AUSTIN
PUBLIC SCHOOLS

WHAT IS AN IDENTITY SYSTEM?

The Austin Public Schools Identity System is a set of standards that uses graphic elements designed and selected for Austin Public Schools to identify:

- The Austin Public School District Itself
- The Austin Public Schools' Departments

The institutional use of each graphic element is governed by precise rules described in this manual. The purpose of these rules is to optimize the awareness for Austin Public School entities through all applications, on any kind of media, regardless of the technical requirements. At the most basic level, this system seeks to identify appropriately, to lend authority, and to help create visual consistency throughout all media or visual presence.

WHAT IS THE AUSTIN PUBLIC SCHOOLS LOGO?

The Austin Public Schools logo consists of two parts — the mark and the logotype. The mark consists of the official "Austin A" surrounded by open circles made up of colors representing Athletics, Arts, and Science & Technology. These components form a coherent unit whose design should never be modified or interpreted. The logotype is made up of Bebas Neue with an optional tagline written in Century Gothic. The logo can be used as a whole or the symbol or tagline may be used as separate decorative elements, provided the entire logo is used elsewhere on the media application.

The new logo is intended to bring an updated and consistent image to the public.

On an institutional level, it symbolizes the schools and supports the content of all communication media issued by its entities.

On a marketing level, it represents the school district and serves as a standard for communication with the public, regardless of issuing department.

WHO WE ARE

A brainstorming session at the start of the logo design process resulted in a list of adjectives that reflect what Austin Public Schools are and represent in the Austin community:

- Arts, science, math, athletics, etc
- Hands-on learning
- We care about YOU
- Diversity
- Inclusion
- Relationships
- Innovation among staff & students

- Celebrate together
- Be outside the box as much as possible
- Global-ness
- Caring for the WHOLE child
- Kids don't get lost
- Big enough for options, small enough to care

LOGO VARIATIONS

There are four layout variations of the logo. Horizontal and vertical options are available to use based on ease of use for space requirements. There is an optional tagline that can be added depending on need and if it meets minimum text size requirements for the application.

The symbol alone is available for use as a decorative element as long as the full logo is visible somewhere else in the media application.

THE RESULT

- Circle symbolizes inclusion and togetherness
- The whole is made up of different parts: Athletics, Arts, Science & Technology. *(Arts and Science & Technology together can encompass academics)*
- The Red with the Austin A at the center is Austin School itself

- The circle is not closed off — there's an openness and a path through education
- Multiple colors symbolizes diversity
- The swirling motion created represents the melting pot that is the school and community.
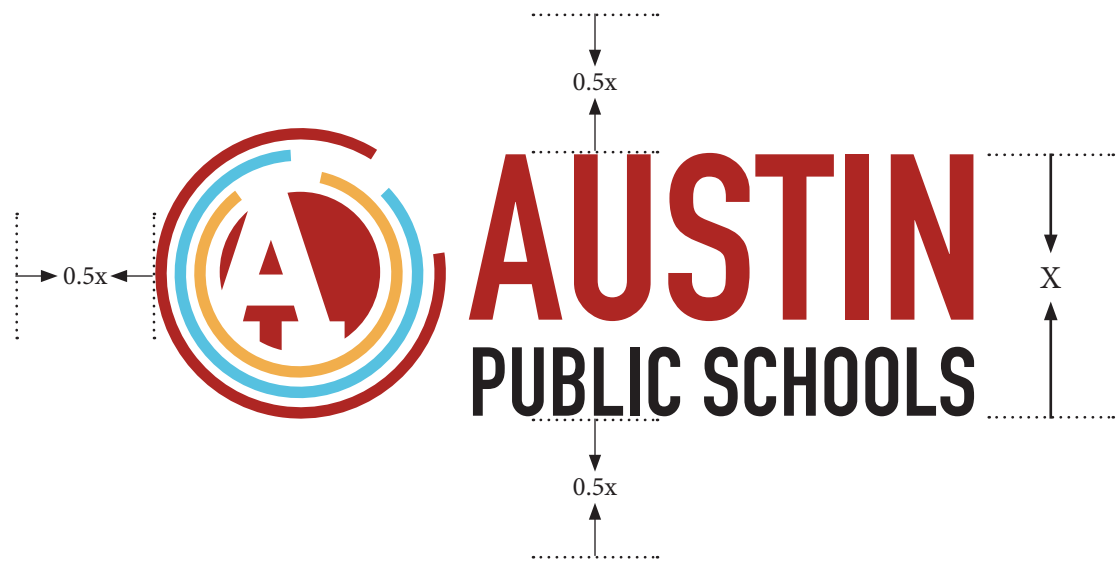
MINIMUM AREA

The logo should always be surrounded by a minimum amount of buffer space in which no other graphic element may intrude and where its legibility must be at a maximum, regardless of background used.

