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RICHFIELD
PUBLIC SCHOOLS

Enriching and accelerating learning

BRAND & STYLE GUIDELINES
updated August 2021

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Please contact the Director of Marketing and Communications if you have any questions regarding the Richfield Public Schools logo or brand.

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

Enriqueciendo y acelerando el aprendizaje

UNA COMUNIDAD REAL

Una comunidad solidaria, rica en diversidad y relaciones

APRENDIZAJE PERSONALIZADO

Un aprendizaje riguroso, relevante y participativo para cada estudiante

EXCELENTES OPORTUNIDADES

Inspirando posibilidades a través de estudios, artes, deportes y actividades

INNOVACIÓN EN ACCIÓN

Transformando la enseñanza, redefiniendo la escuela

MISSION

Richfield Public Schools inspires and empowers each individual to learn, grow and excel.

CORE VALUES

Caring, respect, honesty and responsibility.



FILE TYPES AND LOCATION

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

PNG: PNG (.png) files are for internal printing and can be used in Microsoft Office and Google Docs. PNG files have a transparent background and can be placed over images or colorful backgrounds without a white box appearing. The color mode for these files is RGB or Hex.

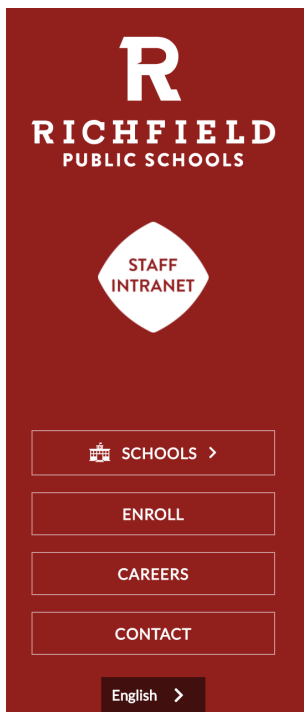
JPG: JPG (.jpg) files are generally used for digital/web. JPG files are compressed to maintain a small file size. JPGs can also be used for internal printing, however they do not have a transparent background so the logo will have a white box when placed in a document. JPGs should only be used on documents with a white background. The color mode for these files is RGB or Hex.



WHERE CAN I FIND THESE?

PNG and JPG school and District logos are located on the District website under News & Communicaitons, as well as on staff intranet.

If you need the design files (vector) for a vendor outside of the District, please contact the Director of Marketing.



Benefits **Branding & Logos** COVID-19 Diversity, Equity & Anti-Racism Resources Election Guidelines Special Education
Staff News

Staff Resources

- ▶ BRAND & STYLE GUIDE
- ▶ LETTERHEAD
- ▶ POWERPOINT TEMPLATE
- ▶ BUSINESS CARDS

Logos & Mascots

- ▶ DISTRICT
- ▶ THE RICHFIELD "R"

DISTRICT LOGO

Our logo is the centerpiece of our visual identity system. We recommend the logo be used in full color when possible, but one color is also acceptable.



WHERE CAN I FIND THESE?

School and District logos are located on the District website under News & Communications, as well as on staff intranet.

SCHOOL LOGOS

The school logos for Richfield Public Schools are available in both a horizontal and a stacked format. They are supplied in vectors, PNG and JPG files in one-or two-color versions.



WHERE CAN I FIND THESE?

School and District logos are located on the District website under News & Communications, as well as on staff intranet.

SPARTANS / ATHLETIC LOGOS

The Richfield Spartans logo may be used for co-curriculars, uniforms, equipment and school spirit items. There are multiple versions, providing one-, two- and full-color options. Each element can be used independently or in combination with other elements.

1a. The Spartans helmet logo **1b.** Spartan Helmet logo for teams **2.** Helmet with Spartans text **3.** Helmet with Richfield Spartans text **4.** Richfield Spartans text **5.** Spartans only text **6.** The Spartan helmet in the diamond shape **7.** Richfield only text **8a.** The Spartan helmet in one color, **8b.** NOTE: the outlined Spartan helmet should never be used over white apparel **9.** The Richfield “R” solo **10.** The “R” in the diamond



WHERE CAN I FIND THESE?

