



Identity Guidelines

June 2020



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LEAD

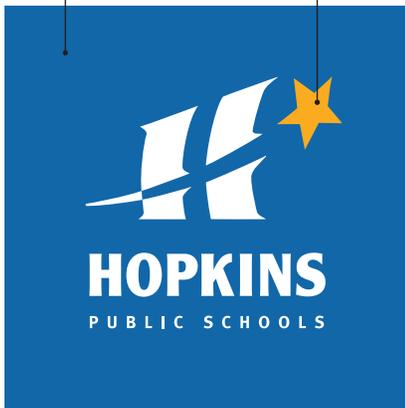
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Logo

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

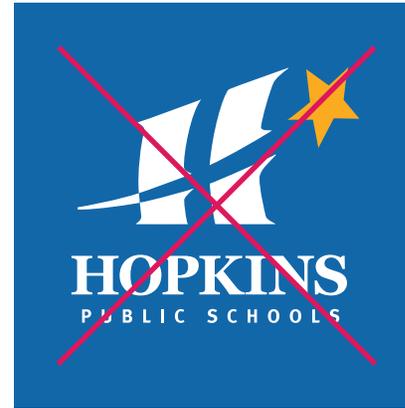
The examples below demonstrate incorrect usage of the Hopkins Public Schools logo.



Do not alter the colors.



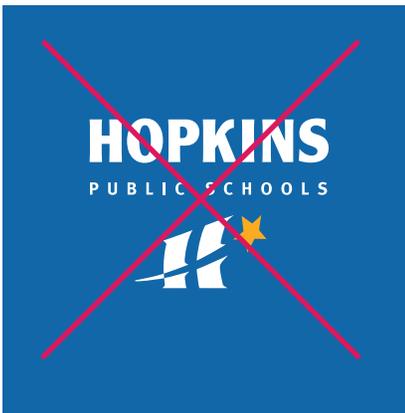
Do not change the ratio within the square.



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

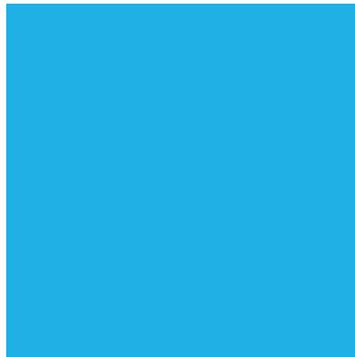
RGB - PowerPoint

HEX - Online



ROYAL BLUE *

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



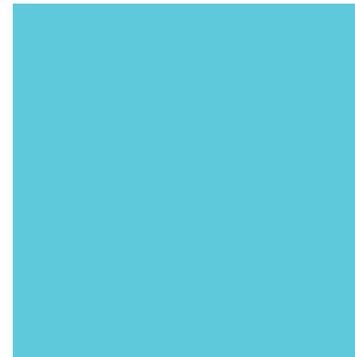
LIGHT BLUE

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



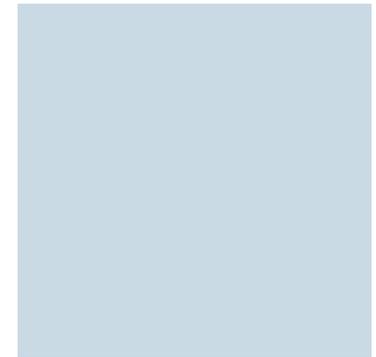
GOLD

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**

* The Royal Blue color has been changed from the former color Pantone 301 to Pantone 647.

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

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.