The amount of buffer space required is proportional to the height of the logotype.

MAIN FONT / HEADLINE

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY FONT / BODY

Century Gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MAIN FONT - WEB / ALTERNATE

Fjalla One

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY FONT - WEB / ALTERNATE

Average Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ACCENT FONT - WEB

Oleo

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LOGO COLORS

PANTONE 7627
C=22 M=95 Y=94 K=15
R=175 G=37 B=19
#af2513
Meaning: Austin/Athletics

PANTONE BLACK
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000
Meaning: Austin

PANTONE 1365
C=5 M=35 Y=80 K=0
R=240 G=173 B=78
#f0ad4e
Meaning: Science & Technology

PANTONE 637
C=58 M=4 Y=8 K=0
R=91 G=192 B=222
#5bc0de
Meaning: Arts

The Austin Public Schools logo in its positive version is only to be used with the colors listed above. They are all part of the Pantone Color Swatch Library.

SECONDARY / ACCENT COLORS

C=73 M=37 Y=0 K=0
R=66 G=139 B=202
#428bca
Meaning: Academics

C=58 M=81 Y=80 K=0
R=145 G=60 B=205
#913ccd
Meaning: Enrichment

C=67 M=2 Y=87 K=0
R=92 G=184 B=92
#5cb85c
Meaning: Activities

C=11 M=82 Y=69 K=1
R=217 G=83 B=79
#d9534f
Meaning: Athletics

C=48 M=9 Y=37 K=0
R=136 G=189 B=171
#88bdab
Meaning: Innovation

C=15 M=73 Y=0 K=0
R=213 G=101 B=177
#d565b1
Meaning: Alumni
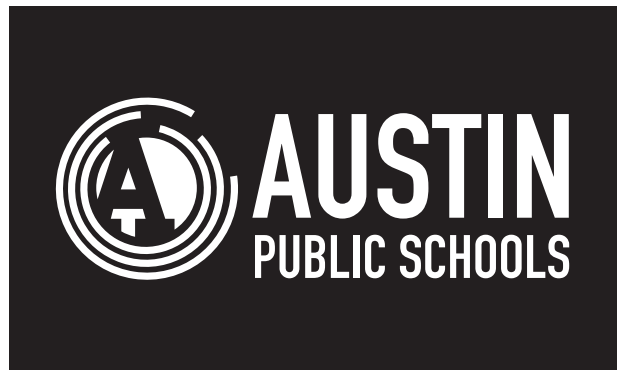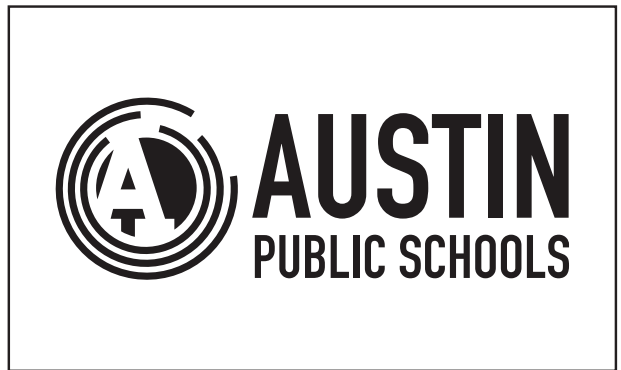
LIGHT VS DARK VALUES

The Austin Public Schools logo, in its positive version, may only be placed on backgrounds that are light in value. Only the standard colors are allowed for the positive version of the logo, unless the media being used only allows for one color printing. Then, a one color black version may be used instead.

When the logo is placed on a dark background, use the white version of the logo.

In its black and white version, the logo can be used either white on black or black on white.

Do not put the positive version of the logo against a dark background.

Do not put the white version of the logo against a light background.

Do not alter the color of the logo in any way.

Do not outline the logo.

507.555.5555

507.555.5555

david.krenz@austin.k12.mn.us

401 Third Avenue Northwest
Austin, Minnesota 55912

www.austin.k12.mn.us

@isd492

DAVID M. KRENZ
Superintendent of Schools

AUSTIN
PUBLIC SCHOOLS
INSPIRE • EMPOWER • ACCELERATE

Do not stretch the logo.

Do not compress the logo.