Some Spartan logos are located on the District website under News & Communications. All Spartan logos are on staff intranet.

LOGO MISUSE

Help us keep a cohesive and clean brand. The following examples are what you **should not** do to **any** of the Richfield brand logos. We would also like to know if you find any old logos that are not supposed to be in use and report the sighting to Craig.Holje@rpsmn.org.



Drop Shadow



Added Elements



Warped



Altered Colors



Moved Elements



Incorrect Font



Altered Orientation



Crowded logo with added elements. Tagline and URLs should always be .25" away from logo



Disfigured

SCHOOL MASCOTS

In addition to the Richfield R and Spartan logos, Richfield Community Education and each of the elementary schools have mascots that can be used for apparel and program/school unity.



Centennial Elementary



Richfield Dual Language School



Richfield STEM Elementary



Sheridan Hills Elementary



Community Education



WHERE CAN I FIND THESE?

Some Spartan logos are located on the District website under News & Communications. All Spartan and school logos are on staff intranet.

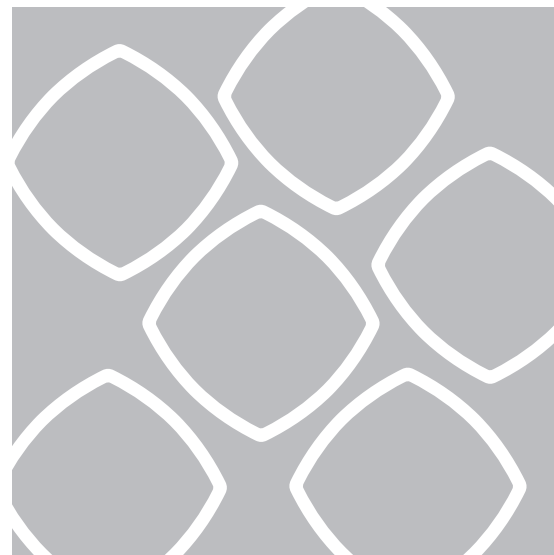
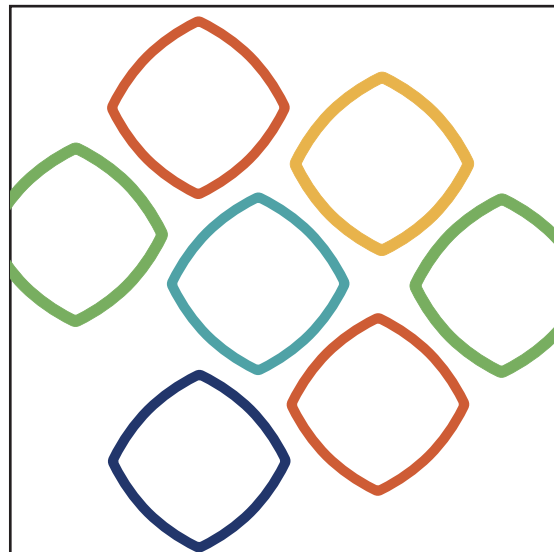
BRAND PATTERNS

The signature Richfield pattern signifies the community that surrounds our students. They provide a historical connection to the diamonds that used to be part of the high school entrance. The diamonds make a cohesive district identity.

A gray-scale hexagon background combined with transparent diamonds may be used as background or negative space.



Using secondary colors, the diamonds bring vibrancy and interest. They should always be pointing up and can be used at 100% opacity or a transparent range.



WHERE CAN I FIND THESE?

Contact the Director of Marketing and Communications.

BRAND COLORS

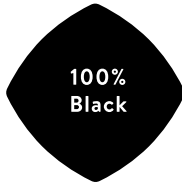
The District colors are primarily Richfield red, black, gray and white. The secondary colors represent diversity, energy and innovative forward-thinking.

