Logo

The Hopkins Public Schools logo reversed out of blue with a gold star in the square format should be used moving forward. The square format should always be the first choice.

Royal Blue   Gold

Primary Logo
The 2-color square format Hopkins Public Schools logo, as seen above, is the primary version. It should be used whenever possible.

2-Color Square Format
1-Color Square Format
Black - Square Format

2-Color Horizontal Format
1-Color Horizontal Format
Black - Horizontal Format
Logo Misuse

The examples below demonstrate incorrect usage of the Hopkins Public Schools logo.

Do not alter the colors.

Do not change the ratio within the square.

Do not alter the typeface.

Do not alter the logo shape.

Do not change the scale or positioning of the type or the H graphic.

Do not remove or alter the background behind the logo.

Do not use previous versions of the Hopkins logo.
Color Palette

The color values below are intended to be used with Hopkins Public Schools branded marketing communications and differ from the Hopkins High School approved colors.

Color usage:
PANTONE - Apparel and merchandise
CMYK - Printing internally and externally
RGB - PowerPoint
HEX - Online

NOTE: These CMYK colors have been intentionally customized to create a better match to the actual PANTONE colors. These CMYK values differ from what is offered in PANTONE. Use the CMYK color values shown here to create print materials.

** For ADA-compliant HEX values, refer to website guidelines.

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ROYAL BLUE *
PANTONE: 647 C
CMYK: 93/60/8/0
RGB: 0/104/168
HEX: 0068a8**

LIGHT BLUE
PANTONE: 2191 C
CMYK: 70/10/0/0
RGB: 20/177/231
HEX: 14b1e7**

GOLD
PANTONE: 2012 C
CMYK: 0/37/98/0
RGB: 251/171/30
HEX: fbab1e**

TEAL
PANTONE: 630 C
CMYK: 56/0/13/0
RGB: 97/201/220
HEX: 61c9dc**

SILVER
PANTONE: 537 C
CMYK: 18/6/5/2
RGB: 200/216/226
HEX: c8d8e2**
Typography for Schools

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Internal applications such as Microsoft Word and PowerPoint. Headlines, subheads, body copy, sidebar copy, quotes.

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

Body copy, quotes

Cera Pro Bold

For single key word creation in the design palette.

The font families listed below are intended to be used with Hopkins Public Schools branded marketing communications and internal-facing communications.

Note: Select designers, videographers, and admin will have access to additional fonts within our typography library. These fonts are licensed and must be purchased per user in order to be used. To request access for these additional fonts, please contact megan.chilman@hopkinsschools.org.
The Hopkins logo “H” graphic may be used without the Hopkins Public Schools type when it is used internally (inside a school or district facility).
Design Palette Usage

Simple, repeatable and modular. Create graphic expressions with the Hopkins identity design palette. Thin line graphics, solid fill graphics and single key words work together or individually.

NOTE: Consult with the marketing team for approval before revising or creating new graphics.

**Hopkins “H” Graphic**
The Hopkins logo “H” graphic may only be used without the Hopkins Public Schools type when used internally (inside a school or district facility).

**Thin Line Graphics**
Thin line graphics are used to create very simple icons.

**Solid Fill Graphics**
Solid fill graphics are filled with colors from the color palette within a square.

**Diagonal Hash Lines**
Diagonal hash lines are placed behind type boxes using contrasting colors from the color palette.

**Single Key Words**
Single key words using the typeface Cera Pro Bold are used within the type boxes and are left-aligned. Use key words that support the communication topic. Tracking should be set between -30 and -40 in InDesign.

**Light Blue Color Overlays**
Use only the light blue color from the color palette as an overlay over black and white images in InDesign using the multiply effect at approximately 70% opacity. Diagonal hash lines or other graphic elements may also be used.

**Cera Pro Bold** is the typeface for single key words.
The Hopkins Public Schools identity system is based on a modular approach. Combine graphics, words, photography and colors from the design palette. Graphics from the design palette can be used together on a grid or alone as seen in the examples below.
Cover Designs

The cover design examples below demonstrate options for creating brochure covers that consistently utilize the Hopkins Public Schools identity.

- 2-color square format logo in upper left corner
- Location description tab below logo (optional)
- Placement for titles, subheads and descriptive copy

Logo in upper left corner
Title and subhead
Location description tab
Pattern fill
Descriptive copy
Spread Layouts

Headlines: Avenir Next LT Pro Demi

Confidence & Creativity

Authentically Diverse Subhead

"I learned optatibus estiis eolupt atcu quaeseni possae quate.
- John Johnson"

INNOVATE

Body copy: Georgia Regular

Single key words: Cera Pro Bold

GRAPHICS USED INDIVIDUALLY

Graphics used individually

PLAY

Authentically Diverse Subhead

Together tibus estiis doluptatatur, cumquae. Aceptat esequi acere, soleni sedia disimpo sequatemEveles endita nam, aritatemosam quia porit maior adist, cus Dolecat aut ipsande sciusa doloria nullent voluptis delendipic totaeriora sin pedit facerov idebit, ullaut iumqui omnim aped explaut quam rest, consequunt que sapiciis ex earcipis ma doluptatisti rere repro ipsam voluptae maxim fuga. Ita ius adi dolorum aut quatque ne vent ullendipsam dest eaquasp iendam fugit ipsum nones et apis et hit, et aut asimoles deliquo et harchil moloresti bla imporporiat que prae et, quibus non rem quae et aut et asseque conseceatium volorem excerib eatatur, quo dolor reptas magniatur auodit peres nias doloremped quae doluptas um et adi se nihilicae doloris ditio. Rovidel int.

Create layouts on a grid

Use the typography styles

Combine graphics and colors from the design palette

Spread layouts created for brochures are designed on a grid. Create layouts using the design palette elements.

• Create layouts on a grid
• Use the typography styles
• Combine graphics and colors from the design palette