



Sun Prairie Area School District

Futures depend on us...every child, every day.

“Your brand isn’t what you say it is. It’s what they say it is.” —Marty Neumeier
(Director of CEO Branding at Liquid Agency and author of *The Brand Gap*)

Sun Prairie Area School District
Communications Department
501 South Bird Street, Sun Prairie, WI 53590
608-834-6562

Brand Guidelines

Introduction

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The logo variations in this guide can be accessed and downloaded at sunprairieschools.org.

WHAT IS A BRAND?

A brand is “a set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”—(Seth Godin, author and 2018 American Marketing Association’s Marketing Hall of Fame inductee). A brand is similar to an organization’s reputation; it is created and influenced by how our stakeholders interact with and experience our organization and is how someone describes our organization when we aren’t in the room.

The “look” of the Sun Prairie Area School District is critical to creating a strong brand. We have created this Brand Standards Guide to help us send a consistent and unified image of our district.

About Us

MISSION STATEMENT

Sun Prairie Area School District's mission statement reflects our daily commitment to preparing every child, every day for their future. Our mission statement is: "Futures depend on us to inspire and prepare every child, every day, by providing relevant, engaging, and innovative learning experiences in and out of the classroom."

VISION STATEMENT

Sun Prairie Area School District's vision statement is: "To be a high performing district of choice that reflects the cultures of our diverse community."

The official name of our district is **SUN PRAIRIE AREA SCHOOL DISTRICT**.

OFFICIAL SCHOOL NAMES

C. H. Bird Elementary School
Creskside Elementary School
Eastside Elementary School
Horizon Elementary School
Northside Elementary School
Meadow View Elementary School
Royal Oaks Elementary School
Token Springs Elementary School
Westside Elementary School
Central Heights Middle School
Patrick Marsh Middle School
Prairie View Middle School
Sun Prairie East High School
Sun Prairie West High School
Prairie Phoenix Academy

Always use the complete name of a school on first reference (e.g., Sun Prairie West High School). "Elementary school," "middle school," or "high school" may be dropped thereafter, or acronyms may be used.

When referring to more than one school, always use lowercase (e.g., Royal Oaks and Eastside elementary schools)

Our Logo

A brand includes our name, logo, and identifying elements including color, type, and graphics. The logo is a visual representation that represents the brand.

The logo is to be used as letterhead on all stationery and correspondence from Sun Prairie Area School District in order to create a unified visual appearance in all written communications. The size and placement of the logo varies relative to the design of individual publications. Individual budgets will determine whether publication(s) will be printed in color. Please note that the logo should be printed either in full color or in black and white (not in one-color ink, two-color ink, etc.).

Certain criteria must be met when using the Sun Prairie Area School District logo. Any and all entities that use the logo are subject to review and approval by the Communications Office.

For additional information on the logo, including requesting an electronic copy of the logo, please contact the Communications Office. Additionally, any use that is not addressed by these guidelines by the Communications Office.

Sun Prairie Area School District reserves the right to object to any unauthorized or inappropriate use of its logos and may enforce this right at any time.



**Sun Prairie Area
School District**

Futures depend on us...every child, every day.



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Proper Logo Usage

PRIMARY USAGE | VERTICAL

The Sun Prairie Area School District logo is our most visible asset; therefore, maintaining consistent logo usage is critical. Below are examples of proper usage.

Color logo with tagline



Black logo with tagline



Color logo on a dark background



Color logo without tagline



Black logo without tagline



Reverse logo on a dark background



Proper Logo Usage

PRIMARY USAGE | HORIZONTAL

The Sun Prairie Area School District logo is our most visible asset; therefore, maintaining consistent logo usage is critical. Below are examples of proper usage.

Color logo with tagline



Black logo with tagline



Color logo without tagline



Black logo without tagline



Reverse logo on a dark background



Color logo on a dark background



Improper Logo Usage

It is mandatory that the Sun Prairie Area School District logo is not manipulated in any way. To ensure the integrity of the logo, please do not do the following:

1. Alter the colors in any way
2. Stretch the logo outside of its proper proportions
3. Crop the logo
4. Alter the color, typeface, aspect ratio, and/or size relationship of the logo
5. Alter or resize the arrangement of the words in the logo
6. Reposition the icon of the logo
7. Alter or change the shape of the logo by tilting
8. Add visual components to the logo
9. Angle the logo
10. Place the logo on a busy background
11. Place the logo on a similar yellow or red background
12. Use additional elements (ex: shade/shadow, emboss, texture, etc.)



Official Colors

The Sun Prairie Area School District brand is comprised of five main colors. The proper various print and web color conversions for each brand color are listed below.

PRINT

Pantone 2350
CMYK 0/95/100/21

WEB

RGB 195/39/27
HEX #C3271B

PRINT

Pantone 7408
CMYK 0/29/100/0

WEB

RGB 253/186/18
HEX #FDBA17

PRINT

Pantone 200
CMYK 3/100/70/12

WEB

RGB 205/22/63
HEX #CD163F

PRINT

Pantone 148
CMYK 0/17/43/0

WEB

RGB 255/214/156
HEX #FFD69C

PRINT

Pantone 715
CMYK 0/54/87/0

WEB

RGB 246/141/57
HEX #F68D39

Logo Spacing and Sizing

The Sun Prairie Area School District logo must have a designated amount of clear space on all sides to ensure the logo's visual clarity and effectiveness.

