# BRAND

## Style Guidelines

Successfully Communicating Through Consistency

**NOVI**

COMMUNITY SCHOOL DISTRICT

This branding guide covers the standards for development, execution and production of the Novi Community School District communications materials. The primary goal of the guide is to unify all messages and graphic elements across all media. The key to successful communications is consistency. The Novi Community School District vision and messages are carried through all communication mediums through the use of color, typography, photography and other elements. Correct and consistent usage is vital to ensure the quality and integrity of the Novi Community School District brand.
The primary audiences for this guide are staff and students at Novi Community School District and partner organizations, as well as the creative professionals they work with to produce communications materials.

# Vision

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# Official Branding

The Novi Community School District logo is the mark that represents the schools. It carries the values of excellence, academic inspiration and a love of learning that are at the heart of the district's ambition. Therefore it is important that it is reproduced and displayed in the correct manner so as not to dilute the Novi Community School District brand.

This is the logo in full color. It is the most common and should be used whenever possible. Please use with care and follow the guide as outlined.

Logo approved

# Approved Rebranded Logos and Graphics

## Primary Logo



## Secondary Logo



## Pre K-4 Elementary Alternative Themed Logo

# NOVI
## COMMUNITY SCHOOL DISTRICT

The Novi Community School District logo is comprised of two elements, the Powercat symbol and the logo typography. The Powercat symbol is a powerful image evoking the collaborative culture of our students and staff. The logo typography has been carefully chosen for its modern and yet refined, highly legible style, and to complement and balance perfectly with the Powercat logo symbol.

# NOVI
## COMMUNITY SCHOOL DISTRICT

The clearspace X is twice the width of the typography thickness.

**Clearspace**

A safe area around the logo must be preserved to allow maximum legibility of the logo. No elements such as typography, other logos, graphics or clipart may intrude upon this safe area. In addition, placing the logo too close to a cut or folded edge violates the safe area. In some cases, it may be acceptable to place the logo over a photo edge. Please maintain as much logo clarity as possible in these situations.

# NOVI
## COMMUNITY SCHOOL DISTRICT

5/8"

**Minimum Size**

To ensure that the logo is large enough to be easily recognized, it must not be reduced smaller than the height of 5/8 inch. This is the minimum size. The logo should be larger in every possible instance.

**The General Logo**

The main logo is the dark logo used on a white background.

**The Light Logo Version**

Will be used when the background color is dark.







**Correct Usage**

**Correct Usage**

**Incorrect Usage**

Do not place the logo over any photos, textures, or any other graphic elements that make the logo difficult to see.

Consistent use of Novi Community School District colors will help ensure that this palette becomes recognized as belonging to Novi Community School District, even without the logo. The Novi Community School District communications are designed using plenty of space. This makes sure that text and information are clear and easy to read, and is also a distinctive element of our look and feel.

## Primary Palette

These are the main colors and should be the predominant colors used on any piece of design.

## Secondary Palette

These colors should be used to support and expand upon the primary palette. They are to be used alongside the main palette and never independently of it.
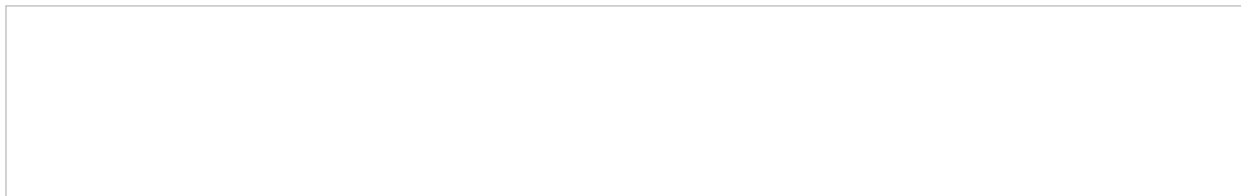
# Colors

# Primary Palette

Pantone: 349C   |   CMYK: 91/33/99/26   |   RGB: 0/105/55   |   Hex: 006937

# Secondary Palette

Pantone: Process Black C   |   CMYK: 0/0/0/100   |   RGB: 35/31/32   |   Hex: 231F20

# White Palette

CMYK: 0/0/0/0   |   RGB: 255/255/255   |   Hex: FFFFFF

## Typefaces

The primary typeface is Bank Gothic LH Heavy. This face has been chosen as it reflects Novi Community School District brand: it is a clear, contemporary and classic face that suits modern treatments.

