

INTRODUCTION TO THE BRAND STANDARDS

To help bring our identity to life in a consistent and powerful way, we have developed a manual for your reference.

Effective branding helps people connect positive experiences to an organization, fostering trust and confidence in that organization's mission.

It is critical that careful attention be paid to the proper use of the Hamilton Southeastern Schools logo and color palettes.

If at any time you have questions, please contact Emily Pace Abbotts, director of school and community relations at 317-570-3320 or email her at epaceabbotts@hse.k12.in.us.

OUR MISSION

Hamilton Southeastern Schools, as a forward-thinking school district, provides educational opportunities to ensure the success of each and every student, to become a responsible citizen and to positively influence an ever-changing world community.

OUR MOTTO

Empowering Students. Inspiring Action.



WHAT OUR IDENTITY STANDS FOR

The Hamilton Southeastern Schools' new logo reflects the community's growth and vision for the future. The logo celebrates the friendly rivalry and community pride of the two district high schools, HHS and FHS.

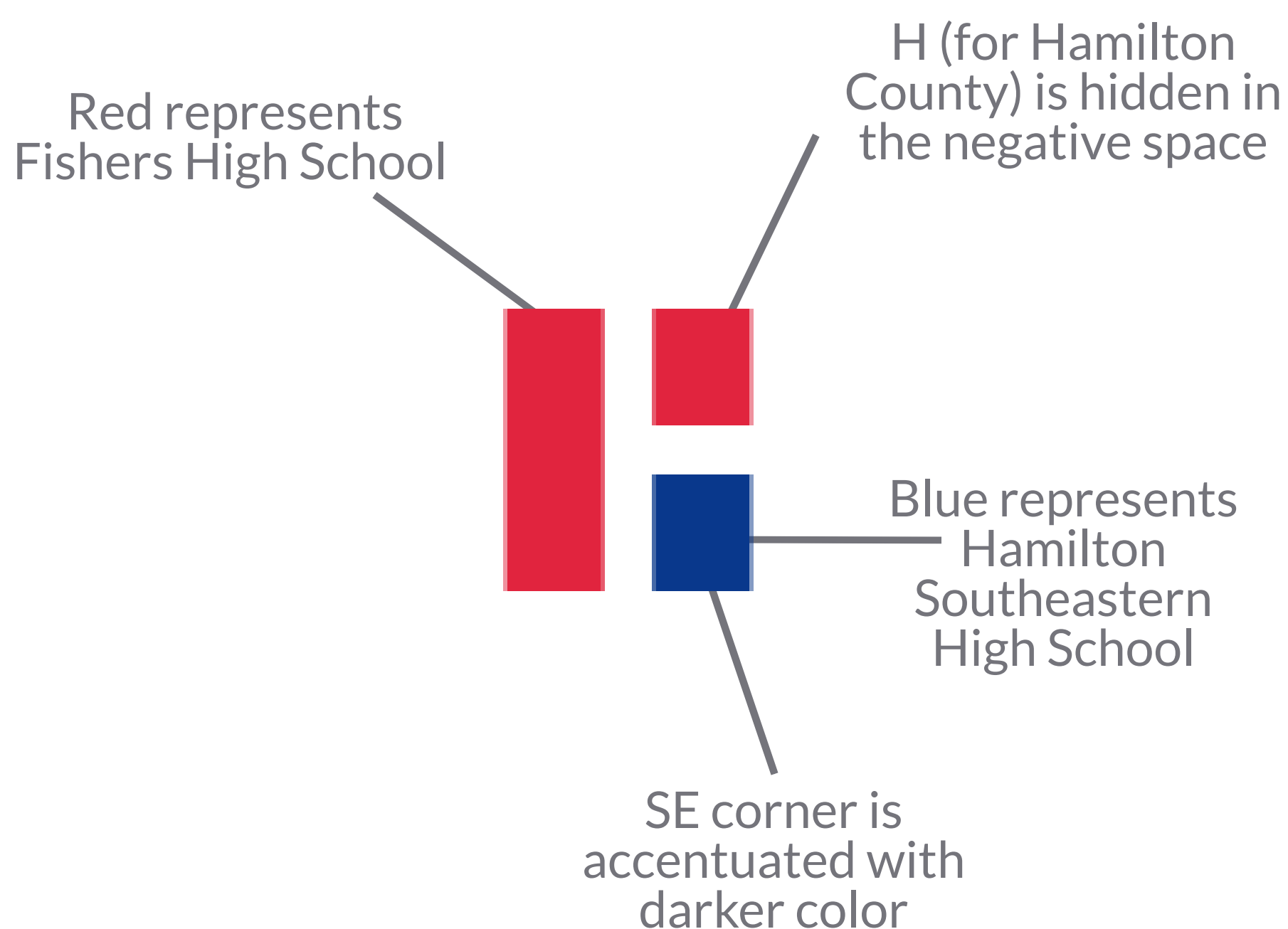
The goal of the brand positioning was to define who the district is and to create a clear identity to better communicate internally and externally for current and future growth.



THE ELEMENTS

The Tigers' red is used to represent Fishers and the Royals' blue represents HHS. An "H" hidden in the negative space of the mark represents Hamilton County. The southeast corner is accentuated with the darker color to represent the district's location within Hamilton County.