TECHNIQUES NOT TO BE USED

Misuses of the Austin Public Schools logo with wrong techniques results in unsuccessful brand communication. The examples above must be noted as ways the logo should **not** be used.
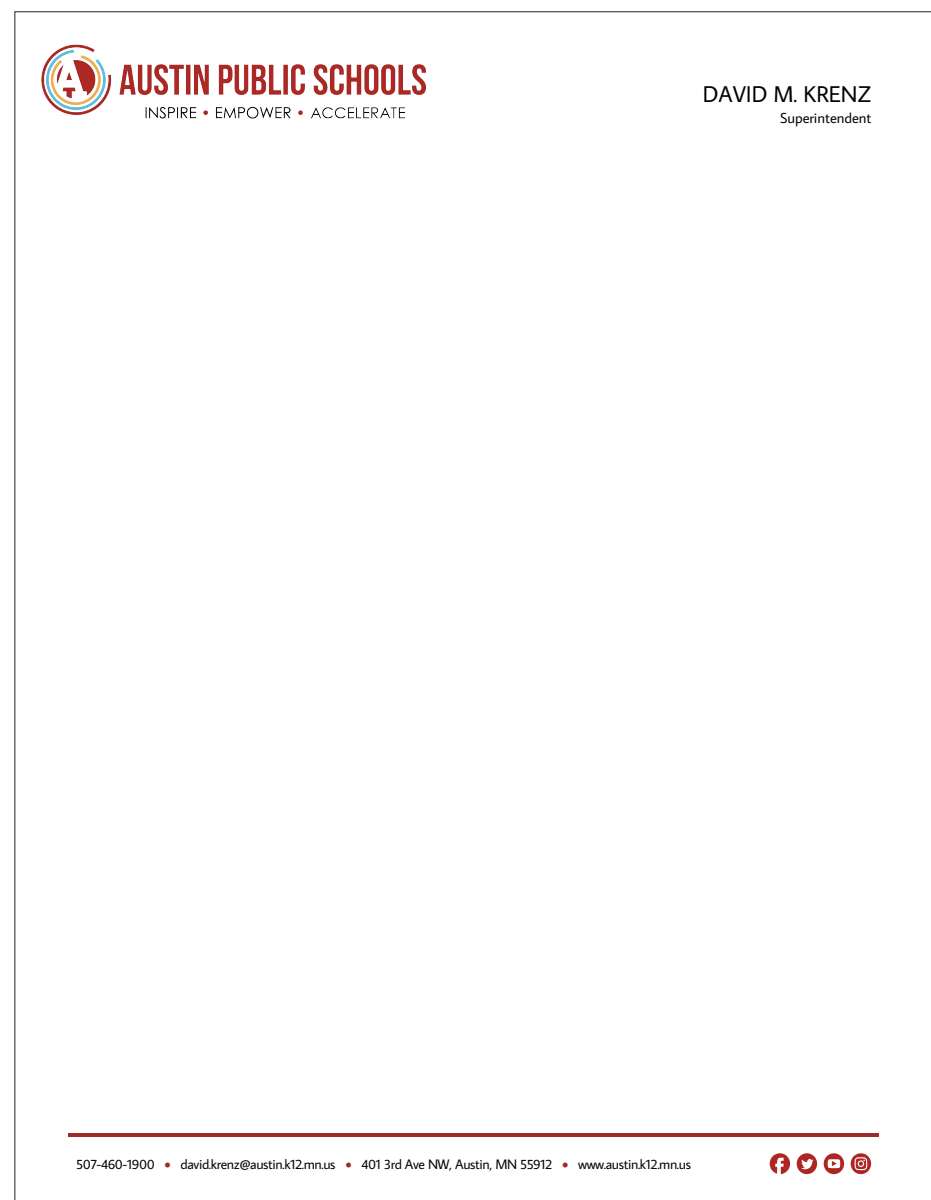
Do not in any way resort to any of the examples above. Consult your communications department before using the logo in ways not specified in this manual.

BUSINESS CARDS

All Austin Public Schools business cards must follow the following rules when being constructed.

1. Phone, cell, email, address, website and social media listed in their respective "buckets" on the right. Text is Bebas Neue in white and left justified. Phone numbers are 11pt font, the remaining info is 8pt font.

