

BRAND GUIDELINES

NEW LONDON PUBLIC SCHOOLS

united in excellence



LOGO SUITE

New London Public Schools' new logo symbolizes the district's strong ties to New London's closely connected seaport community and out commitment in educating and graduating global citizens who specialize in one of three themed magnet pathways, as represented by the three sails.

Logo files can be obtained on the All Staff Sharepoint.



Logo #2 can be used with various background colors.



BRAND OVERVIEW

A positive emotional connection should spark when current and prospective families and staff members, community partners, donors or business owners engage with the New London Public Schools brand. We are more than our logo, supporting colors, taglines and fonts and materials.

Our brand is not something that is communicated strictly on print or online materials, but something that is expressed in the daily interactions between families, students, staff and community members. Our brand is what we offer the greater southeastern Connecticut community. Through our brand, we tell our story each time an interaction is made with New London Public Schools whether through a phone call, a visit to our schools or Central Office, in print, online or through a TV ad. New London Public Schools bleeds green and gold. We are the Whalers.

Our community and our region is home to thousands of supporters who share their stories and memories with others. It is through these positive stories that New London Public Schools continues to thrive and will expand to serve more than 4,000 student as the first and only all magnet school district in southeastern Connecticut. Many of our alumni have returned to New London to serve their community and give back to the district that positioned them for success beyond high school. Our brand is also the story of our former, current and prospective students and staff. Deliver a consistent brand experience to our stakeholders by discovering how to best portray the New London Public Schools brand in the following pages.

United in Excellence is supported through a variety of district, school and educator goals that will foster and celebrate the incredible power of teamwork. New London is known for the community's commitment to supporting its children through the efforts of a very dedicated and talented staff, high levels of family/caregiver involvement and through well-established partnerships with several community providers who help serve our students. When dedicated adults are committed to student success, and work toward clearly articulated goals and accountability measures, our students will surely succeed!

TYPOGRAPHY

Typography is the use of printed words. What you are reading right now is typography. It can be as simple as a paragraph or as elaborate as a word collage. The unification of typography plays a major roll in branding.

Below are the fonts to be used in print for our district related content. Please view the schools' style sheets for their specific fonts. The fonts for each school should be used in the same manner that the fonts below are used throughout this guide. Take notice of how the fonts are used to play against one another to create visually appealing content.

AaBb

Corinthian

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

AaBb

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

AaBb

Houschka

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is used in our District Logo. It should be used for titles and to write our district name.

AaBb

Satisfy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Satisfy is used in short headings and stylistically highlight words. It is harder to read en mass, so please use sparingly as a design element to emphasize certain words or phrases.

These fonts are available to download with the Logos of the District on the All Staff Sharepoint. When using these fonts, items should be saved/exported as a PDF or image file so that the fonts display properly on any computer that does not save the font files installed. If these fonts are not available please use calibri.

OUR COLORS

The district's primary colors are Forrest Green and Yellow-Gold. The four additional colors can be used to support the two primary colors.

FORREST GREEN

C100 M10 Y69 K44
R0 G101 B78
Hex: 00654e

YELLOW-GOLD

C0 M30 Y100 K0
R253 G185 B19
Hex: fdb913

PRIMARY COLORS

AQUA

C67 M0 Y33 K0
R62 G191 B185
Hex: 3fb4ab

THAMES BLUE

C91 M75 Y28 K13
R253 G185 B19
Hex: 253a66

ACCENT COLORS

LIGHT TEAL

C19 M4 Y10 K0
R195 G218 B217
Hex: c3dad9

TEAL

C75 M24 Y43 K2
R61 G149 B148
Hex: 378481



OUR SCHOOLS

Our district is currently Connecticut's first, and only, all-magnet school district. New London Public Schools' magnet plan is built upon a three-pathway system. International Education (Developing/IB Candidacy), Visual & Performing Arts and STEM (Science, Technology, Engineering and Mathematics) are the three distinct paths, with Harbor Elementary developing the blend of Arts and STEM and offering STEAM. A Magnet School is a public school offering unique curriculum and specialized programs, designed to attract a more diverse student body from throughout a region. Our Magnet Schools' focus on promoting academic excellence, diversity, and community. We currently enroll students from over 40 towns and over 25 sending districts.



OUR PATHWAYS

Our district is currently transitioning to Connecticut's first, and only, all-magnet school district. New London Public Schools' magnet plan is built upon a three-pathway system. International Education (Developing/IB Candidacy), Visual & Performing Arts and STEM (Science, Technology, Engineering and Mathematics) are the three distinct paths, with Harbor Elementary developing the blend of Arts and STEM and offering STEAM.

INTERNATIONAL EDUCATION:

The International Baccalaureate (IB Candidacy) Middle Years Program (MYP) prepares students to become active, caring, lifelong learners who demonstrate respect for themselves and others and have the capacity to participate in the world around them.

