\_ Date: 2-14-22  
Building/Department Administrator

Signature: Linda J Pietz Date: 2-14-22  
Linda J Pietz, Director of Curriculum, Instruction & Assessment

Signature: Kelly Christopherson Date: 2-16-22  
Kelly Christopherson, Business Manager

Presented to School Board: \_\_\_\_\_



Linda J Pietz  
 Director of Curriculum,  
 Instruction & Assessment  
 Linda.Pietz@k12.sd.us

**SCHOOL DISTRICT**

**INTENT TO APPLY FOR GRANT FUNDING**

Any person or group applying for grant funds is expected to complete this form prior to submitting any grants or requesting funds that will impact the Huron School District.

Date: 2/11/22 Contact Person: Elizabeth Katz

Group Applying: 8th Grade Science @ HMS

Name of Grant/Award: American Bank & Trust Spirit Card Fund Request

Name of Funder: \_\_\_\_\_ Contact Person \_\_\_\_\_

Amount to be Requested: \$400 Funder's Submission Due Date: \_\_\_\_\_

Project Focus: To be used in ordering <sup>supplemental</sup> materials for <sup>enrichment</sup> science labs. ~~lab~~ strips, steel wool, hot plate, etc.)

How awarded amount received?  Full amount up front & Science Fair  Reimbursement

Are any follow up reports required?  Yes  No If yes, when are they due? \_\_\_\_\_

Is any District funding, resource, or in-kind commitment required now or in the future? Yes  No

If yes, please list by dollar amount and/or in-kind service/support. Please be specific.

- Please note:
- o Each school/individual will be responsible for submitting and following through on the grant application process unless other arrangements have been made.
  - o A copy of the completed grant application must be available upon request.
  - o The person or group applying will need to submit the following documentation to the business offices:
    - o If and when the grant is awarded, a copy of the award letter.
    - o If any follow-up reports are required, a copy of the report.

A copy of this request with signatures will be returned to the contact person above when the application is reviewed, allowing the application to proceed.

Signature: *Taura Williams* 2/15/22  
 Building/Department Administrator Date

Signature: *Linda J Pietz* 2/16/2022  
 Linda J Pietz, Director of Curriculum, Instruction & Assessment Date

Signature: *Kelly Christopherson* 2-16-2022  
 Kelly Christopherson, Business Manager Date

Presented to School Board: \_\_\_\_\_



Linda J Pietz  
Director of Curriculum,  
Instruction & Assessment  
Linda.Pietz@k12.sd.us

**INTENT TO APPLY FOR GRANT FUNDING**

Any person or group applying for grant funds is expected to complete this form prior to submitting any grants or requesting funds that will impact the Huron School District.

Date: 2/22/22

Contact Person: Brittini Strand

Group Applying: Madison 2-3 Center SLC Program

Name of Grant/Award: HYLC Grant

Name of Funder: Student United Way Contact Person: Jen Bragg

Amount to be Requested: 500.00 Funder's Submission Due Date: 3-14-2022

Project Focus: Sensory / Social Emotional learning tools

How awarded amount received?  Full amount up front  Reimbursement

Are any follow up reports required?  Yes  No If yes, when are they due? \_\_\_\_\_

Is any District funding, resource, or in-kind commitment required now or in the future? Yes  No

If yes, please list by dollar amount and/or in-kind service/support. Please be specific.

Please note:

- o Each school/individual will be responsible for submitting and following through on the grant application process unless other arrangements have been made.
- o A copy of the completed grant application must be available upon request.
- o The person or group applying will need to submit the following documentation to the business offices:
  - o If and when the grant is awarded, a copy of the award letter.
  - o If any follow-up reports are required, a copy of the report.

A copy of this request with signatures will be returned to the contact person above when the application is reviewed allowing the application to proceed.

Signature: [Signature]  
Building/Department Administrator

2/22/22  
Date

Signature: [Signature]  
Linda J Pietz, Director of Curriculum, Instruction & Assessment

2-23-22  
Date

Signature: [Signature]  
Kelly Christopherson, Business Manager

2-23-22  
Date

Presented to School Board: \_\_\_\_\_

## Classified Employee of the Month

Name Romana Olivo  
Position Administrative Assistant ~ Huron High School  
Date 2/28/22

Mrs. Olivo has earned the recognition as the high schools classified employee of the month by the overwhelming comments from the faculty, staff, students, and parents of Huron High School. The following statements are a few that came from those who nominated Mrs. Olivo for this recognition.