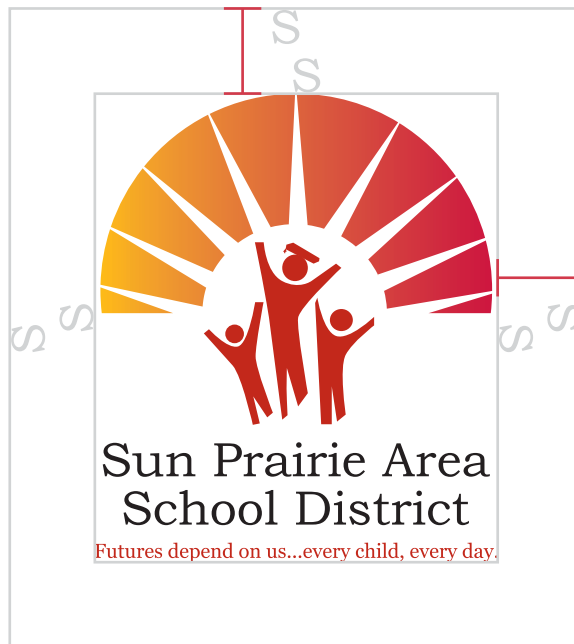
Logo Clear Space

The logo requires a fixed amount of clear space around it. Text, photos, or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the wordmark. Designers should use discretion and follow clear-space guidelines.

All variations of the wordmark's clear space are determined by the height of the two capital letter S's in the logo name. All official wordmark files have this clear space built into them.

The wordmark's clear space is determined by the height of the two capital letter S's in the name.

 Sun Prairie Area
School District



Minimum Size

The horizontal logo should not be smaller than .75" in height so that it remains visible and legible.



The vertical logo should not be smaller than 1" in width so that it remains visible and legible.



Font Usage

The Sun Prairie Area School District logo can be used in conjunction with the following recommended fonts.

Georgia Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Georgia Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Georgia Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Georgia Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bookman Old Style Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bookman Old Style Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bookman Old Style Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bookman Old Style Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Collateral Materials

Printed Publications

A number of publications are produced by the Sun Prairie Area School District each year, reaching thousands of stakeholders across our community. These publications are an additional way to reinforce our brand with our stakeholders. The Sun Prairie Area School District logo must be included on the front or back cover of all brochures, booklets, etc.

Electronic Materials

Sun Prairie Area School District Website

In July 2018, the new Sun Prairie Area School District website went live. The website provides a consistent look and feel through the use of the logo and color scheme. Design elements of the website were coordinated by the Communications Office and Technology Department.

Teacher and Classroom Websites

Many teachers and staff create websites or profiles for their classes or programs using a variety of available applications (e.g., Weebly, Google, etc.). These applications play a vital role in communicating and sharing information with parents, the community, and so on. Teachers who would like to create a webpage for their class or program are encouraged to use teachers pages through the new website. If you have questions about this, please contact the Communications Office.

Social Media

Sun Prairie Area School District encourages the use of social media for classes and programs to communicate and share information with parents and the community. Please refer to our Social Networking Guidelines before creating a site.

Email Signature

Hundreds of emails are sent to and from @sunprairieschools.org email addresses each day. This provides us with another opportunity to reinforce our brand with our stakeholders. Email is a tool to be used for business and school communication. Remember, any email @sunprairieschools.org account is considered public record and can be requested by any individual or organization.

At a minimum, your email signature should include your name, title, physical address, phone number and/or web or social media site addresses. Families may have multiple students, so include the grade and subject you teach.

Please do not use wallpaper as a background for emails (it makes it difficult for some people to read).

PowerPoint/Google Slides


Each year, our employees make countless presentations to our stakeholders. This provides us with another opportunity to reinforce our brand. To help create consistency in these presentations, a Google Slides template has been created. Please visit the website to download a copy of the template.

Images

All images of learners and schools should be original photography taken within our schools. Please consult the classroom teacher or school secretary if you have questions about which student(s) cannot be photographed. Free or purchased stock photography should not be used.

Apparel and Promotional Items

The official Sun Prairie Area School District logo must appear on all apparel and promotional items produced at the district level. The logo and all text must be in compliance with district standards. If assistance is needed, please contact the Communications Office.

The background of the page is an abstract composition of overlapping geometric shapes in various shades of orange and red. The shapes are primarily triangles and quadrilaterals, creating a layered, mountain-like effect. The top portion of the image is white, while the bottom portion is a solid dark red. The orange shapes are concentrated in the middle section, with some extending towards the top and bottom.

501 South Bird Street, Sun Prairie, WI 53590
Telephone: 608-834-6500 • Fax: 608-834-6592

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