STEM:

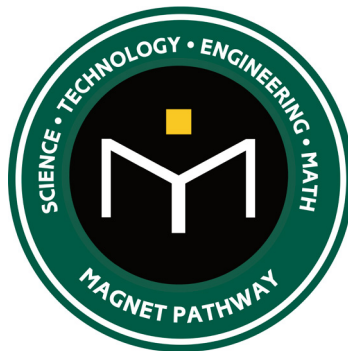
STEM Education is an approach to teaching and learning that integrates the content and skills of Science, Technology, Engineering, and Mathematics (STEM). The STEM Academy at BDJMMSC enables children in grades 6-8 to engage in rigorous tasks by examining and solving real world problems.

ARTS:

The Visual and Performing Arts Magnet Pathway schools offer a comprehensive, integrated educational program, in and through the arts. Rigorous academics are combined with an arts curriculum that includes vocal and instrumental music, visual art, dance, theatre, creative writing, and interdisciplinary arts. Engaging students as confident and active citizens, critical and creative thinkers, and makers and consumers of the arts prepare our students for the college or career of their choice.

PATHWAY LOGOS

Logos should be used for magnet recruitment and in conjunction



[CLICK TO DOWNLOAD!](#)

WINTHROP STEM ELEMENTARY MAGNET SCHOOL

Guidelines for usage of logos, fonts, and colors. The name of the school should always be written out as "Winthrop STEM Elementary Magnet School."

 NLPS.Winthrop

 winthrop.newlondon.org

LOGO



[CLICK TO DOWNLOAD!](#)

FONTS

AaBb

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

AaBb

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

COLORS



BLUE

C78 M25 Y26 K0
R38 G150 B174
Hex: 2696AE

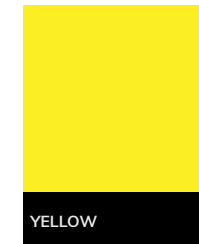


NAVY BLUE

C86 M47 Y44 K17
R35 G103 B116
Hex: 236774



PRIMARY COLORS



YELLOW

C4 M0 Y93 K0
R254 G242 B35
Hex: FEF200



LIGHT GREEN

C58 M4 Y100 K0
R120 G185 B67
Hex: 78b943



FORREST GREEN

C19 M4 Y10 K0
R195 G218 B217
Hex: 00654e



YELLOW-GOLD

C75 M24 Y43 K2
R61 G149 B148
Hex: fdb814



ACCENT COLORS

NATHAN HALE ARTS MAGNET SCHOOL

Guidelines for usage of logos, fonts, and colors. The name of the school should always be written out as "Nathan Hale Arts Magnet School" or abbreviated as NHAMS.

 NathanHaleArts

 nhams.newlondon.org

LOGO

This is the approved logo for Nathan Hale. This logo can be used accompanied by the name in the style above, or the color block "A" can be used alone.



[CLICK TO DOWNLOAD!](#)

FONTS

AaBb

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

AaBb

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

AaBb

Pacifico

ABCDEFGHIJKLMNOPQRSTUVWXYZ

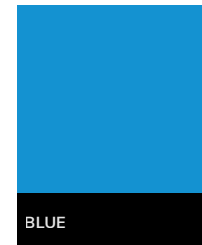
abcdefghijklmnopqrstuvwxyz

This font is to be used for headings/highlighted words.

COLORS



C78 M25 Y26 K0
R38 G150 B174
Hex: 91be3e



C86 M47 Y44 K17
R35 G103 B116
Hex: 1492d1



PRIMARY COLORS



C0 M60 Y95 K0
R62 G191 B185
Hex: f58229



C91 M75 Y28 K13
R253 G185 B19
Hex: 475982



C19 M4 Y10 K0
R195 G218 B217
Hex: 00654e



C75 M24 Y43 K2
R61 G149 B148
Hex: fdb913



ACCENT COLORS

C.B. JENNINGS INTERNATIONAL ELEMENTARY SCHOOL

Guidelines for usage of logos, fonts, and colors. The name of the school should always be written out as "C.B. Jennings International Elementary School."

 jenningselementaryschool

 cbj.newlondon.org

LOGO



[CLICK TO DOWNLOAD!](#)

FONTS

AaBb

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

AaBb

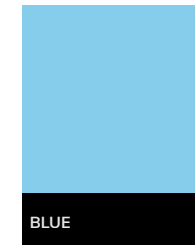
Satisfy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Satisfy is used in short headings and stylistically highlight words. It is harder to read en mass, so please use sparingly as a design element to emphasize certain words or phrases.