Covid has brought us many challenges. One of them has been an increase in absences of teachers and support staff. Mrs. Olivo works to fill the absences to ensure our students do not go without instruction.

Every time I've called in, she's been so friendly and helpful, she's a great asset in my opinion. She brings a little sunshine to the office.

Miss Romana speaks Spanish and English so I go to her for help. But when I come to the office she makes me speak English because she knows I need to learn English.

The last statement came from our other high school secretary Ms. Tschetter. She wrote, "Romana has worked tremendously hard finding coverage for anyone and everyone. She is a great teammate and would do anything to help the team."

# Branding Guide Change Log

Page

2	Deleted Terry Nebelsick and added Kraig Steinhoff
4	Added - "Required Use" Section
5	1st Sentence - Changed "should" to "shall" Added - "If there is a design that violates these policies, contact the Superintendent's Office or Business Office for approval."  Added - "Apparel: Please see pages 52-59."
7	Changed fine from \$250 to \$500 Added "Check Payable to:" and address Added Date Line
8	Added Section - Huron 'H' with Tag Logo
9	Added 3 Logos on right side - Huron 'H' with Tag Logo
11	Added Horizontal Wordmark Logo - Color and Black, Grey & White  Moved BW Wordmark Logos and information to page 52
11-12	Moved logos around
15-16	New Page - Added - Special Services - School Nutrition - HS Counseling Services - Board of Education - CTE - Career & Technical Education
18-19	- Added - Special Services - School Nutrition - HS Counseling Services - Board of Education - CTE - Career & Technical Education
20-23	New Pages
27	Added - Tiger Marching Band
31	New Page - Moved Logos around and add page due to adding logo
34	Added - Tiger Marching Band
37	New Page - Moved Logos around and add page due to adding logo
41	Added - Tiger Marching Band
47	Added - Tiger Marching Band
52-59	New Pages - Logos & Policy for apparel: 1 or 2 color



**SCHOOL DISTRICT**

**Brand Identity Guidelines  
HURON SCHOOL DISTRICT**

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.

Reproduction without the expressed written consent of Huron School District or its licensing agent is strictly prohibited.

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

Dr. Kraig Steinhoff  
Superintendent of Schools  
kraig.steinhoff@k12.sd.us  
(605) 353-6990

Kelly Christopherson  
Business Manager  
kelly.christopherson@k12.sd.us  
(605) 353-6995

Tiffany Eckmann  
Administrative Assistant  
Business Office  
tiffany.eckmann@k12.sd.us  
(605) 353-6995

## INTRODUCTION

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 52-59.

#### 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

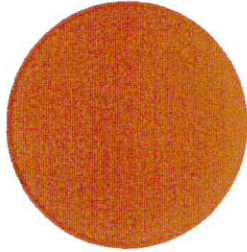
- Any use that distorts or covers image.
- Any use that involves improper typefaces or colors.
- Applying to any item not endorsed or approved by the school and its officers.

#### Etching & Burning

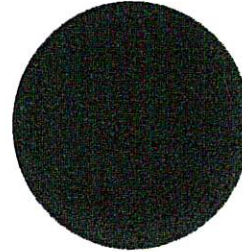
- Etching of the logos is allowed on metal or glass.
- When etching on metal is used, the logo must take the color of the metal.
- Colors allowed around the etching are the four approved brand colors or white.
- Burning of the logos is allowed on wood.

# BRAND COLORS

## PRIMARY COLORS

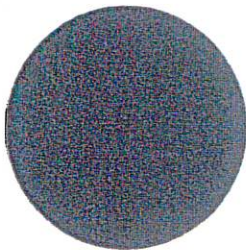


Pantone 1655 C  
CMYK: 0 | 84 | 100 | 0  
RGB: 240 | 81 | 35  
#f05022



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

## SECONDARY COLORS

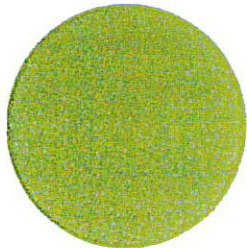


Dark Grey  
CMYK: 0 | 0 | 0 | 80  
RGB: 128 | 130 | 133  
#808284



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)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## CONTENT TYPEFACE