Typography for Schools

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

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

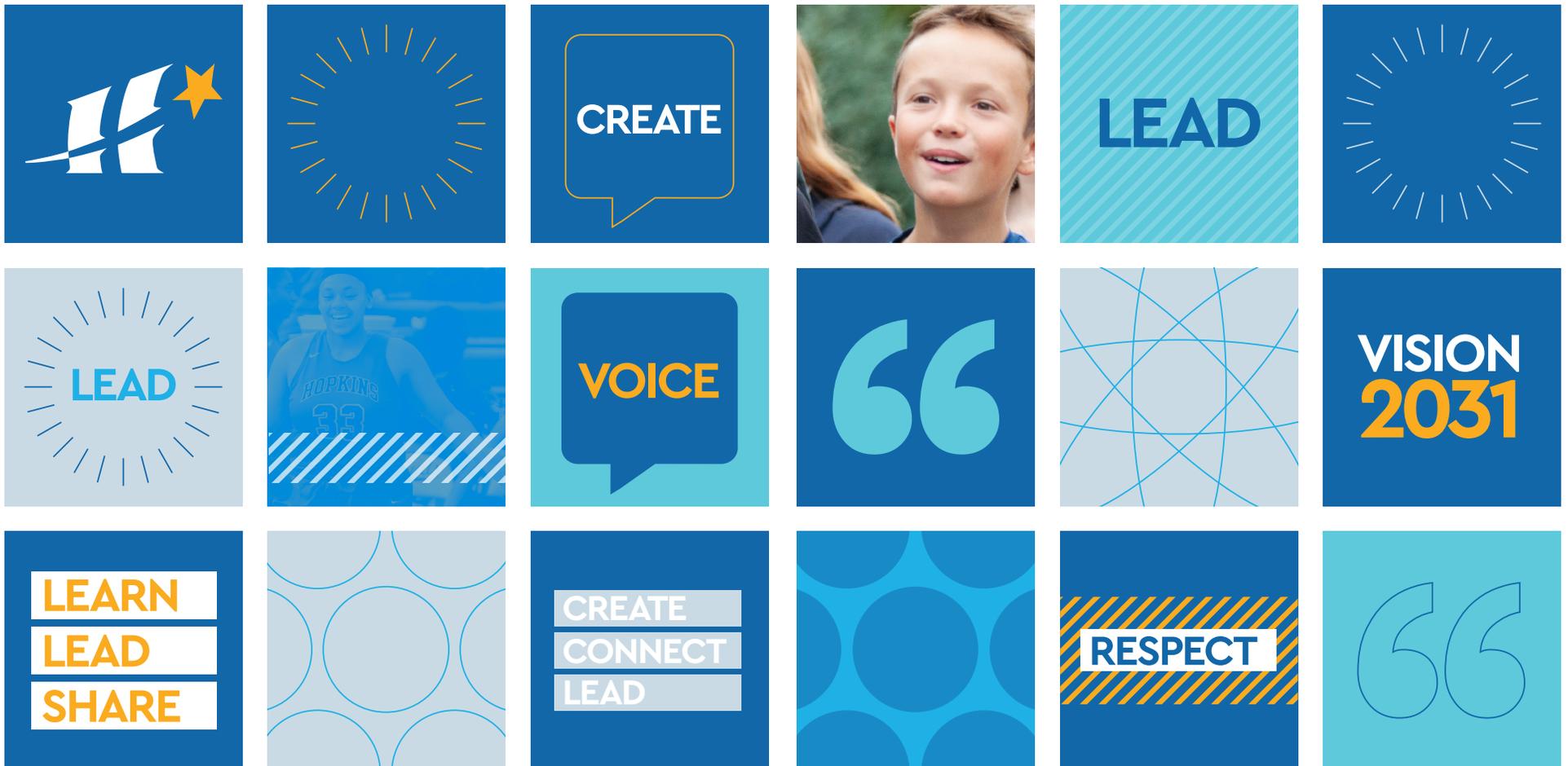
For single key word creation in the design palette.

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.

Design Palette

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).

The Hopkins identity design palette was created to represent the diversity, brilliance and voice of the students and allows for multiple expressions of messages, photos and graphics while maintaining a consistent visual appearance. Simple thin line graphics, solid fill graphics, single key words, photography and colors from the color palette work together to create the look.



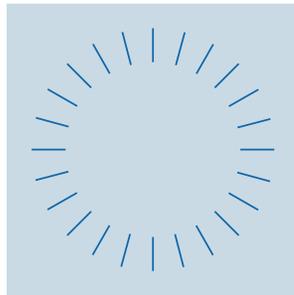
Design Palette Usage

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.



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

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

Design Palette Usage

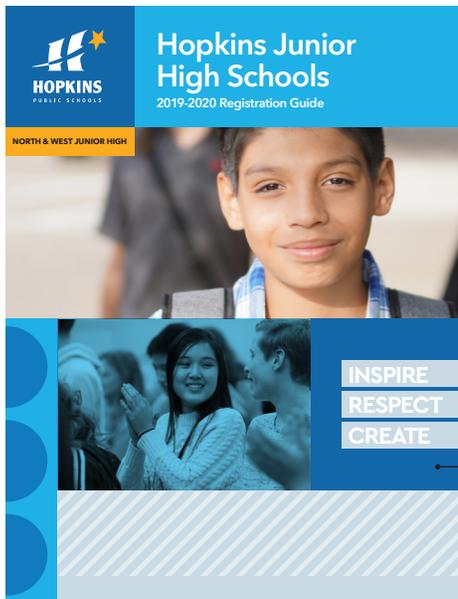
The Hopkins Public Schools identity system is based on a modular approach. Combine graphics, words, photography and colors from the design palette. Graphics from the design palette can be used together on a grid or alone as seen in the examples below.