These elements and their relationships should not be altered.



LOGO GUIDELINES

The Hamilton Southeastern Schools logo is the core of our visual identity, and should always be used consistently. The following guidelines will help you determine which version of the logo to use, how to measure logo clearance, and how to use our color palette.

PRIMARY

The primary, full-color logo should be used whenever possible.

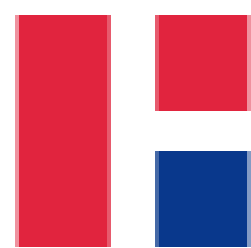


One Color Reversed



PRIMARY MARK

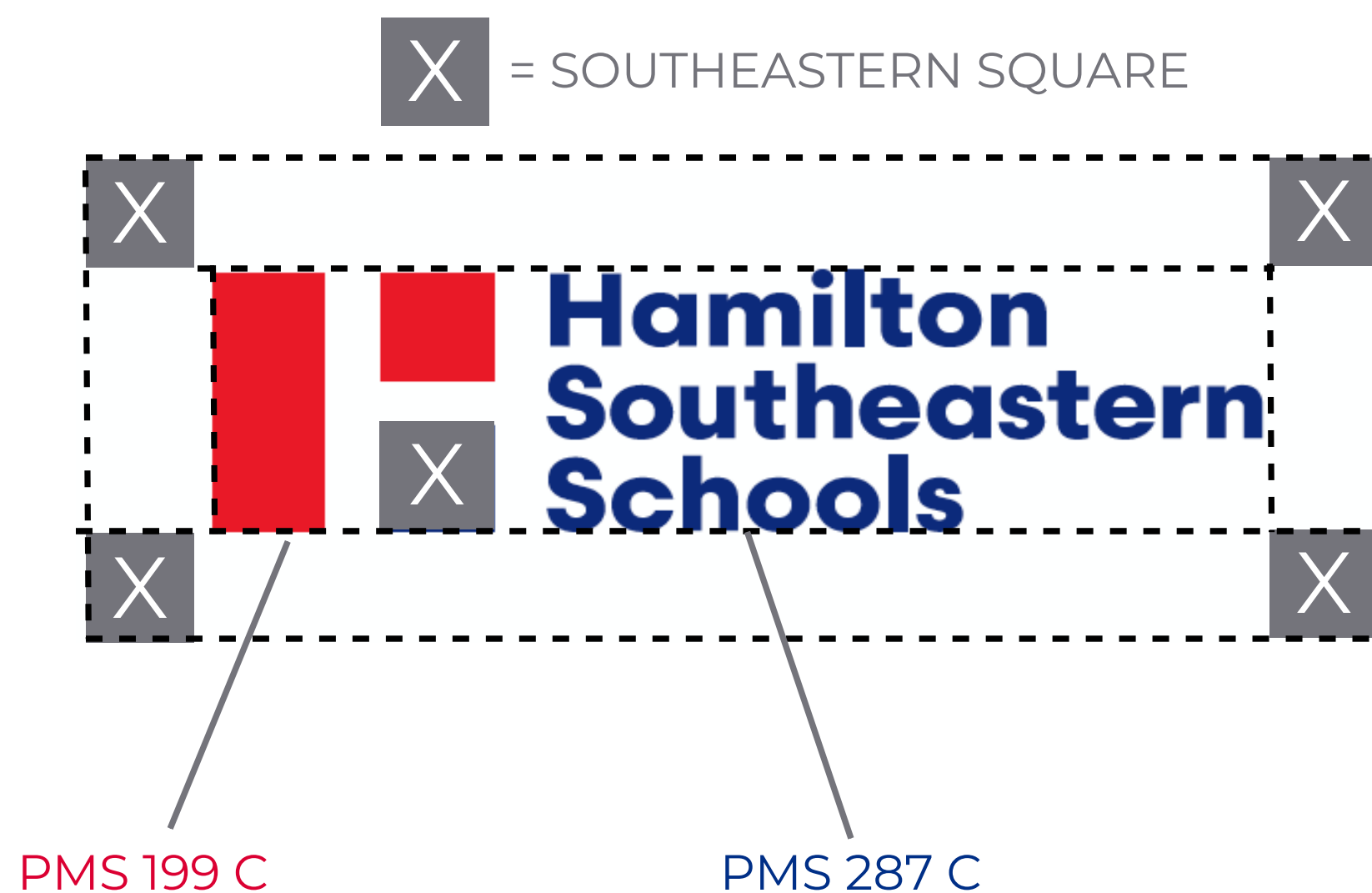
The mark can be used as a social avatar or as a complementary design graphic.



50% BLACK TINT

RESERVED SPACE

To give Hamilton Southeastern Schools logo its proper prominence, a reserved area surrounds it. Nothing may intrude into this area. The minimum amount of white space is in direct proportion to the logo size. It is equal to the size of the "X" as shown below.