### Trebuchet MS (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### *Trebuchet MS (Italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Trebuchet MS (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### *Trebuchet MS (Bold Italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# 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.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 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

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE



ATHLETIC WORDMARK LOGOS

WORDMARK (COLOR)



WORDMARK HORIZONTAL (COLOR)



WORDMARK  
(BLACK, GREY & WHITE)



WORDMARK HORIZONTAL  
(BLACK, GREY & WHITE)



ATHLETIC 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)



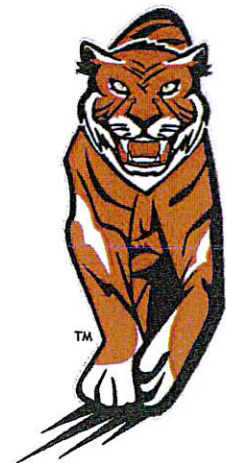
TIGER HEAD (COLOR)



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)



SCHOOL LOGOS

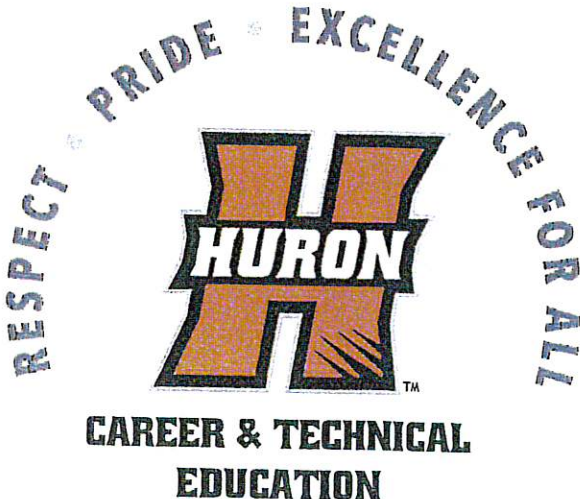
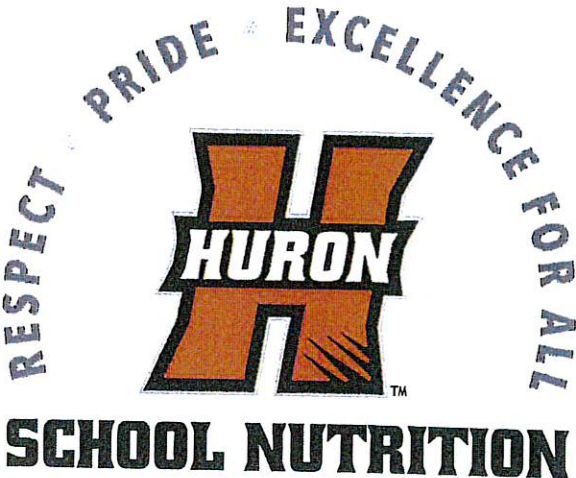