## Typography and Weight

Consistent use of the correct typefaces and weights, in the right places, ensures that the Novi Community School District communications are instantly recognizable and the integrity of the brand is maintained.

Typography

# Bank Gothic LH HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Font File**

To obtain a copy of the truetype font file to load on a computer, contact the Supervisor of Communications and Community Engagement, George Sipple, at 248-449-1410 or email communications@novik12.org.

To retain the integrity of Novi Community School District identity, it is important **NOT** to change any element of the logo or adjust it in any way. Here are some examples of how **NOT** to use the logo.

Please be responsible, not reckless, with this logo. Always use the logo provided.

Logo
do
nots

**1**

**DO NOT**
Tint any elements
in the logo

**2**

**DO NOT**
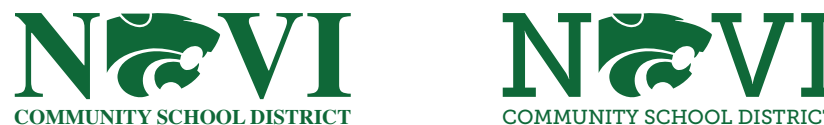Change any colors
in the logo

**3**

**DO NOT**
Rotate
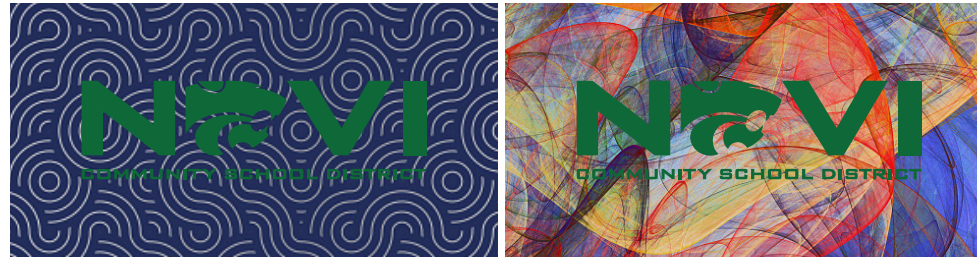the logo

4 **DO NOT**
Distort or stretch
the logo



5 **DO NOT**
Change the font
in the logo



6 **DO NOT**
Alter the proportions
in the logo

## 7

**DO NOT**
Use complex
backgrounds

## 8

**DO NOT**
Rearrange elements
in the logo
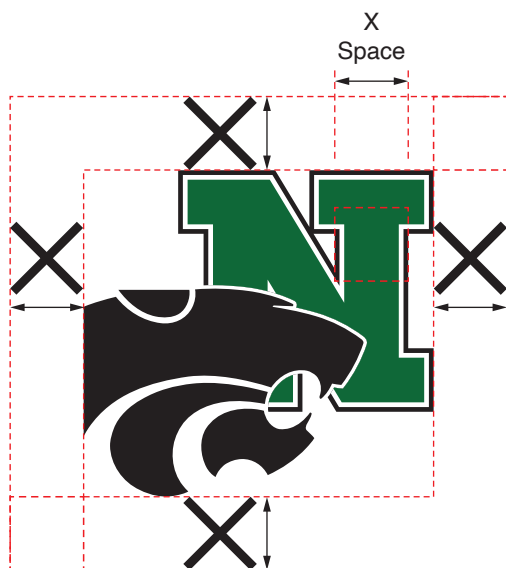
## 9

**DO NOT**
Redraw
the logo

## Structure

The Novi Powercat logo includes two graphic elements, the Power Cat silhouette in black with a white outline, and a varsity letter "N" in green with a white and black outline. These elements combined reinforce the brand. When the primary logo is not preferred, the secondary Powercat logo must appear prominently on all materials published by the school or any affiliates, such as apparel, athletics, accessories, etc.