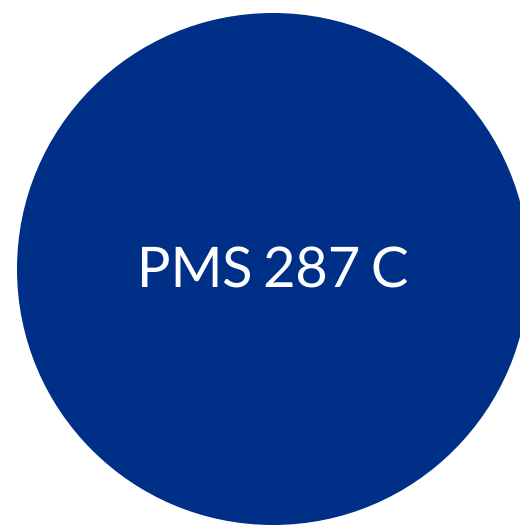
COLOR PALETTE

Color is an important part of our identity. Using our color palette throughout web and printed materials will maintain our visual consistency, which is essential to a strong brand identity.

Depending on the application, Hamilton Southeastern Schools preferred full color logo should be reproduced as specified.

Our primary colors are Royals' Blue and Tigers' Red.

Use support (secondary) colors sparingly.

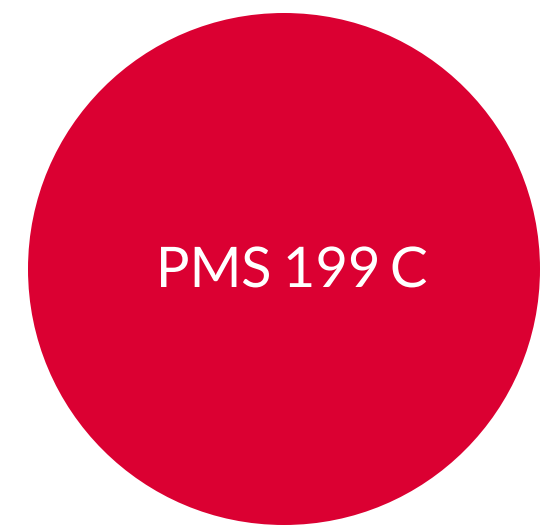


PMS 287 C

CMYK 100, 72, 2, 12

RGB 0, 47, 135

HEX 002f87



PMS 199 C

CMYK 0, 100, 65, 0

RGB 219, 0, 50

HEX db0032

COLOR TYPES

PMS

An acronym for Pantone Matching System®, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match of our blue or red is necessary.

CMYK

CMYK (or “process”) refers to the four ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.

A note about color:

Color choice will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas. For web color consistency, use the RGB or HEX formulas.

