EDEN PRAIRIE SCHOOLS

Inspiring each student every day

BRAND GUIDELINES

SEPTEMBER 2018

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Obtaining Digital Files

Have questions or need artwork files?
Please contact the communications department:
communications@edenpr.org
952-975-7150

EDEN PRAIRIE SCHOOLS BRAND

Eden Prairie Schools has established this style guide to maintain consistency in the use of its brand. This document lays out the use of the district's family of logos and symbols, colors, and font in print and digital publications, as well as graphic elements to be used district-wide. The guidelines in this document have been established for consistency and cannot be altered.

Eden Prairie Schools has worked hard to create a solid mission and brand. As a school district we aim to convey excellence, pride and a high level of achievement. Standing together under a consistent brand, logo and image presents a strong and unified district.

This document serves as a guideline for the visual brand of Eden Prairie Schools. The specifications within this Style Guide are subject to change by the communications department. Questions regarding this document may be directed to the communications department at 952-975-7150, communications@edenpr.org.

academics (45) achievement (18) amazing (16)
athletics (30) awesome (21) caring (49)
challenging (21) changing (14) committed (18)
community (74) competitive (26) cool (18)
dedicated (26) diverse (140)
eagles (69) education (118)
excellence (182) family (12) friendly (34)
fun (75) helpful (15) homework (15) inclusive (45)
innovative (30) inspiring (16) large (67) learning (33)
nice (29) opportunities (50) organized (14) pride (32)
progressive (20) quality (109) red (23) respect (20)
rich (17) safe (38) school (57) smart (21) spirit (13)
sports (64) staff (22) strong (43) students (14)
success (45) supportive (19) teachers (40)
technology (43) welcoming (33) work (11)

USING OUR LOGOS

Eden Prairie Schools' family of logos is the most visible element of the visual brand. It communicates the essence of who we are – a top district devoted to inspiring each student every day. Consistent use of our logos is critical for establishing brand recognition and perception.

The official family of Eden Prairie Schools' logos includes the district logo, individual school logos, Eagles logo, individual athletic/activities logos, and the EP symbol. Use of these marks on materials helps our audience quickly see that communications are from Eden Prairie Schools.

These logos have specific uses. The guidelines explain when and how to use each of Eden Prairie Schools' logos.

The purpose of the Eagle logo is for athletic/activity-related usage only. Individual athletic/activity teams may determine to use the Eagle logo or EP symbol with wings. The font type and pairings must remain as established.

Do not attempt to redraw or modify the logos in any way. The Eagle logo must always contain the EP symbol. Digital files can be obtained through the communications department. See page 1 for more information.

GENERAL USE

EP Symbol

ACADEMICS

District Logo

School Logos

ATHLETICS & ACTIVITIES

Eagles Logo

Athletics & Activities Logos

DISTRICT LOGO

CONFIGURATIONS

The primary district logo is red (Pantone 1795) and black, contains the winged EP symbol, Eden Prairie Schools' wordmark, and tagline. Please use the primary logo whenever possible.

For instances where there is not enough vertical space for the primary logo, please use the one-line logo configuration. Both logos have an option for use without a tagline, although the tagline is preferred.

EDEN PRAIRIE SCHOOLS
Inspiring each student every day

Primary

EDEN PRAIRIE SCHOOLS
Inspiring each student every day

One-line

COLORS

Eden Prairie Schools' district logo is available in a variety of file formats and color combinations as shown here.

Do not attempt to redraw or modify the logos in any way. Digital files can be obtained through the communications department. See page 1 for more information.

Color

Reverse

1-Color
black or red (PMS 1795)

DISTRICT LOGO

CLEAR SPACE

A buffer of at least the height of the "E" in the wordmark portion of the logo must be maintained on all sides of the logo at all times. Text, graphic elements, as well as the edge of the page should not infringe upon this space. More space may be used.

MINIMUM SIZE

The following guidelines ensure the logo is never reproduced so small that it becomes illegible. Minimum widths are provided. The logo should be resized proportionally.

There is no maximum size as long as the logo is reproduced with the appropriate resolution to maintain quality.

Print: 1.2" wide
Digital: 135x70 pixels

Print: 1.1" wide
Digital: 135x56 pixels

Print: 1.75" wide
Digital: 200x27 pixels

Print: 1.75" wide
Digital: 200x27 pixels

DISTRICT LOGO

UNACCEPTABLE USAGE

While it is easy to modify logos, please resist the urge to alter logos in any way. On this page are some examples of the many ways Eden Prairie Schools' brand may be diluted by incorrect use or application. If a logo does not exist for your intended use, please contact communications for assistance. Contact information is on page 1.