2. Name listed in 14pt Bebas Neue in standard red.

3. Title listed in 7pt Century Gothic in black.

4. Logo 1.3" x .5" at top left in standard positive colors.

5. Backside is flooded standard red with white vertical logo with tagline sized 2.5" x 1.2".

AUSTIN PUBLIC SCHOOLS
INSPIRE • EMPOWER • ACCELERATE

DAVID M. KRENZ
Superintendent

507-460-1900 • david.krenz@austin.k12.mn.us • 401 3rd Ave NW, Austin, MN 55912 • www.austin.k12.mn.us

LETTERHEAD

All Austin Public Schools letterheads must follow the following rules when being constructed.

1. Phone, email, address, and website listed in 9pt Average Sans in black with standard red bullets. Left justified text with standard red social media icons right justified.

2. Name listed in Average Sans 15pt font with average sans 9.5pt title. Right justified.

3. Logo 4" x .75" positive horizontal version with tagline. Left justified.

4. Letterhead is available in a customizable Word template format but should adhere to the guidelines stated above.

AUSTIN A

This symbol is primarily used for athletic applications at the high school level, but may be used elsewhere if appropriate. **It should <u>NOT</u> be used to represent the district as a whole** or in place of the Austin Public Schools logo. This logo is not a font and should not be recreated using a font. While some athletic font look correct, they do not contain the official "A" of Austin Schools. Usable files are available through the Austin Public Schools logo pack and should be acquired from there.
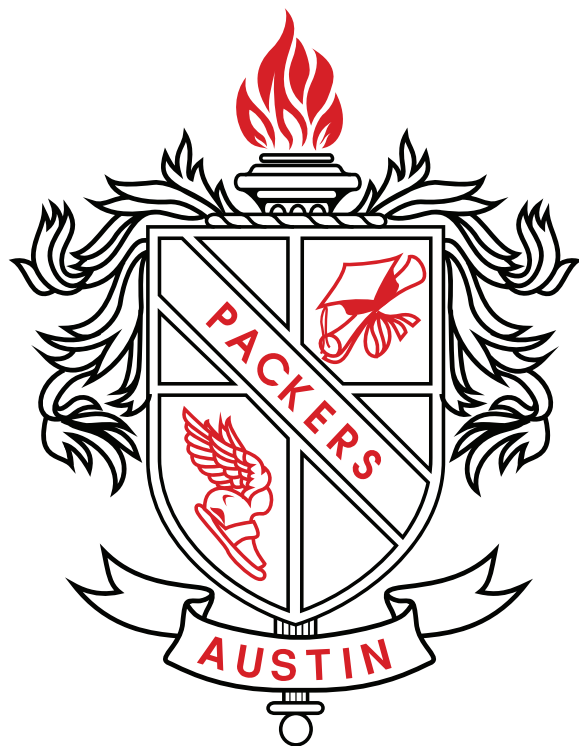
Logo Misuse Rules from page 11 apply:

1. A Buffer space equal to .25 the total height of the logo should be given all the way around.

2. A white version should not be used on a light background.

3. Color should not be altered in any way. Use color below or a black or white version if required.

4. Logo may be outlined where necessary / for certain applications (embroidery).

5. Logo should neither be stretched nor compressed.

LOGO COLOR

PANTONE 7627

C=22 M=95 Y=94 K=15
R=175 G=37 B=19
#af2513

AUSTIN SEAL

This symbol is used for the high school level and its use should be primarily reserved for formal occasions. **It should <u>NOT</u> be used to represent the district as a whole** or in place of the Austin Public Schools logo.

Logo Misuse Rules from page 11 apply:

1. A Buffer space equal to .25 the total height of the logo should be given all the way around.
2. The positive version should not be used on a dark background.
3. A white version should not be used on a light background.
4. Color should not be altered in any way. Use colors below or a black or white version if required.
5. Logo should <u>NEVER</u> be outlined.
6. Logo should neither be stretched nor compressed.

LOGO COLORS

PANTONE 7627

C=22 M=95 Y=94 K=15
R=175 G=37 B=19
#af2513

PANTONE BLACK

C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000

AUSTIN PACKER MASCOT

This symbol is used to represent the Austin Packers (sports, organizations or other groups). **It should <u>NOT</u> be used to represent the district as a whole** or in place of the Austin Public Schools logo.

Logo Misuse Rules from page 11 apply:

1. A Buffer space equal to .25 the total height of the logo should be given.
2. A white version should not be used on a light background.
3. Color should not be altered in any way. Use colors below or a black or white version if required.
4. Outside of circle may be outlined in white in cases where necessary.
5. Logo should neither be stretched nor compressed.

LOGO COLORS

PANTONE 7627

C=22 M=95 Y=94 K=15
R=175 G=37 B=19
#af2513

PANTONE BLACK

C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000