Wall Graphic Example



Graphics used together

Print Cover Example



Inside Spread Example



Graphics used alone

Graphics used on grid

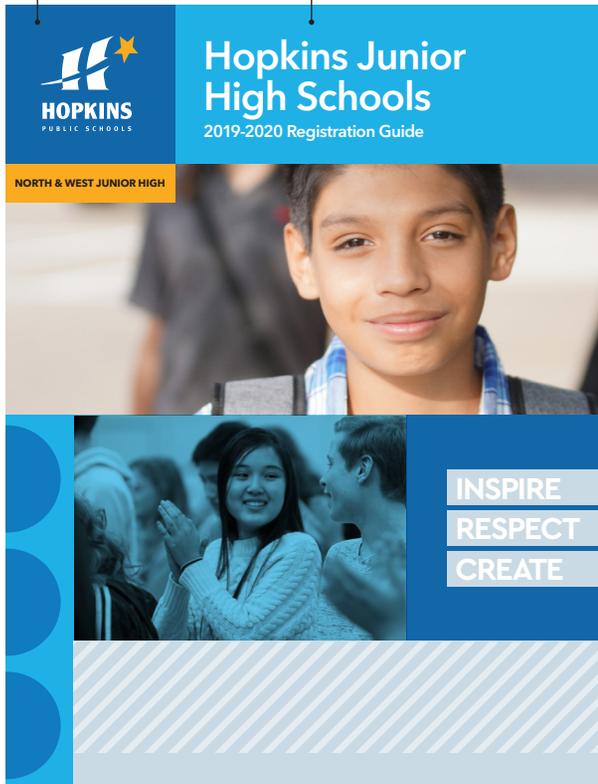
Cover Designs

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

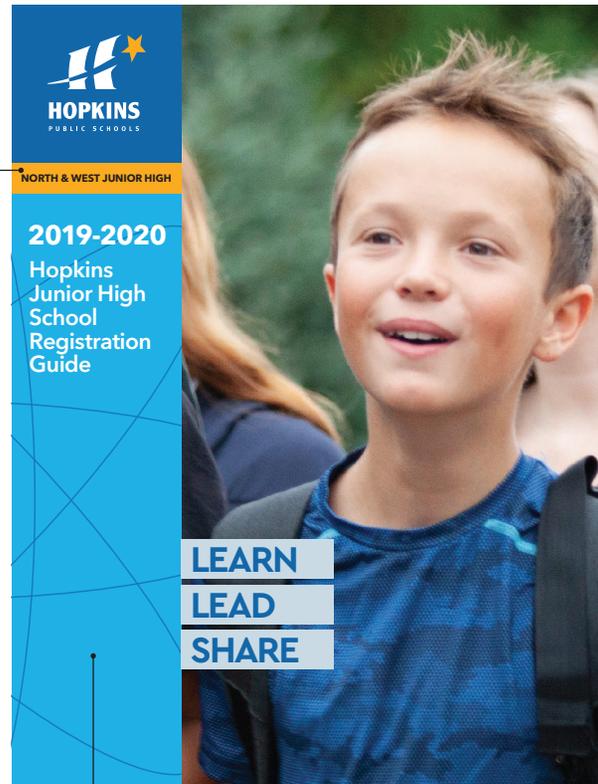
- 2-color square format logo in upper left corner
- Location description tab below logo (optional)
- Placement for titles, subheads and descriptive copy

Logo in upper left corner

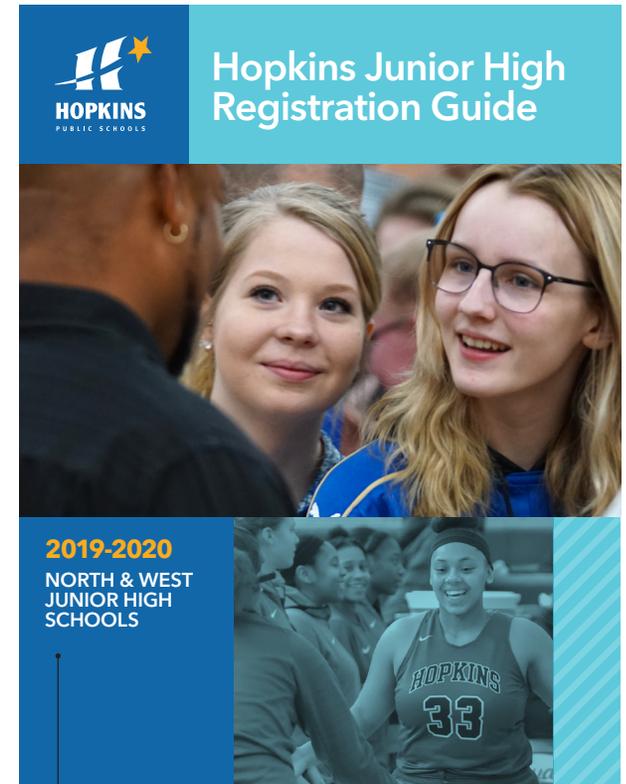
Title and subhead



Location description tab



Pattern fill



Descriptive copy

Spread Layouts

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

Headlines: Avenir Next LT Pro Demi

Graphics used on grid



Body copy:
Georgia Regular

Single key words:
Cera Pro Bold



Graphics used individually