PRIMARY



Richfield
Red

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



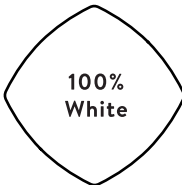
100%
Black

HEX: #000000



Helmet
Gray

HEX: #797a7d
RGB: 121-122-125
CMYK: 00-00-00-64



100%
White

HEX: #FFFFFF

SECONDARY



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



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



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



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



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



HEX & RGB: Screens

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.

USING FONTS

Chosen for its legibility and versatility, the Brandon Text font exemplifies our brand. TW Cen MT Std font can be used as a Microsoft alternative (Microsoft Word, PowerPoint, etc.) and in emails. Google font Lato can be used in web applications.

PRIMARY

Brandon Text - Thin

Brandon Text - Light

Brandon Text - Regular

Brandon Text - Regular Italic

Brandon Text - Medium

Brandon Text - Bold

Brandon Text - Black

MICROSOFT

TW Cen MT Std - Light

TW Cen MT Std - Regular

TW Cen MT Std - Regular Italic

TW Cen MT Std - Semi Medium

TW Cen MT Std - Bold

TW Cen MT Std - Extra Bold

WEB FONT

Lato - Thin

Lato - Light

Lato - Regular

Lato - Regular Italic

Lato - Bold

Lato - Black

STYLED HEADLINES

bank gothic medium Sporty

ROAD MOVIE Rough

Rockwell Similar to Richfield text

APPAREL FONT 2ND OPTION FOR "RICHFIELD"

RICHFIELD

ROCKWELL BOLD, Kerning: +175

EMAIL SIGNATURES

TEMPLATE

Name, Title
Pronouns*
Location
Address
Direct: xxx-xxx-xxxx | Cell: xxx-xxx-xxxx* | Fax: xxx-xxx-xxxx*

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Follow us on social media (link to page)*

* optional items

SAMPLE

Jennifer K. Valley, Director of Marketing & Communications
Richfield Public Schools ISD #280
7001 Harriet Ave. S., Richfield, MN 55423
Office: 612-798-6029 | Cell: 612-321-6790



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Follow us on [Facebook](#) | [Twitter](#) | [Instagram](#)

SAMPLE

Amy Winter, Principal
Pronouns: she, her, hers
Richfield STEM Elementary School (RSTEM)
7020 12th Avenue South, Richfield, MN 55423
Office: 612-798-6600



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Follow RSTEM on [Facebook](#)



WHERE CAN I FIND THESE?

A copy & paste template and instructions are on the staff intranet.

AP STYLE QUICK TIPS

When creating public-facing marketing materials, such as flyers or posters, we follow the Associated Press Stylebook (AP Style). Here are some common formatting guides based on AP Style (www.apstylebook.com)

TITLES

Capitalize titles when preceding a name or when replacing a name.

- Presiding over the pepfest was Principal Stacy Theien-Collins and...
- The RPS Superintendent attended the event...

Titles should be lower case when used in a general sense without reference to a specific individual.

- The role of the superintendent is to...
- A human resources director is responsible for...

TIME AND DATE

Time

- Use figures, except for noon and midnight.
- Separate a.m. and p.m. (lower case) with periods.
- When writing times, drop the minutes at the top of the hour (7:30 a.m., 7:55 a.m., 8 a.m.)
- Avoid redundancies like 10 a.m. in the morning or 11 p.m. Monday night.

Days, weeks and months

- When writing a date, do not use *st*, *nd*, *rd* or *th* after the number.
- Always capitalize the name of the month.
- When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
- Do not abbreviate the month when using it alone or with just the year.
- Correct examples:

Sept. 22 is a release day.

I plan to take the day off on July 1, 2023.

We have our next general election in November 2020.

Incorrect: August 22nd, 2021

Incorrect: August, 2021

Seasons

- Seasons are considered descriptors rather than proper nouns, therefore they are lower case unless they are part of a formal name such as the Winter Olympics.

AP STYLE QUICK TIPS

GRADES

Do not capitalize the word “grade” unless it is the beginning of a sentence or in a title.

There is no hyphen in most cases. Only use a hyphen if it is needed to avoid confusion, such as when combined with another ordinal number.