Insufficient contrast

Disproportionate scaling

Wrong color

Resizing individual elements

Rearranging elements

Changing fonts or adding type

Applying effects (drop shadow/bevel)

SCHOOL LOGOS

INDIVIDUAL SCHOOLS

This is a sample of each school's primary logo.

Primary school logos are red (Pantone 1795) and black, contains the winged EP symbol, the school's wordmark, and district tagline. Please use the primary logo whenever possible.

The communications department has a template to create new logos that fit this format as they are needed.

Do not attempt to redraw or modify the logos in any way. Digital files can be obtained through the communications department. See page 1 for more information.
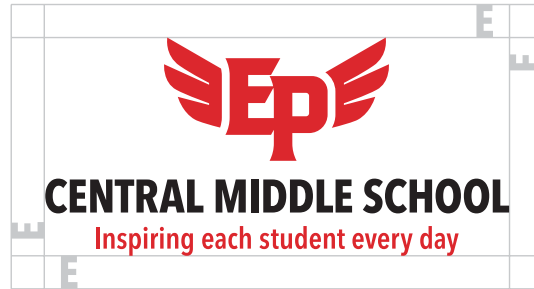
CEDAR RIDGE ELEMENTARY
Inspiring each student every day

EDEN PRAIRIE HIGH SCHOOL
Inspiring each student every day

CENTRAL MIDDLE SCHOOL
Inspiring each student every day

FOREST HILLS ELEMENTARY
Inspiring each student every day

EAGLE HEIGHTS SPANISH IMMERSION
Inspiring each student every day

OAK POINT ELEMENTARY
Inspiring each student every day

EDEN LAKE ELEMENTARY
Inspiring each student every day

PRAIRIE VIEW ELEMENTARY
Inspiring each student every day

DEPARTMENTS

This is a sample of department primary logos.

These follow the same guidelines as schools. If the subline of text is a tagline, use sentence case. Otherwise, title case should be used. Please use the primary logo whenever possible.

The communications department has a template to create new logos that fit this format as they are needed.

EDEN PRAIRIE SCHOOLS
Community Education

EAGLE ZONE
School Age Care

LITTLE EAGLES
Early Childhood & Preschool

SCHOOL LOGOS

CONFIGURATIONS

Primary school logos are red (Pantone 1795) and black, contains the winged EP symbol, the school's wordmark, and district tagline. Please use the primary logo whenever possible.

For instances where there is not enough vertical space for the primary logo, please use the one-line logo configuration. Both logos have an option for use without a tagline, although tagline is preferred.

Primary

One-line

COLORS

Each school's logo is available in a variety of file formats and color combinations. Central Middle School is shown here as an example.

Do not attempt to redraw or modify the logos in any way. Digital files can be obtained through the communications department. See page 1 for more information.

Color	Reverse	1-Color black or red (PMS 1795)

SCHOOL LOGOS

CLEAR SPACE

A buffer of at least the height of the "E" in the wordmark portion of the logo must be maintained on all sides of the logo at all times. Text, graphic elements, as well as the edge of the page should not infringe upon this space. More space may be used.

MINIMUM SIZE

The following guidelines ensure the logo is never reproduced so small that it becomes illegible. Since each school's logo is a different width, minimum heights are provided. The logo should be resized proportionally.

There is no maximum size as long as the logo is reproduced with the appropriate resolution to maintain quality.

Print: .62" high
Digital: 70 pixels high

Print: .45" high
Digital: 56 pixels high

Print: .23" high
Digital: 27 pixels high

Print: .23" high
Digital: 27 pixels high

Print: .74" high
Digital: 84 pixels high

Print: .57" high
Digital: 70 pixels high

Print: .36" high
Digital: 42 pixels high

Print: .23" high
Digital: 27 pixels high

SCHOOL LOGOS

UNACCEPTABLE USAGE

While it is easy to modify logos, please resist the urge to alter logos in any way. On this page are some examples of the many ways Eden Prairie Schools' brand may be diluted by incorrect use or application. If a logo does not exist for your intended use, please contact communications for assistance. Contact information is on page 1.

Insufficient contrast

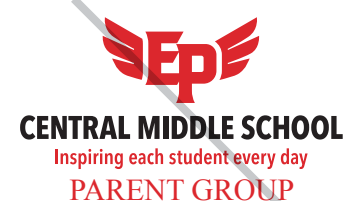**Disproportionate scaling**

Wrong color

Resizing individual elements

Rearranging elements

Changing fonts or adding type

Applying effects (drop shadow/bevel)

ATHLETIC & ACTIVITIES LOGOS

CONFIGURATIONS

The Eden Prairie Eagles symbol may appear with or without text. Specific activities and athletics may have their own logo that follows the design of the football logo shown at the right. The communications department has a master template to create these logos for organizations.