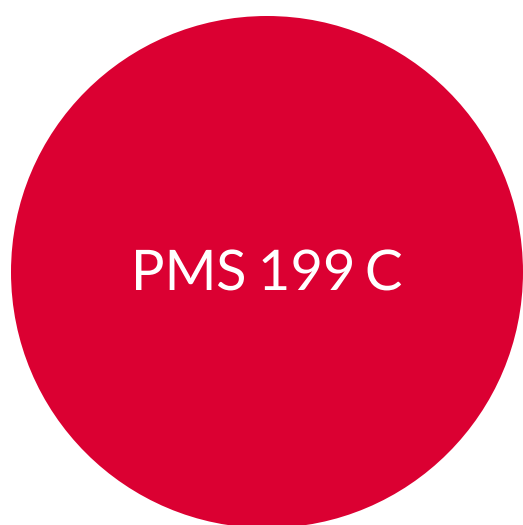
COLOR PALETTE FOR WEB

PRIMARY PALETTE: HSE SCHOOLS



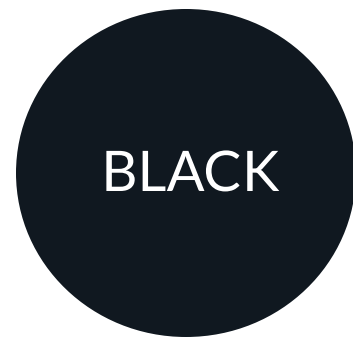
PMS 287 C

CMYK 100, 72, 2, 12
RGB 0, 47, 135
HEX 002f87



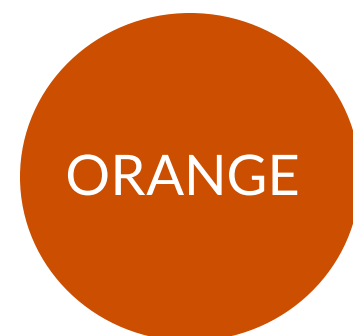
PMS 199 C

CMYK 0, 100, 65, 0
RGB 219, 0, 50
HEX db0032



BLACK

CMYK 82, 71, 59, 75
RGB 16, 24, 32
HEX 101820



ORANGE

CMYK 14, 82, 100, 4
RGB 204, 78, 0
HEX CC4E00



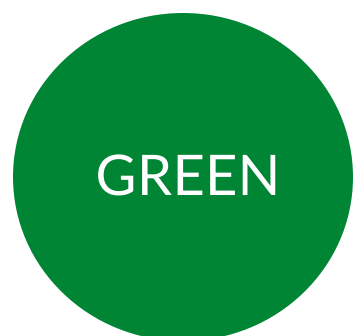
COOL GRAY
10C

CMYK 62, 52, 48, 19
RGB 99, 101, 105
HEX 636569



LIGHT BLUE

CMYK 80, 60, 0, 0
RGB 26, 106, 255
HEX 1A6AFF



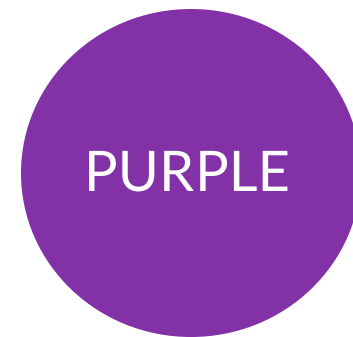
GREEN

CMYK 87, 23, 100, 10
RGB 0, 133, 53
HEX 008535



DARK GRAY

CMYK 70, 64, 59, 51
RGB 57, 57, 60
HEX 39393C



PURPLE

CMYK 22, 71, 0, 35
RGB 131, 49, 167
HEX 8331a7



COOL GRAY
5C

CMYK 31, 25, 26, 0
RGB 177, 177, 177
HEX b1b1b1

TO BE USED WITH
BLACK
BACKGROUND



LIGHT GRAY

CMYK 57, 49, 42, 11
RGB 116, 116, 123
HEX 74747B

TO BE USED WITH
WHITE
BACKGROUND

TYPOGRAPHY: Print

Tahoma Regular and Georgia Regular fonts are part of the Hamilton Southeastern identity and are used in business communications. **It is not always necessary to use these two fonts in your communications.** Other fonts can be used to match the style and tone of the design.

PRIMARY TYPEFACE

Tahoma Regular should be use for headlines and subheadings.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

SECONDARY TYPEFACE

Georgia Regular should be use for body copy.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

MAINTAINING LOGO INTEGRITY

This page illustrates some incorrect uses of the Hamilton Southeastern Schools logo.

1. Do not scale the logo smaller than as listed.



FULL 0.875 in

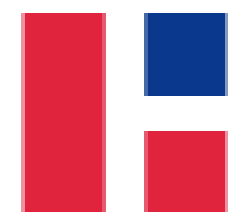
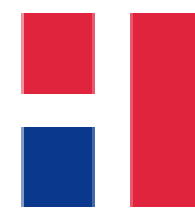


MARK 0.3125 in

2. Do not set the logo on an angle.



3. Do not distort the logo in size or reverse shape/colors.



4. Do not "unstack": the words Hamilton Southeastern Schools.



5. Do not alter the color scheme.



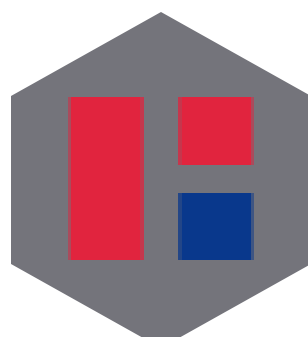
6. Do not apply special effects to the logo, such as drop shadows.