Power
cat
graphic

The Powercat and Varsity letter "N" must appear together at all times. The letter may not be recreated with any other font, nor resized, nor rearranged for any reason, unless approved by Novi Community School District.

**Clearspace**

A safe area around the logo must be preserved to allow maximum legibility of the logo. No elements such as typography, other logos, graphics or clipart may intrude upon this safe area. In addition, placing the logo too close to a cut or folded edge violates the safe area. In some cases, it may be acceptable to place the logo over a photo edge. Please maintain as much logo clarity as possible in these situations.

**Minimum Size**

To ensure that the logo is large enough to be easily recognized, it must not be reduced smaller than the width of 1 inch. Please note: This is the minimum size. The logo should be larger in every possible instance.

# Color

The Powercat logo can appear only as shown on the right. The logo should only be applied to solid backgrounds, solid graphic elements, or photos, when appropriate. The two primary colors should be used whenever possible.

## Varsity "N" Letter

Pantone: 349C | CMYK: 91/33/99/26
RGB: 0/105/55 | Hex: 006937

## Power Cat Silhouette

Pantone: Process Black C | CMYK: 0/0/0/100
RGB: 35/31/32 | Hex: 231F20

**General Logo**
The main logo is the dark logo used on a white background.

**Logo Usage**
Do not place the logo over any photos, textures, or any other graphic elements that make the logo difficult to see.



**Correct Usage**



**Correct Usage**



**Incorrect Usage**

**Light Logo Version**

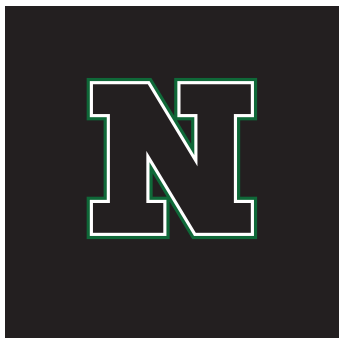Will be used when the background color is green.



**Light Logo Version**

Will be used when the background color is black.

**General Logo**
The main logo is the dark logo used on a white background.

**Light Logo Version**
Will be used when the background color is green.

**Light Logo Version**
Will be used when the background color is black.

To retain the integrity of Powercat identity, it is important **NOT** to change any element of the logo or adjust it in any way. Here are some examples of how **NOT** to use the logo.

Please be responsible, not reckless, with this logo. Always use the logo provided.

Logo
do
nots

## 1

**DO NOT**
Tint any elements
in the logo

## 2

**DO NOT**
Change any colors
in the logo



## 3

**DO NOT**
Rotate
the logo

4 **DO NOT**
Distort or stretch
the logo



5 **DO NOT**
Change the font
in the logo



6 **DO NOT**
Alter the proportions
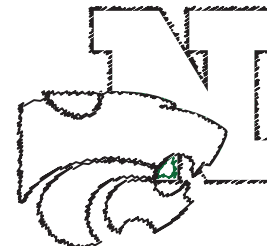in the logo

**7**

**DO NOT**
Use complex
backgrounds



**8**

**DO NOT**
Rearrange elements
in the logo



**9**

**DO NOT**
Redraw
the logo

# Alternative Themed Logo

While maintaining the integrity of the rebranding with the consistance use of the approved font lettering for Novi, a paw graphic has been introduced. The paw graphic represents a softer and friendlier reprentation of the school spirit that the younger students can identify with. Please use with care and follow the guide as outlined.

Pre
k-4
themed

The lettering and paw graphic must appear together at all times. The letters may not be recreated with any other font, nor resized, nor rearranged for any reason, unless approved by Novi Community School District.