For general purposes, the Eden Prairie Eagles logo without the tagline may be used.

Eden Prairie Eagles Logo

Individual Athletic & Activities Logos

Eagle Symbol

ATHLETIC & ACTIVITIES LOGOS

COLORS

Athletics and activities logos are available in a variety of file formats and color combinations as shown here.

Do not attempt to redraw or modify the logos in any way. Digital files can be obtained through the communications department. See page 1 for more information.

With tints

4-color (including white)

3-color (including white)

2-color (including white)

Without tints

4-color (including white)

3-color (including white)

2-color (including white)

1-Color

Positive

Reverse

ATHLETIC & ACTIVITIES LOGOS

CLEAR SPACE

A buffer of at least the height of the top portion of the "P" in the EP symbol must be maintained on all sides of the logo at all times. Text, graphic elements, as well as the edge of the page should not infringe upon this space. More space may be used.

MINIMUM SIZE

The following guidelines ensure the logo is never reproduced so small that it becomes illegible. Minimum widths are provided. The logo should always be resized proportionally.

There is no maximum size as long as the logo is reproduced with the appropriate resolution to maintain quality.

Print: 1" wide
Digital: 127x95 pixels

Print: 1" wide
Digital: 127x95 pixels

Print: .875" wide
Digital: 100x50 pixels

ATHLETIC & ACTIVITIES LOGOS

UNACCEPTABLE USAGE

While it is easy to modify logos, please resist the urge to alter logos in any way. On this page are some examples of the many ways Eden Prairie Schools' brand may be diluted by incorrect use or application. If a logo does not exist for your intended use, please contact communications for assistance. Contact information is on page 1.

Changing colors, no red eyes on eagle

Applying effects (drop shadow/bevel)

Changing fonts or adding type

Disproportionate scaling

Rotating eagle
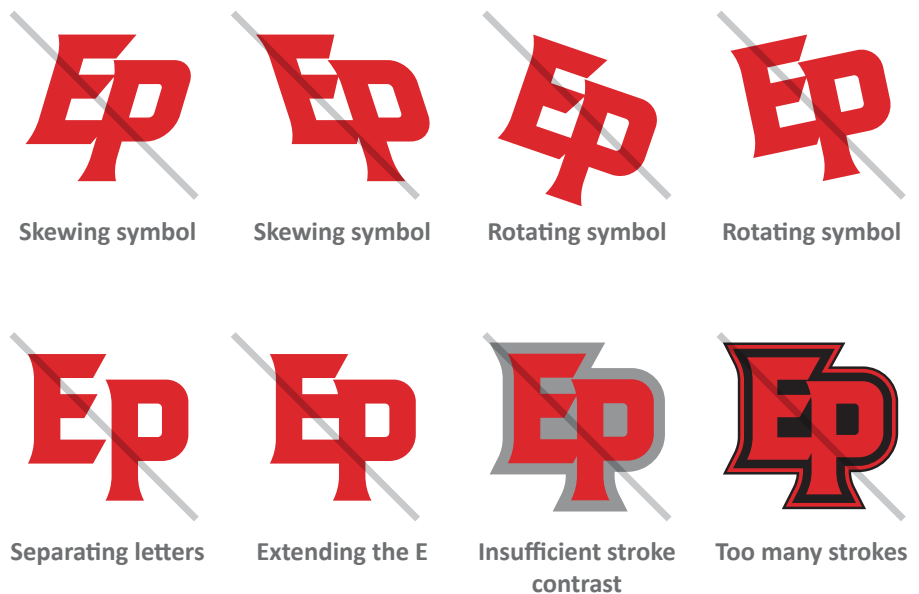

Resizing individual elements

EP SYMBOL

ACCEPTABLE VARIATIONS

The EP symbol is a strong visual shorthand for Eden Prairie Schools. It may be used on its own, but must always be displayed in the district's primary color palette. The preferred color is red. A stroke of white or black is acceptable as shown in these examples.

UNACCEPTABLE USAGE

While it is easy to modify symbols, please resist the urge to alter the EP symbol in any way. On this page are some examples of the many ways Eden Prairie Schools' brand may be diluted by incorrect use or application. If you have a question about the EP symbol, contact communications for assistance. Contact information is on page 1.

Skewing symbol

Skewing symbol

Rotating symbol

Rotating symbol

Separating letters

Extending the E

Insufficient stroke contrast

Too many strokes

USING COLOR

PRIMARY COLORS

Eden Prairie School's prima-
ry colors are red (Pantone
1795), black, and white. Red
should be the most dominant
of the three. These colors
play an important role in
keeping all materials consis-
tently recognizable.

