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Logos

Let the logo have pride of place by maintaining space around all sides. Allow space at least equal to the height of the 'A' in the logotype.

In order to keep the logo legible and prominent, the minimum width should be 1 inch in print and 100 pixels electronically.

AVON COMMUNITY SCHOOL CORPORATION

BRAND GUIDE 4
When using the corporate mark with a school logo in situations where both logos will receive equal prominence, use the corporate logo with the shield only and not the logotype. Both logos should be the same height and separated with a line of 12 light gray dots (representing our 12 schools).
Colors

COLOR PALETTE

PRIMARY COLORS

Black
#000000
R:0 G:0 B:0
C:75 M:68 Y:67 K:90

Yellow
#FFCC00
R:255 G:204 B:0
C:1 M:19 Y:100 K:0

White
#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

BLACK AND YELLOW TINTS

<table>
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<tr>
<th>Color Code</th>
<th>R:</th>
<th>G:</th>
<th>B:</th>
<th>C:</th>
<th>M:</th>
<th>Y:</th>
<th>K:</th>
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<td>11</td>
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<td>#FFCC00</td>
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<td>204</td>
<td>0</td>
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<td>19</td>
<td>100</td>
<td>0</td>
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<tr>
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<td>255</td>
<td>217</td>
<td>64</td>
<td>1</td>
<td>12</td>
<td>85</td>
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<td>128</td>
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<td>6</td>
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COMPLEMENTARY TRIAD
When used sparingly, these colors will add extra vibrancy and 'pop' to your design.

Oriole Orange
#F57E20
R:245 G:126 B:32
C:0 M:62 Y:100 K:0

Slate Grey
#9367E
R:147 G:103 B:222
C:51 M:61 Y:38 K:11

Sage Green
#99BA51
R:153 G:186 B:81
C:45 M:10 Y:88 K:0

Slate Grey
#5C68C0
R:92 G:107 B:192
C:45 M:10 Y:88 K:0

Sage Green
#99BA51
R:153 G:186 B:81
C:45 M:10 Y:88 K:0

PRIMARIES

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<td>64</td>
<td>1</td>
<td>12</td>
<td>85</td>
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</tr>
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COLOR BALANCE
These fonts were chosen for their simplicity, style, and practicality.

Avenir is used primarily on designed pieces. Lato is nearly identical to Avenir, and serves as our primary web font. Arial, likewise, is similar to Avenir. Widely available, it is for use in word processing platforms and standard designs. These fonts should be used 90 to 95% of the time. They are perfect for headlines, subheads, body copy, and captions.

Milgran can be used sparingly in designed pieces and online to provide emphasis and style.
Graphic Elements

PATTERNS AND TEXTURES

Black Concrete
White Pumice Stone
Polka Dots
Crumpled Paper
Chipboard
Plaster
Geometric
Diamond Dots
Golden Sparks
Graphic Elements

DESIGN ELEMENTS AND ICONS

COLOR CIRCLES

These color circles can be used as header, footer, and design elements. When possible, use them in groups of 12 to represent the 12 schools in our corporation. They represent the strength of our diversity.

CALLOUTS

RSVP Today
FIRST DAY OF SCHOOL
JULY 29
GO ORIOLES!

SOCIAL MEDIA ICONS

CUSTOM ICONS

#AvonStrong
ORIOLE PREVIEW DAYS
Subscribe

Employment
Transportation
Academics
Staff
Students
Parents
Photography

THE PHOTOS WE USE SHOULD

- Showcase Our Diversity
- Portray Action and Movement
- Evoke Hope and Promise
- Show Genuine Connection
- Represent All Ages and Grades
- Celebrate Achievement

THE PHOTOS WE USE SHOULD NOT

- Reinforce Implicit Biases
- Glorify Risky Behaviors
- Highlight Unwanted Actions
Photography

STYLe PREFERENCES

Use warm photos that have bold, bright colors and natural lighting. Use splashes of yellow when possible.

Tip: Making slight increases to contrast and/or saturation helps photos feel much more vibrant and warm.

Selective use of texture, overlays, and callouts can be effective.
Photography

PHOTO EDITING

Pay close attention to the height-to-width ratios of your original photos. Rather than scrunching or stretching your photo to fit your application, crop images to size or resize them using a program like PowerPoint or Canva. When adjusting images, be sure to ‘constrain proportions’ or ‘lock aspect ratio’ so the result doesn’t look unnatural.

If your photos look like this, go back to your original images and crop or resize being sure to maintain the aspect ratio.

EDITING IN POWERPOINT

PowerPoint makes it easy to edit photos. Click the ‘picture tools’ button in the ribbon and you can easily resize and crop your image. Just pay attention to the aspect ratio of your original photo so your new image is not distorted. When you’re satisfied with your image, right click the image and click ‘save as picture’.

EDITING IN CANVA

Canva is an online app that makes it extremely easy to edit images. Additionally, Canva has programmed image sizes for all the popular social media platforms.

For access to the district account, contact the Communications Coordinator at (317) 544-6032.