SCHOOL LOGOS



SCHOOL LOGOS





SCHOOL LOGOS



**BUCHANAN**



**BUCHANAN K-1 CENTER**



**MADISON**



**MADISON 2-3 CENTER**



**WASHINGTON**



**WASHINGTON 4-5 CENTER**



**MIDDLE SCHOOL**



**HIGH SCHOOL**

SCHOOL LOGOS



**HURON COLONY**



**RIVERSIDE COLONY**



**OUR HOME**



**TIGERS**



**SUPERINTENDENT OF SCHOOLS**



**BUSINESS OFFICE**



**ACTIVITIES OFFICE**



**SPECIAL SERVICES**

SCHOOL LOGOS



**ESL**



**INSTRUCTIONAL  
PLANNING CENTER**



**TRANSPORTATION**



**SCHOOL NUTRITION**



**HS COUNSELING SERVICES**



**BOARD OF EDUCATION**



**CTE**



**CAREER & TECHNICAL  
EDUCATION**



SCHOOL LOGOS



**BUCHANAN**



**BUCHANAN K-1 CENTER**



**MADISON**



**MADISON 2-3 CENTER**



**WASHINGTON**



**WASHINGTON 4-5 CENTER**

## SCHOOL LOGOS



**MIDDLE SCHOOL**



**HIGH SCHOOL**



**HURON XC**

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

**SCHOOL LOGOS**



**BUCHANAN**



**BUCHANAN K-1 CENTER**



**MADISON**



**MADISON 2-3 CENTER**



**WASHINGTON**



**WASHINGTON 4-5 CENTER**

## SCHOOL LOGOS



**MIDDLE SCHOOL**



**HIGH SCHOOL**

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

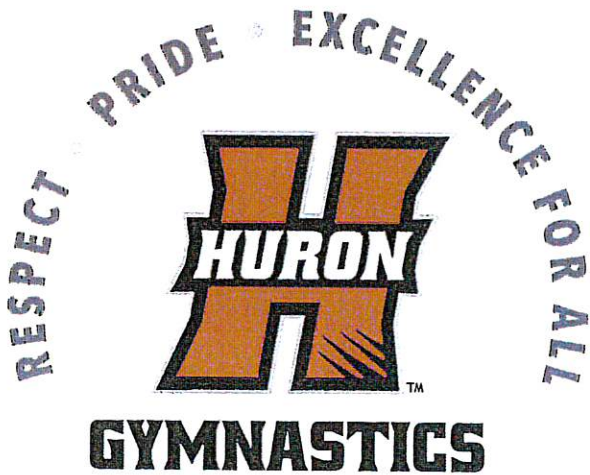
ACTIVITY LOGOS



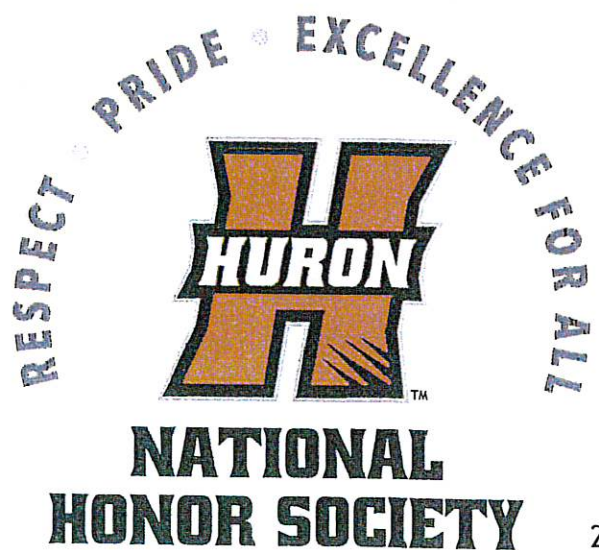
ACTIVITY LOGOS



ACTIVITY LOGOS

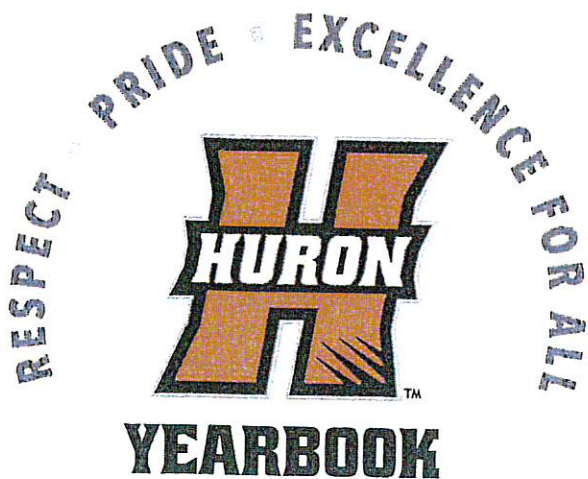


ACTIVITY LOGOS

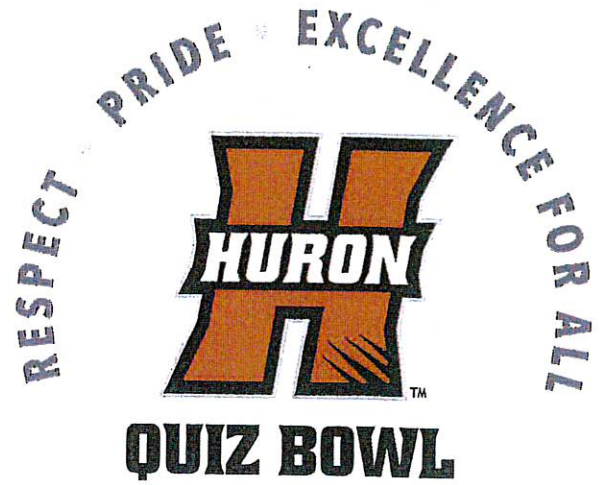