7. Do not add elements to the logo.

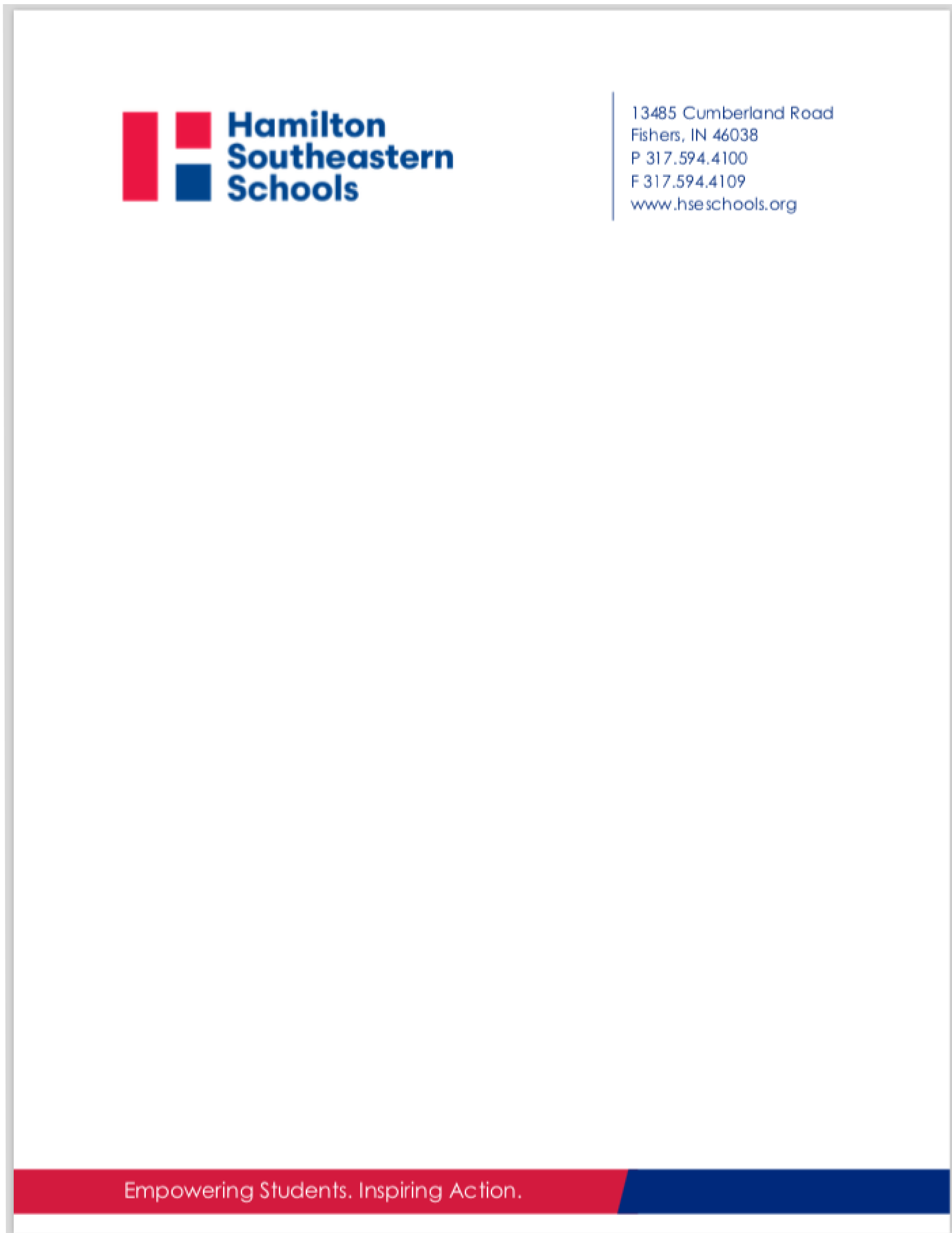


8. Do not enclose the logo within a shape.



DISTRICT LETTERHEAD SAMPLE (FORMAL)

MS Word templates are available for download by staff on the HSE Schools' intranet. **Super-User Tip:** Color on office printers is inconsistent and will never match the HSE CMYK branding color. Use pre-printed letterhead and then imprint your letter by feeding it through a laser printer.



DISTRICT LETTERHEAD SAMPLE (INFORMAL)

MS Word templates are available for download by staff on the HSE Schools' intranet. **Super-User Tip:** You may use the grayscale (no color) version if desktop printing with this template.



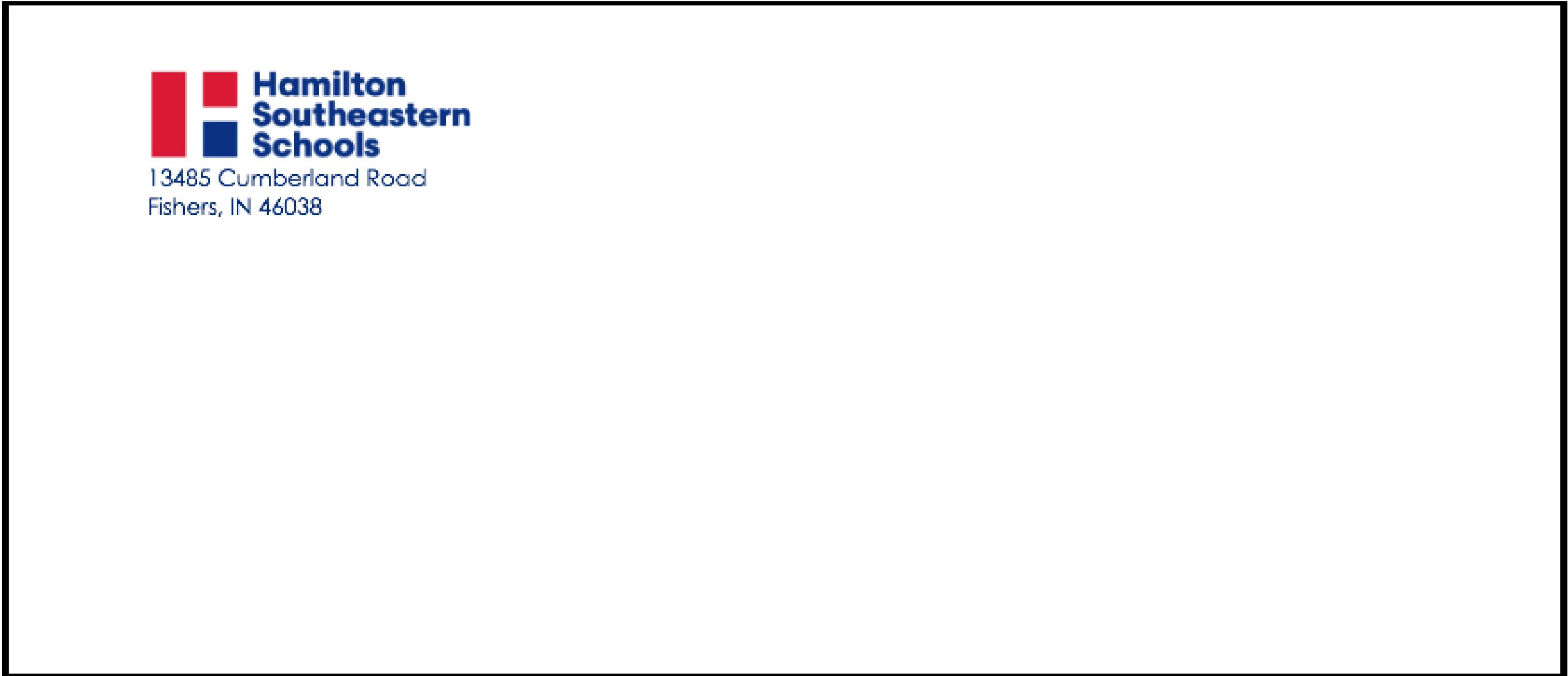
EMPOWERING STUDENTS. INSPIRING ACTION.