COLORS



BLUE

C78 M25 Y26 K0
R38 G150 B174
Hex: 85ceec

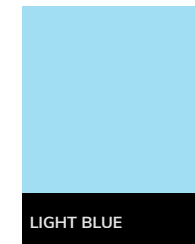


FORREST GREEN

C19 M4 Y10 K0
R195 G218 B217
Hex: 00654e

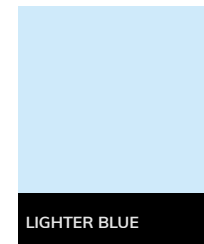


PRIMARY COLORS



LIGHT BLUE

C67 M0 Y33 K0
R62 G191 B185
Hex: 9de1f8



LIGHTER BLUE

C91 M75 Y28 K13
R253 G185 B19
Hex: CEEBFB



FORREST GREEN

C19 M4 Y10 K0
R195 G218 B217
Hex: 00A47B



YELLOW-GOLD

C75 M24 Y43 K2
R61 G149 B148
Hex: fdb913



ACCENT COLORS

HARBOR ELEMENTARY SCHOOL

Guidelines for usage of logos, fonts, and colors. The name of the school should always be written out as "Harbor Elementary School."



LOGO



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FONTS

AaBb

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

AaBb

Satisfy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Satisfy is used in short headings and stylistically highlight words. It is harder to read en mass, so please use sparingly as a design element to emphasize certain words or phrases.

COLORS



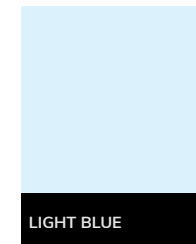
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R38 G150 B174
Hex: 00664e



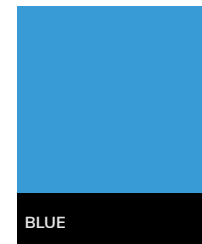
C86 M47 Y44 K17
R35 G103 B116
Hex: fdb913



PRIMARY COLORS



C67 M0 Y33 K0
R219 G241 B252
Hex: dbf1fc



C0 M75 Y28 K13
R56 G156 B215
Hex: 389cd7



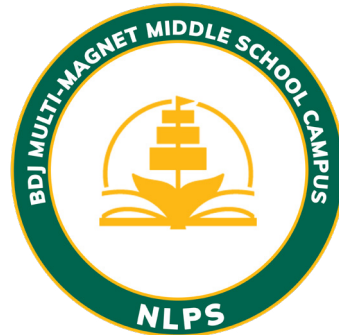
ACCENT COLORS

BENNIE DOVER JACKSON MULTI-MAGNET MIDDLE SCHOOL CAMPUS

Guidelines for usage of logos, fonts, and colors. The name of the school should always be written out as "Bennie Dover Jackson Multi-Magnet Middle School Campus" or abbreviated to "BDJ Multi-Magnet Middle School Campus."



LOGO



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FONTS

AaBb

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

AaBb

Satisfy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Satisfy is used in short headings and stylistically highlight words. It is harder to read en mass, so please use sparingly as a design element to emphasize certain words or phrases.

COLORS



C78 M25 Y26 K0
R38 G150 B174
Hex: 91BF3E



C86 M47 Y44 K17
R35 G103 B116
Hex: fdb913



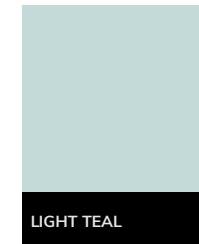
PRIMARY COLORS



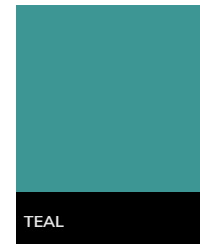
C67 M0 Y33 K0
R62 G191 B185
Hex: f5822a



C91 M75 Y28 K13
R253 G185 B19
Hex: 475982



C19 M4 Y10 K0
R195 G218 B217
Hex: 00654e



C75 M24 Y43 K2
R61 G149 B148
Hex: fdb814



ACCENT COLORS

NEW LONDON HIGH SCHOOL MULTI-MAGNET CAMPUS

Guidelines for usage of logos, fonts, and colors. The name of the school should always be written out as "New London High School Multi-Magnet Campus" or abbreviated to "NLHS Multi-Magnet Campus."



LOGO



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FONTS

AaBb

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This font is to be used for body text.

AaBb

Satisfy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Satisfy is used in short headings and stylistically highlight words. It is harder to read en mass, so please use sparingly as a design element to emphasize certain words or phrases.

COLORS



C78 M25 Y26 K0
R38 G150 B174
Hex: 91BF3E



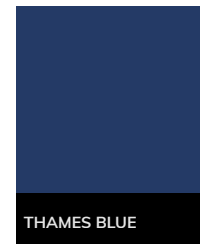
C86 M47 Y44 K17
R35 G103 B116
Hex: fdb913



PRIMARY COLORS



C67 M0 Y33 K0
R62 G191 B185
Hex: f5822a



C91 M75 Y28 K13
R253 G185 B19
Hex: 475982



C19 M4 Y10 K0
R195 G218 B217
Hex: 00654e



C75 M24 Y43 K2
R61 G149 B148
Hex: fdb814



ACCENT COLORS

whalers
UNITED