



**RICHFIELD**  
PUBLIC SCHOOLS

## DISTRICT STYLE SHEET

### DISTRICT MESSAGING

### *Enriching and accelerating learning*

#### **REAL COMMUNITY**

Caring community, rich in diversity and relationships

#### **PERSONALIZED LEARNING**

Rigorous, relevant, and engaged learning for each student

#### **RICH OPPORTUNITIES**

Inspiring possibilities through academics, arts, music, athletics and activities

#### **INNOVATION IN ACTION**

Transforming how we teach, redefining school

### DISTRICT COLOR PALETTE

#### PRIMARY



Richfield  
Red

HEX: #942022  
RGB: 148-32-34  
CMYK: 27-98-95-26  
Pantone: 7622 C



100%  
Black

HEX: #000000



Helmet  
Grey

HEX: #797a7d  
RGB: 121-122-125  
CMYK: 00-00-00-64  
Pantone: Cool Gray 9 C



100%  
White

HEX: #FFFFFF

#### **HEX & RGB:** Screens & Office Printers

These color formats are to be used when the final product is viewed on screen. Websites, PowerPoints, Microsoft Word are examples.

#### **CMYK:** Printing

CMYK is a mixture of printing ink and is used in offset and digital printing. Ideal for full-color brochures, flyers, posters and postcards, etc.

#### **PANTONE:** Printing

Color-matching system universally used by many industries

#### SECONDARY



HEX: #21376c  
RGB: 33-55-108  
CMYK: 100-89-29-17  
Pantone: 654 C



HEX: #e8b34b  
RGB: 232-179-75  
CMYK: 9-30-82-0  
Pantone: 142 C



HEX: #4ea3a8  
RGB: 78-163-168  
CMYK: 69-19-34-0  
Pantone: 7709 C



HEX: #79af61  
RGB: 121-175-97  
CMYK: 58-12-81-0  
Pantone: 7489 C



HEX: #cf5d35  
RGB: 207-93-53  
CMYK: 14-76-91-3  
Pantone: 7583 C

DISTRICT LOGO



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SCHOOL LOGOS



**RICHFIELD**  
CENTENNIAL  
ELEMENTARY



**RICHFIELD**  
DUAL LANGUAGE  
SCHOOL



**RICHFIELD**  
COLLEGE EXPERIENCE  
PROGRAM



**RICHFIELD**  
COMMUNITY EDUCATION



**RICHFIELD**  
HIGH SCHOOL



**RICHFIELD**  
MIDDLE SCHOOL



**RICHFIELD**  
STEM ELEMENTARY



**RICHFIELD**  
SHERIDAN HILLS  
ELEMENTARY

SPARTAN MASCOT



**RICHFIELD**  
**SPARTANS**



**RICHFIELD**  
**SPARTANS**



FILE TYPES

GOOGLE DRIVE: <http://bit.ly/2O25iNX>

**VECTOR:** Vector files (.eps) are to be used for printing at a commercial printer. Apparel printers generally request vector files. The color mode for these files is CMYK.

**PNG:** PNG (.png) are for internal printing and can be used in Microsoft Office and Google Docs. PNG files support background transparency and can be placed over backgrounds. The color mode for these files is RGB or Hex

**JPG:** JPG (.jpg) files are generally used for digital/web. JPG files are compressed to maintain a small file size. JPGs can also be used for internal printing however, they do not support transparency. The color mode for these files is RGB or Hex