



Logo Mark

The Sauk Rapids-Rice school district has adopted one logo mark that will be used consistently for all aspects of our school. This mark should not be edited or changed in any way. Please send this visual style guide along with the logo itself when sharing with outside vendors.

Use for business purposes, presentations, and in communications materials.

Your signature combines your overline, your logo mark, and your tagline. This can be used in various places, including business and general use.

Use for athletics and activities.

The logo mark with the underline (without the tagline, and with or without the overline), can be used for athletics and activities, where the underline is edited accordingly. It should be centered based on the white "STORM" letters.

Clear Space/Minimum Size

The logo should always have a minimum clearance space around it as noted by the "X," which is the HEIGHT of the upper part of the "R" (noted by the pink box). This prevents the logo from becoming lost or too crowded.

Official Typography

Avenir is the approved typeface to be used for the overlines and underlines that make up our signature. A program or activity should appear in Avenir Bold Uppercase. The tagline should be set in Avenir oblique upper and lower case. Use the guide below when typesetting underlines. Electronic files with the tagline and SRR overline are available.

FOOTBALL 

Avenir Light
Avenir Light Oblique

Avenir Book
Avenir Book Oblique

Avenir Roman
Avenir Oblique

Avenir Medium
Avenir Medium Oblique

Avenir Black
Avenir Black Oblique

Avenir Heavy
Avenir Heavy Oblique

Serpentine Light
Serpentine Light Oblique

Serpentine Medium
Serpentine Medium Oblique

Serpentine Bold
Serpentine Bold Oblique

Helvetica Extra Black Condensed

The fonts listed are for both PRINT and WEB use and should be used throughout all brand collateral.

Alternative Typography

Helvetica may be used as an alternative typeface.

Color Palette

Please use the color combinations below to match approved colors exactly. Any deviations from these official colors must be approved by the Sauk Rapids-Rice District Office.

1 COLOR BLACK

- 1 GRAY 1— 40% BLACK
- 2 BLACK—100%
- 3 GRAY 2—20%
- 4 GRAY 3—45%



RGB

- 1 GREEN—24, 87, 52
- 2 YELLOW 1—255, 242, 0
- 3 YELLOW 2—255, 204, 50
- 4 YELLOW 3—248, 158, 81
- 5 GRAY—167, 169, 172



HEX

- 1 GREEN—185734
- 2 YELLOW 1—FFF200
- 3 YELLOW 2—FFCC32
- 4 YELLOW 3—F89E51
- 5 GRAY—A7A9AC

CMYK

- 1 GREEN —71% Cyan, 10% Magenta, 76% Yellow, 61% Black
- 2 YELLOW 1—100% Yellow
- 3 YELLOW 2—20% Magenta, 90% Yellow
- 4 YELLOW 3—45% Magenta, 76% Yellow
- 5 GRAY —40% Black

SPOT COLORS

- 1 GREEN— Pantone 357
- 2 YELLOW 1— Pantone Process Yellow
- 3 YELLOW 2— Pantone 123
- 4 YELLOW 3— Pantone 157
- 5 GRAY— Pantone Cool Gray Number 8

Application and Color Palette Examples



Email Signature

Brad Bergstrom
Superintendent
Sauk Rapids-Rice Public Schools
[1833 Osauka Road NE](#)
[Sauk Rapids, MN 56379](#)



Brad Bergstrom
SUPERINTENDENT

brad.bergstrom@isd47.org
320.253.4703

Business Card

Alternative one and two color logos for embroidery and screen printing

Electronic files are available for these logos that are in black and white as well as two spot colors. These can be used when the four color process is cost prohibitive.



Alternative Graphic elements

Electronic files are available for these elements that can be used as alternative visual aids in materials, clothing and signage.