PMS (Pantone) and CMYK
colors callouts are for print
materials while RGB and
hexadecimal are for web/
digital applications.

EP Red
PMS 1795
CMYK: 10/98/93/1
RGB: 215/41/46
Hex: D7282F

Black
Black
CMYK: 0/0/0/100
RGB: 0/0/0
Hex: 000000

White
White
CMYK: 0/0/0/0
RGB:255/255/255
Hex: FFFFFF

SECONDARY COLORS

A secondary palette has been
chosen for instances where
more colors are needed to
enhance materials. Secondary
colors should only be used
after primary colors have
been used.

Please avoid combining colors
that appear similar to other
primary color combinations
for districts/schools within
Minnesota (example: black
and purple- Chaska Hawks).

Dark Red
PMS 1805
CMYK: 21/97/90/12
RGB: 178/41/45
Hex: B2292E

Gray
25% Black
CMYK: 0/0/0/25
RGB: 200/200/200
Hex: C8C8C8

Gold
PMS 7548
CMYK: 0/23/100/0
RGB: 255/198/10
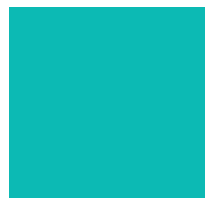Hex: FFC600

Orange
PMS 165
CMYK: 0/74/95/0
RGB: 242/104/41
Hex: FF671D

Green
PMS 376
CMYK: 56/3/100/0
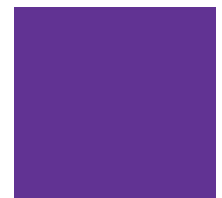RGB: 127/188/66
Hex: 80BC00

Aqua
PMS 3262
CMYK: 89/0/40/0
RGB: 0/176/173
Hex: 00BBB4

Magenta
PMS 248
CMYK: 38/100/2/0
RGB: 166/34/140
Hex: A81B8D

Purple
PMS 267
CMYK: 77/97/0/0
RGB: 97/51/147
Hex: 60269E

USING TYPE

GENERAL USE

Typography is an important element of design. The characteristics of a font can add meaning to words and help set the tone. Avenir Next Condensed has been chosen for it's strong, confident personality while Calibri lends a friendly and accessible feel.

If Avenir Next Condensed is unavailable, use a reasonable equivalent such as Franklin Gothic Condensed. Calibri can be substituted with Arial, Helvetica, or Open Sans should it not be available. If the use of a serif font is desired, please use Minion.

AVENIR NEXT CONDENSED - BOLD: HEADLINES, NAMES IN LOGOS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR NEXT CONDENSED - DEMI-BOLD: SUB-HEADLINES, TAGLINES IN LOGOS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

CALIBRI FAMILY: MAIN TEXT, GENERAL USE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

MINION FAMILY: SERIF OPTION FOR LARGE BLOCKS OF PRINTED COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ATHLETICS & ACTIVITIES

Athletics and activities use Trade Gothic Bold Extended and Redzone.

REDZONE: ATHLETIC AND ACTIVITY NAMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

TRADE GOTHIC - BOLD EXTENDED: EDEN PRAIRIE EAGLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

USING GRAPHICS

WING SYMBOL

Tone: confident, leader, excellence, welcoming, personal, friendly, accessible

The wing symbol may be used as a design element within communication materials.

Red and tints of red are the preferred colors for the wing.

HEADLINE

Oribus dolorrumet ullabor sin pro ipsanimus nonsequidit mi, idundam ipsuntus quis cus, voluptas sundanis dolupta alic te

Watermark
Wing edge must touch the margin (i.e. not floating in the middle of the page).

Within color block
Wing edge must touch the edge of the block on the straight edge, but can extend beyond the block on feather edge.

Type accent
Can flank a headline with wings or use as an accent on a paragraph of type or as a bullet point. Be sure the wing's are not so small that the finest details fill in upon printing.

EP SYMBOL

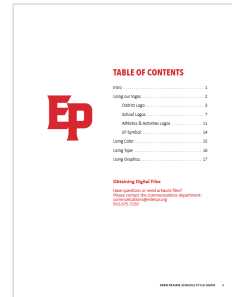The EP symbol may be used as a design element within communication materials.

Red and tints of red are the preferred colors for the EP.

Watermark
Entire EP must be visible; do not crop off the edge.

Pattern
EPs must be staggered

Accent element
Entire EP must be visible. Can overlap a wing watermark.

SIMPLE SHAPES & BLOCKS OF COLOR

Simple shapes and blocks of color are encouraged as design elements within materials. Strong blocks of color can communicate stability and confidence. Using red especially will make a piece recognizable as Eden Prairie Schools. Simple shapes connote education and accessibility.