- A fourth grade student, a first grader and a student in the fifth grade all called in sick.
- He was the sixth fourth-grade student to win the prize.

Spell out first through ninth grades and use figures for grades 10 and above.

- A fourth grade student, a fifth grader and a 10th grade student all won awards.

NUMBERS

In general, spell out whole numbers below the number 10. Use Arabic numerals (figures) for 10 and above. This applies to ordinal numbers too (first, second, third, 10th, 22nd, 100th...).

Correct examples:

- They had 10 dogs, six cats and 97 fish.
- The students visited 12 cities in four days.
- The third test covered sixth-century history.

Always use figures for: act and scene numbers, ages, aircraft, betting odds, channels (TV), chapters, course numbers, court decisions, dates, decades, dimensions, highways, house numbers in addresses, money, No. 1 (and similar rankings), page numbers, percentages, phone numbers, ratios, room numbers, serial numbers, sizes, speeds, sports, temperatures, times, vote tabulations and weights.

For phone numbers, use hyphens (not parenthesis or periods). For example: 612-798-6000, **not** (612) 798-6000 or 612.798.6000.

ITALICS VS. QUOTATION MARKS

Italicize titles and subtitles of books, pamphlets, brochures, periodicals, newspapers, collections of poems, plays, essays, short stories, movies, operas, CDs and works of art.

- I read the book *Harry Potter and the Chamber of Secrets* in Spanish.
- I listened to the entire *Purple Rain* album for the first time last weekend.

Use quotation marks around articles in periodicals and newspapers, parts and chapters of books, short stories and essays included in books, short poems, radio and television programs, songs and official titles of art exhibits.

- I was listening to “New Moon on Monday” by Duran Duran today.
- I don’t care what anyone says, “Star Trek Discovery” is the best TV show ever created!

DISTRICT STYLE GUIDE

Here is standardized language and formatting for RPS-specific content. Please contact the Director of Marketing and Communications if you have questions or would like guidance on items not listed here.

PRESCHOOL AND PREKINDERGARTEN

Preschool and prekindergarten are different. Preschool is for children ages 3-4 and is on a sliding fee scale, while prekindergarten serves children ages 4-5 and is free. If it is a mixed age group, use the “follow the funding” idea as a standard. A free program should be referred to as prekindergarten or PreK, while programs on a sliding fee scale should be referred to as preschool.

The words “preschool” and “prekindergarten” are not capitalized unless they are the beginning of a sentence or part of a title.

Do not hyphenate preschool or prekindergarten (incorrect: pre-kindergarten or pre-school).

Make an effort not to abbreviate “preschool” and write it out fully and specifically when talking about preschool programs, which we have differentiated from PreK programs.

- We offer a variety of preschool and prekindergarten programs for children ages birth-5.

When prekindergarten needs to be abbreviated, use PreK. Do not abbreviate using PK, preK, Pre-K or pre-k.

- The students at Centennial are in grades PreK-5.
- No School Grades PreK-12.

CHILDREN VS. STUDENTS

When referring to children or students, consider the context. Teachers have students, while parents/guardians have children.

- The teacher assigned homework to all the students.
- Parents, please talk to your children about the field trip they participated in today.

CAPITALIZING “DISTRICT”

When using the word “district” to replace “Richfield Public Schools” in a sentence, the word District should be capitalized because it is substituting for a proper noun. When used in a general sense, it would be lower case.

THE OXFORD COMMA

When using a comma to separate items in a list, a comma before the word “and” is known as an Oxford comma. Official communication from the District *does not* use the Oxford Comma. If you choose to use it, be sure to apply it consistently within your document.

- Students need to bring books, pens and markers to class. (No Oxford comma)
- For the assignment, review newspapers, the internet, radio and television reports, and magazine articles. (Oxford comma)



R

RICHFIELD
PUBLIC SCHOOLS

THANK YOU!

**7001 Harriet Avenue South
Richfield, MN 55423**

**612-798-6000
www.richfieldschools.org**