



Naugatuck Public Schools

BUILDING COMMUNITY THROUGH BETTER BRANDING



PURPOSE

The Naugatuck Public Schools visual identity is a reflection of the diverse body of students, educators, staff, and community members who work to fulfill our mission to empower a community of learners who:

- Are responsible and engaged community members
- Demonstrate initiative, persistence, and adaptability
- Are curious and value risk-taking as part of the learning process
- Access and analyze information and formulate opinions
- Communicate effectively
- Work individually and on teams to solve real world problems

It's purpose is to unify those individuals through visual storytelling and create a community identity.

The logo represents our traditions, hope for a bright future, and individual perspectives.

LOGO MARK & VISUAL IDENTITY

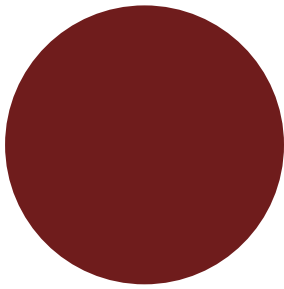
All materials created for Naugatuck Public Schools must be consistent with the school district's brand, which is visually represented by the logo. That means all materials must use the district:

- Logo
- Colors
- Fonts
- Templates

The logo must be used as a complete entity.
No portion of the logo should be used by itself.



Official Colors

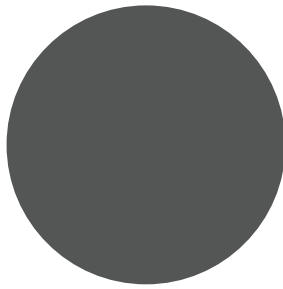


Garnet

Hex: #6f1c1c

RGB: 111, 28, 28

CMYK: 33, 94, 87, 45

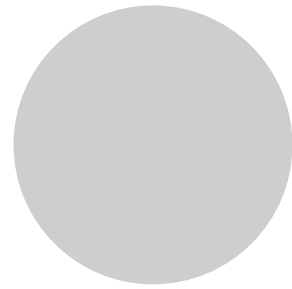


Medium Gray

Hex #555555

RGB: 85, 85, 85

CMYK: 64, 56, 55, 31



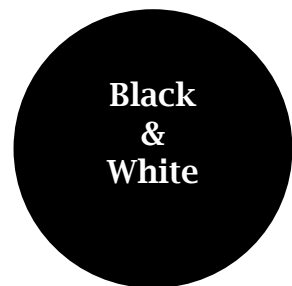
Light Gray

Hex #CFCFCF

RGB: 207, 207, 207

CMYK: 18, 14, 14, 0

Acceptable Color Combinations



District Logo Variations

WORDMARK

Naugatuck
Public Schools

Naugatuck
Public Schools

Naugatuck
Public Schools

Naugatuck
Public Schools

VERTICAL TREATMENT



Naugatuck
Public Schools



Naugatuck
Public Schools

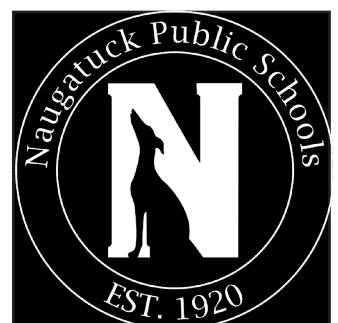


Naugatuck
Public Schools



Naugatuck
Public Schools

SEAL



Department & Program Variations

Naugatuck's logo was designed to be flexible to represent various individuals, groups and programs within the district. New variations should follow the brand guidelines and be submitted to the Communications Specialist for approval.

Naugatuck
Public Schools
FARM TO SCHOOL

WORDMARK

- Use official colors.
- Name of program should be in Lucida Bright Caps.
- Name of program should be centered and sized to fit in-line with wordmark.
- Separate "Naugatuck Public Schools" from program name with horizontal line.



Naugatuck
FARM TO SCHOOL

VERTICAL TREATMENT

- For graphic logos, use official colors.
- Other colors are allowed for full-color, student-drawn, or photographic variations.
- Name of program should be in Lucida Bright Caps.
- Name of program should be centered and sized to fit in-line with N mark.



SEAL

- For graphic logos, use official colors.
- Other colors are allowed for full-color, student-drawn, or photographic variations.
- Name of program should be in Lucida Bright Caps.
- Name of program should be centered along the bottom of the circle.

Improper Use of Logo

Avoid these pitfalls when using the Naugatuck logo.

X



X N Mark outlined

X "Naugatuck Public Schools" not in line with N Mark

Naugatuck
Public Schools

X



X Circle colored in

X Bottom half of circle in regular case font (should be ALL CAPS)

X



Naugatuck
Public
Schools
FARM TO SCHOOL

X Letters not aligned properly

X



X Use of unofficial colors

X Grayhound colored in. The Grayhound shape should always be negative space.

X



X Logo not proportional (squished)

X



Typography

Title - Lucida Bright Bold

Subtitle - Lucida Bright Regular - Medium Gray

FALSE CAPS - SECONDARY SUBTITLE - LUCIDA BRIGHT REGULAR

Heading 1- Lucida Bright Regular - Garnet

Heading 2 - Lucida Bright Regular - Medium Gray

Heading 3 - Lucida Bright Demibold - Black

Heading 4 - Lucida Bright Demibold - Black

Heading 5 - Lucida Bright Bold - Medium Gray

Heading 6 - Lucida Bright Bold - Black

Heading 7 - Lucida Bright Regular - Medium Gray

Heading 8 - Lucida Bright Regular - Black

Heading 9 - Lucida Bright Regular - Garnet

This is normal text. - Lucida Bright - Regular

This is text with subtle emphasis. - Lucida Bright - Italic

This is text with emphasis. - Lucida Bright - Bold

This is text with intense emphasis. - Lucida Bright - Bold Italic

This is strong text - Lucida Bright - Bold

THIS IS A SUBTLE REFERENCE - LUCIDA BRIGHT - REGULAR - SMALL CAPS

THIS IS AN INTENSE REFERENCE - LUCIDA BRIGHT - BOLD - SMALL CAPS

“Fun, casual quote” - Bradley Hand ITC - Regular

Fancy script - Carrington - Regular

“Intense Quote - Lucida Bright - Italic”