13485 CUMBERLAND ROAD | FISHERS, IN | 46038 | 317.594.4100

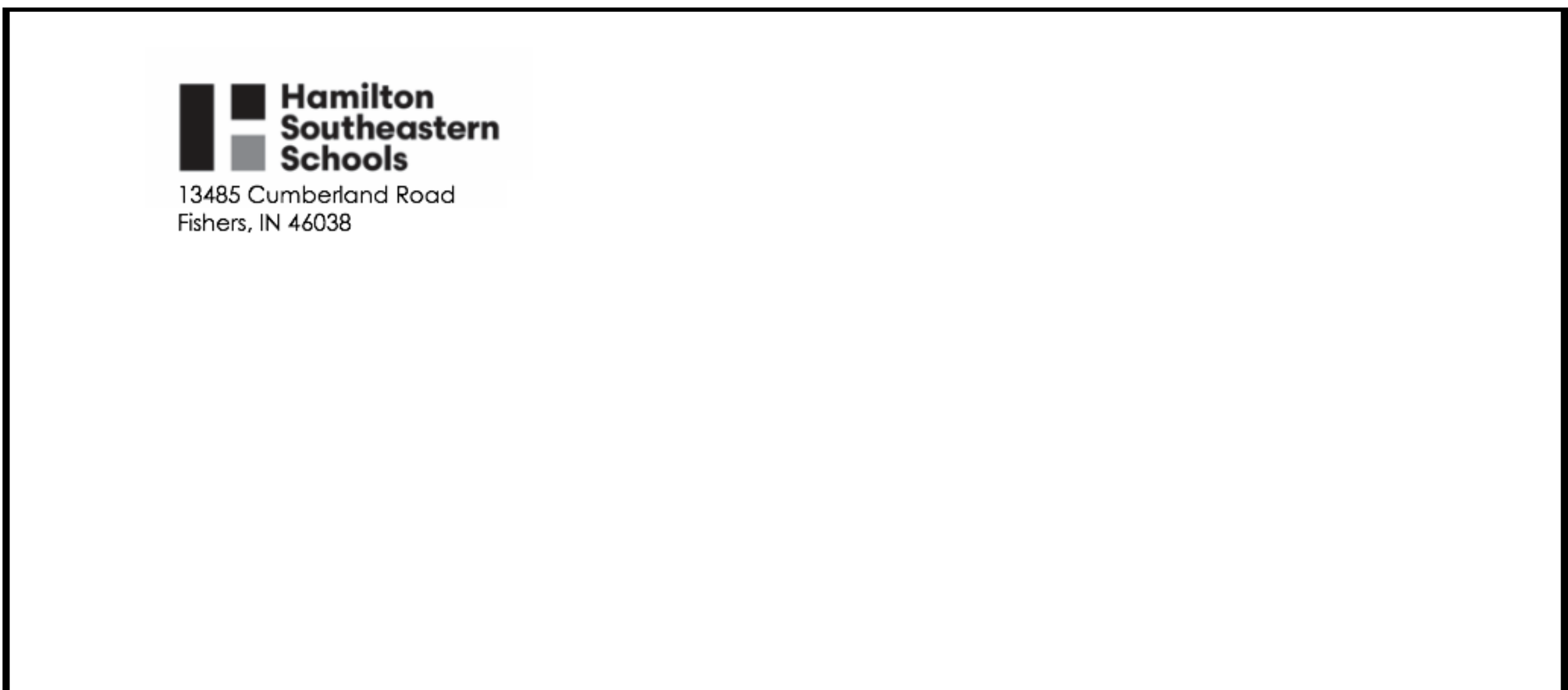
WWW.HSESCHOOLS.ORG

ENVELOPE SAMPLES

Four-color Process Printing




One-color Grayscale



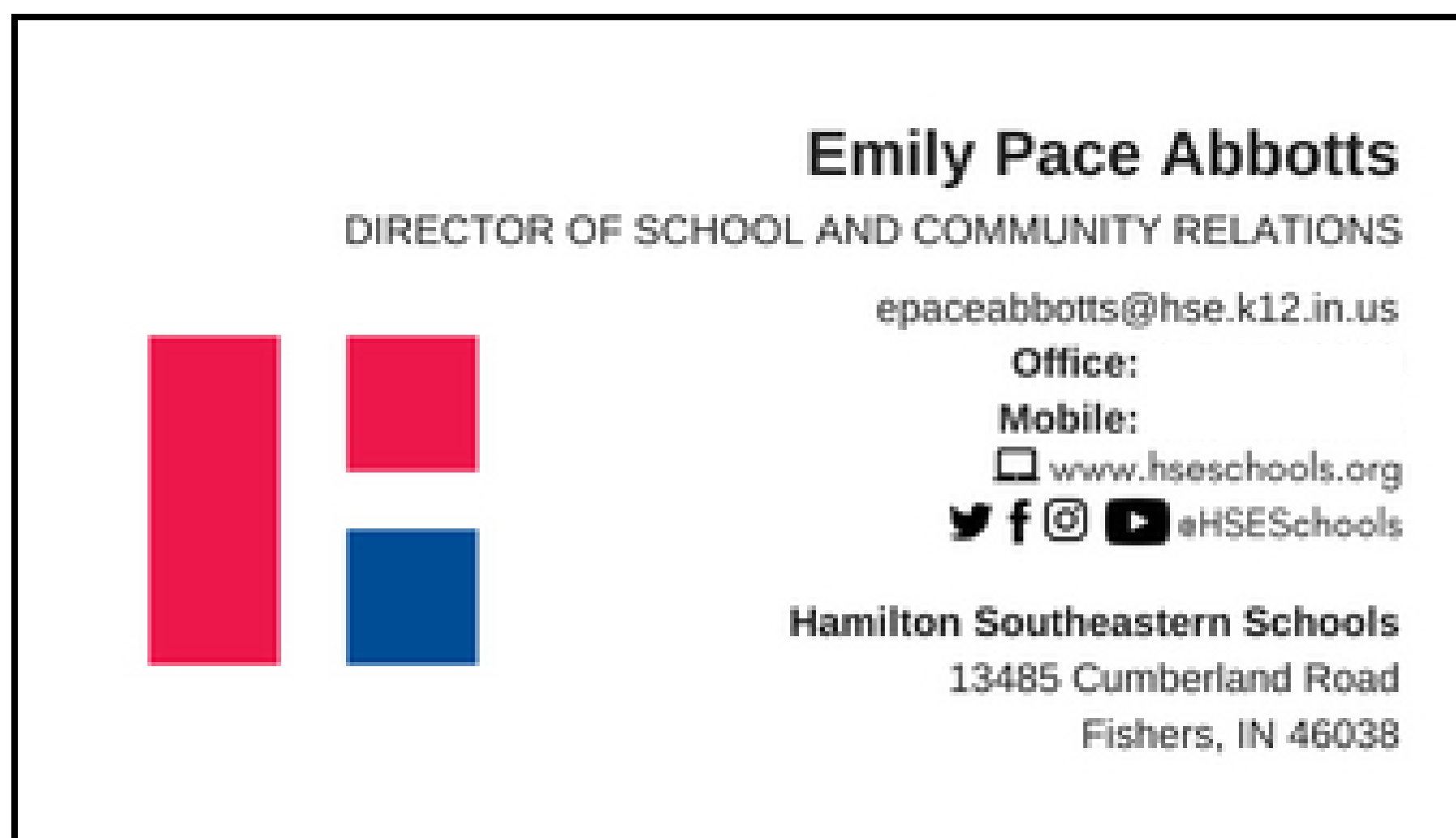
FAX COVER SHEET SAMPLE

MS Word templates are available for download by staff on the HSE Schools' intranet.

	13485 Cumberland Road Fishers, IN 46038 P 317.594.4100 F 317.594.4109 www.hseschools.org
FAX	
To: _____	From: _____
Fax: _____	Pages: _____
Phone: _____	Date: _____
Re: _____	cc: _____
<input type="checkbox"/> Urgent <input type="checkbox"/> For Review <input type="checkbox"/> Please Comment <input type="checkbox"/> Please Reply <input type="checkbox"/> Please Recycle	
Comments:	

