



# LOGO AND ITS USAGE

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The Glenview School District 34 logo combines two elements: the graphical logo with name and 34 and the tagline. These elements should never be changed.

Position, size, and color, along with the spatial and proportional relationships of the logo elements, are predetermined according to usage and should not be altered.

Used consistently, they will reinforce public awareness of the district.

# PRIMARY LOGO

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This is the preferred logo for all print, screen print, and digital applications. This full color version should only be used on white and light backgrounds. The Spanish logo is to be used in Spanish language communications and all of the following rules apply to its usage as well.



## LOGO - SINGLE COLOR



This logo may be used for promotional items and t-shirts in dark blue or black on light colors and white on dark. The white version may also be used in any marketing collateral on solid dark colors or dark photography (as long as the portion of the image behind the logo is free from distraction within the logo clear space).

## GRAPHIC ELEMENT ONLY

The no-tag version may be used on its own when the tagline is present elsewhere in the piece. It may be used also on some promotional items when space or size is a concern.



# LOGO CLEAR-SPACE

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The logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the width of the top of the 3 in 34. It should never be less than that. The logo must always fit into the clear-space area and can not be intervened by other graphical elements which could hinder the legibility of the brand.

Please note that text or pictorial elements that have a strong impact or impression should not be placed near the logo, even though you keep the clearspace blank.



# LOGO - PROHIBITED USE

The logo may not be altered in size, angle, or color, rearranged, or used with poor contrast or over busy backgrounds.



# TYPOGRAPHY - PRIMARY TYPEFACES

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The main font for body paragraphs is Open Sans regular in 11 pt Italics and bold are to be used sparingly. Printed paragraph text can never be smaller than 9 pt. Paragraph text is justified, except in bullets, where it is left aligned. Headlines are all caps Open Sans, 20 pt, Regular weight on light backgrounds and bold when in white on dark backgrounds. Text can either be in our Dark Blue, Black, or White.

## OPEN SANS

**Aa THIS IS AN EXAMPLE OF REVERSE HEADLINE TEXT**

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 \$&/% (,,:)**

## OPEN SANS

**Aa THIS IS AN EXAMPLE OF HEADLINE TEXT**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 \$&/% (,,:)

## Open Sans

Aa This is an example of paragraph text  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 \$&/% (,,:)

## Open Sans Condensed Light

Aa This is an example of condensed text  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 \$&/% (,,:)

## SECONDARY TYPEFACE

**YOUR CHOICE OF TYPEFACE  
IS AS IMPORTANT  
AS WHAT YOU DO WITH IT.**

*Alegreya Sans Bold Italic*

***This is an example of call-out or quote text***

*abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890 \$&/% (,;:)*

# COLOR PALETTE

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The primary color palette is intended to ensure that a consistent color scheme is maintained in all communication where Glenview School District 34 is the sender. Our primary color palette consists of 2 official colors and the secondary color palette are colors to be used when the project requires additional color (i.e. Corporate design elements power point presentation charts graphs etc.).

The main color palette is used in the logo but can be used in other design elements. The dark blue is the primary choice for paragraph text. It is also often used at 70% opacity with the multiply effect over photos to create a background for white titles. The medium blue is used occasionally as a background color or for highlight text such as a web or email address.



PANTONE	Process Blue C	282 C
CMYK	100 c	100 c
	35 m	87 c
	7 y	42 y
	0 k	52 k
RGB	0 r	1 r
	130 g	30 g
	202 b	65 b
HEX	#0083bf	#011e41



## SECONDARY COLORS

To compliment the District 34 primary palette, a couple of supportive colors may be used. These colors are only appropriate as accents in corporate design elements, charts, and graphs, in lines, and in dots. The pale grey is used effectively as a background color to differentiate between topics or sections of text where no header is employed.



PANTONE	7541 U	360 C	1235 C	1375 C
CMYK	12 c 6 m 7 y 0 k	61 c 0 c 95 y 0 k	3 c 26 m 100 y 0 k	0 c 48 m 100 y 0 k
RGB	221 r 227 g 229 b	110 r 190 g 76 b	247 r 183 g 13 b	248 r 152 g 29 b
HEX	#dde3e5	#6ebe4c	#f7bd0d	#f8981d

GLENVIEW SCHOOL DISTRICT 34  
BRAND GUIDE