The clearspace X is twice the width of the typography thickness.

## Clearspace

A safe area around the logo must be preserved to allow maximum legibility of the logo. No elements such as typography, other logos, graphics or clipart may intrude upon this safe area. In addition, placing the logo too close to a cut or folded edge violates the safe area. In some cases, it may be acceptable to place the logo over a photo edge. Please maintain as much logo clarity as possible in these situations.



## Minimum Size

To ensure that the logo is large enough to be easily recognized, it must not be reduced smaller than the heigth of 1/2 inch. Please note: This is the minimum size. The logo should be larger in every possible instance.

# Color

The logo can appear only as shown on the right. The logo should only be applied to solid backgrounds, solid graphic elements, or photos, when appropriate. The primary color should be used whenever possible.



**General Logo**
The main logo is the dark logo used on a white background.



**Light Logo Version**
Will be used when the background color is green.

# Primary Color



Pantone: 349C | CMYK: 91/33/99/26
RGB: 0/105/55 | Hex: 006937



**Light Logo Version**
Will be used when the background color is black.

**Correct Usage**



**Correct Usage**

**Incorrect Usage**

**Logo Usage**

Do not place the logo over any photos, textures, or any other graphic elements that make the logo difficult to see.

To retain the integrity of Novi paw logo identity, it is important **NOT** to change any element of the logo or adjust it in any way. Here are some examples of how **NOT** to use the logo.

Please be responsible, not reckless, with this logo. Always use the logo provided.

Logo
do
nots

**1**

**DO NOT**
Tint any elements
in the logo

**2**

**DO NOT**
Change any colors
in the logo

**3**

**DO NOT**
Rotate
the logo

**4** **DO NOT**
Distort or stretch
the logo

**5** **DO NOT**
Change the font
in the logo

**6** **DO NOT**
Alter the proportions
in the logo

**7**

**DO NOT**
Use complex
backgrounds

**8**

**DO NOT**
Rearrange elements
in the logo

**9**

**DO NOT**
Redraw
the logo

## Special Circumstances

There may be special situations where our brand elements need to be utilized in ways that are outside of our standard acceptable use guidelines. In these cases, contact the Supervisor of Communications and Community Engagement, George Sipple, at 248-449-1410 or email communications@novik12.org for direction and approval.

Logo
alt
ernates

# Specialty Logos



NOVI
WOODS ELEMENTARY



NOVI
FOOTBALL



NOVI
CHEER



NOVI4ALL

## Spiritwear & Accessories

The brand elements may be used on apparel and promotional items, however the branding guidelines must be followed. There may be special situations where our brand elements need to be utilized in ways that are outside of our standard acceptable use guidelines. In these cases, contact the Supervisor of Communications and Community Engagement, George Sipple, at 248-449-1410 or email communications@novik12.org for direction and approval.

The following examples illustrate how the brand elements may be used on apparel and promotional items. You are not confined to these specific layouts, however, any use of the brand elements for apparel and promotional items must be approved by the Supervisor of Communications and Community Engagement prior to production.

App
arel
& more

## Logo branding outside the guidelines

Previous logo designs and variations will no longer be allowed for brand use or brand identity. Branding must follow guideline standards. Any questions? Contact the Supervisor of Communications and Community Engagement, George Sipple, at 248-449-1410 or email communications@novik12.org.
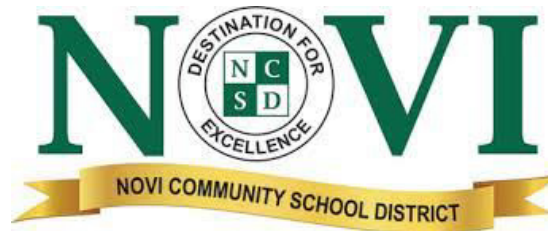
Don't
use
logos

# Unacceptable Novi Community School District Logos

# NOVI
## COMMUNITY SCHOOL DISTRICT