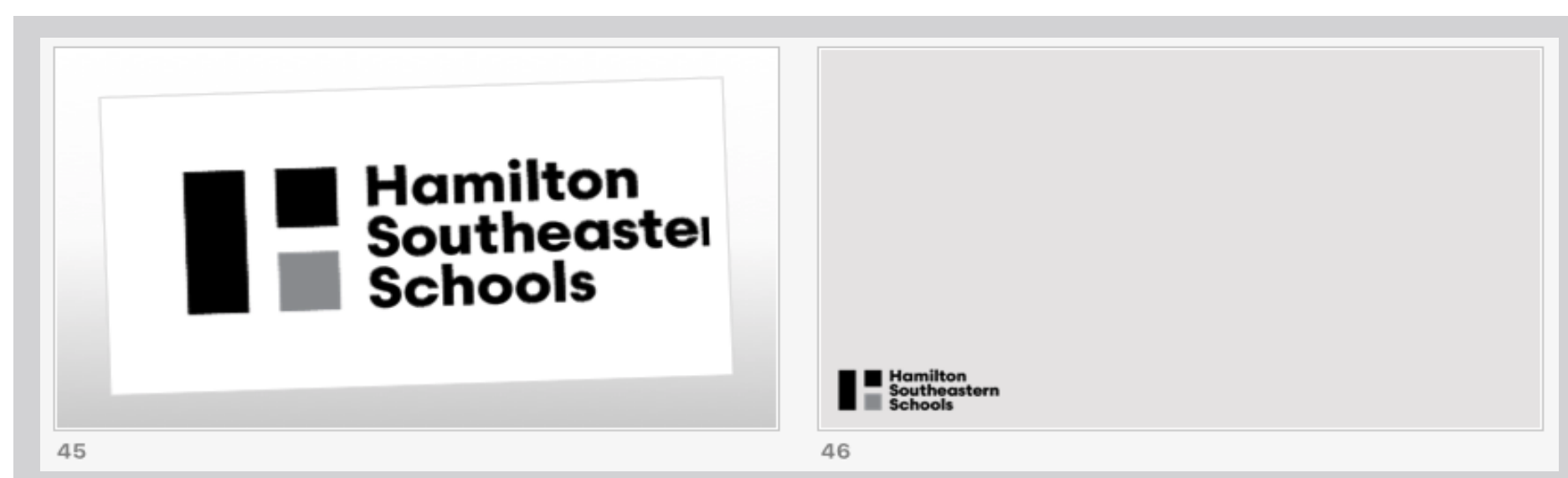
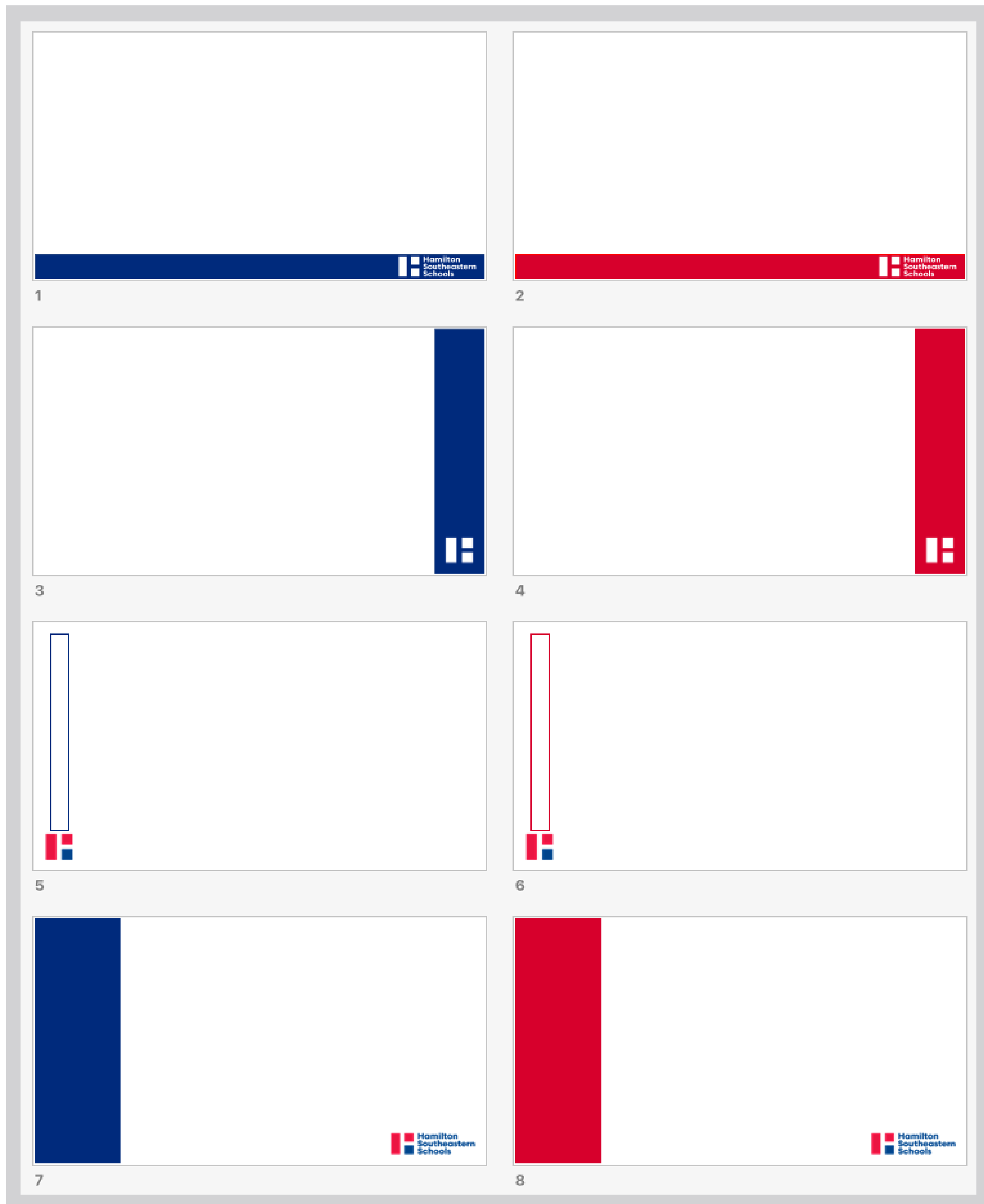
TWO-SIDED BUSINESS CARD SAMPLES

For Central Office Staff and Departments. To request new business cards, please email Tobi Fields at tfields@hse.k12.in.us.



HSE Schools PowerPoint Slide Templates

MS Word templates are available for download by staff on the HSE Schools' intranet. **Super-User Tip:** There are two versions you may use, full-color and grayscale.



PUBLICATION SIGNATURE

The district logo and complete contact information with main address, phone number and URL should be included on all publications for external distribution such as brochures and folios, most commonly on the back cover.



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HAMILTON SOUTHEASTERN SCHOOLS SEAL

The Hamilton Southeastern Schools seal, containing the words Honor, Scholarship, Excellence should not be confused with the official district logo. This emblem will be used on documents at the discretion of the Superintendent. For additional information, please contact the Office of School and Community Relations regarding the use of the seal.

