

Hampton Township School District

ADMINISTRATIVE REGULATION

920-AR-2. The Hampton Township School District Logo Guidelines

These guidelines were developed to assist individuals, coaches, parent organizations, booster clubs, staff, etc., in choosing appropriate designs for apparel, equipments, signage, etc. **The success of the District's visual identity program relies on the enthusiastic support of Hampton individuals and organizations.**

Any questions regarding appropriate use of the Hampton Township logos and mascot should be directed to the Public Relations Office, at communications@ht-sd.org or 412-492-6312.

Questions regarding logo and mascot usage on athletic apparel may be directed to Bill Cardone at cardone@ht-sd.org (412-492-6389) or Public Relations.

Formal District Logo

The District Logo is the primary graphic representation of the District and is used on correspondence, publications, etc.

- The District Logo is to be used in its entirety, as illustrated, and without embellishment or enhancement.
- The District Logo may be reproduced in three color variations only:
 - In blue (PMS 287) and gold (PMS 109), as illustrated.
 - In blue (PMS 287) and white, as illustrated.
 - In black and white, as illustrated.
- The District Logo, in *tif* form, is available from the Public Relations Office and can be printed after the Logo use has been approved.
- Please note that all individuals and organizations who wish to use the District's Logos should read Policy #920 and complete an Application for use (920-AR-1).



Informal District Logo

A less formal version of the District logo is available for use by school and community organizations according to policy #920.

- The Block H may be used alone, as illustrated.
- The Block H may be used with the words Hampton Talbots, as illustrated.
- The Block H may be embellished to represent the school club, organization, or event.
- When reproduced in blue and/or gold, these colors are to be used: PMS 287 (blue) and PMS 109(gold).
- When adding letters or words to accompany the Block H graphic, the preferred typeset is Rockwell Bold.
- The Informal District Logo, in *tif* form, is available from the Public Relations Office and can be provided after the Logo use has been approved.



District Mascot

The District Mascot is the Talbot, an English hunting dog that appears in the Hampton family coat of arms. The official graphic representation of the Talbot was adopted by the HTSD School Board in May 2009.

- The Talbot is shown in profile view, always facing right, as illustrated.
- The recommended colors are blue (PMS 287) on gold (PMS 109) background.
- The Talbot may be enclosed in a border, examples as illustrated.
- When adding letters or words to accompany the Talbot graphic, the preferred font is Rockwell Bold.
- The mascot, in *tif* form, is available from the Public Relations Office and can be provided after the Logo use has been approved.