ACTIVITY LOGOS



ACTIVITY LOGOS



ACTIVITY LOGOS





ACTIVITY LOGOS



**ATHLETICS**



**TIGER ATHLETICS**



**ACTIVITIES**



**FINE ARTS**



**VOLLEYBALL**



**FOOTBALL**



**BASKETBALL**



**WRESTLING**

ACTIVITY LOGOS



**SOCCER**



**TENNIS**



**TRACK & FIELD**



**CROSS COUNTRY**



**GOLF**



**CHEER & DANCE**



**CHEER**



**DANCE**

ACTIVITY LOGOS



**GYMNASTICS**



**FFA**



**ORCHESTRA**



**CHOIR**



**BAND**



**JAZZ BAND**



**TIGER  
MARCHING BAND**



**NATIONAL  
HONOR SOCIETY**

ACTIVITY LOGOS



**STUDENT COUNCIL**



**SPEECH & DEBATE**



**ORAL INTERPRETATION**



**DEBATE**



**YEARBOOK**



**DRAMA**



**JOURNALISM**



**FBLA**



ACTIVITY LOGOS



**DESTINATION IMAGINATION**



**INTERNATIONAL CLUB**



**QUIZ BOWL**



**GERMAN CLUB**



**SPECIAL OLYMPICS**



**SPANISH CLUB**



**TIGER CUB BAND**



**TIGER NETWORK**

ACTIVITY LOGOS



**PEP CLUB**



**H-CLUB**



**KEY CLUB**

ACTIVITY LOGOS





ACTIVITY LOGOS



ACTIVITY LOGOS



ACTIVITY LOGOS

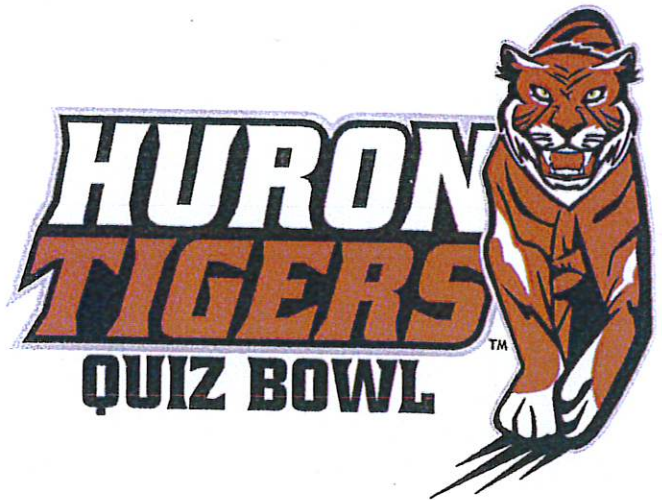


ACTIVITY LOGOS





ACTIVITY LOGOS



ACTIVITY LOGOS



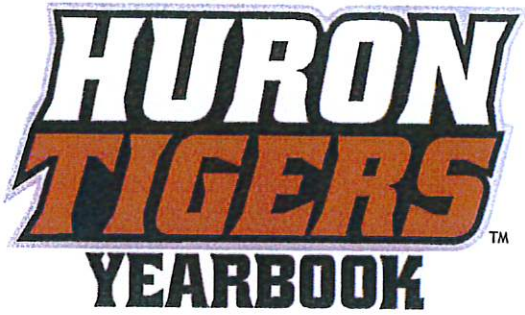
ACTIVITY LOGOS

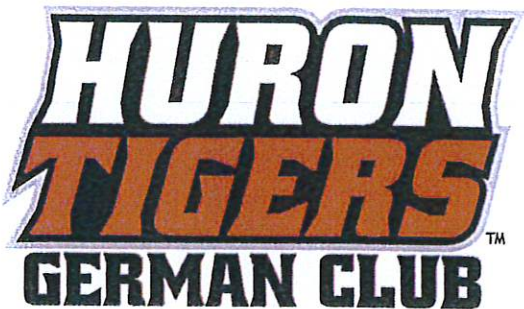


ACTIVITY LOGOS



ACTIVITY LOGOS







**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**

**HURON**

**TIGERS**



## APPAREL POLICY

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)

