



*Inspire
every
mind.*

Visual and verbal
identity guidelines for
Colorado Springs
School District 11

Identity System and Guidelines

Participating D11 design students: Ellen Abnee, Jeffery Barnes, Jenna Blazeovich, Caroline Dodd, Ceida Elizarraraz

D11 Brand Committee: Devra Ashby, Gretchen Bitner, Dora Clinger, Justin Crosby, Donna Hines, Missy Hollenbeck, Parth Melpakam, Chris Noll, Sean Norman

Guidelines designed by: Anthony Hyatt, Mark Rantal, Ben Robb – Magneti Marketing

Questions?

Please contact printing@d11.org

©2019 Colorado Springs School District 11

All rights reserved.

Marks shown in this publication are the property of Colorado Springs School District 11 and may not be reproduced without permission.

Pantone® is the property of Pantone, Inc.

Table of Contents

4

Introduction

6

Lexicon

10

Message Architecture

18

Logos & Lockups

32

Visual Elements

44

Brand in Practice

On Branding

Our brand is the perceptions we own: What our audience expects from us and what they think we've delivered. It should contain who we are and what we're becoming and reflect our values and our ideals. And it should reflect the values and ideals of our community so that the students, parents, teachers, and staff of D11 schools can identify with it.

Every communication from Colorado Springs School District 11 contributes to the perceptions we own. The logos, typefaces, colors, and treatment of photos and text all project attributes of D11.

The goal of these guidelines is to improve the effectiveness of the district's communications in today's crowded environment, while reducing overall design expenditures for individual pieces.

Maintaining consistency in messaging and design across the district strengthens the brand.



Lexicon

A lexicon is a system of language that can be mined and appropriated according to need throughout the district's communications. It is open-ended to encourage elaboration and personalization while providing a common vocabulary and establishing messaging priorities.

Brand Attributes

Stakeholders have used the following terms to describe D11's institutional personality. When preparing narrative text and visuals, consider the aspects of the D11 personality that best describe your story or your point of view and adopt them as part of your communications. These brand attributes can be used individually or in combination.

Learning

Promote continuous learning.

Passion

Encourage active engagement.

Innovation

Pursue change for the better.

Service

Meet the unique needs of all.

Equity

Cultivate growth, regardless of starting point.

Collaboration

Intentionally share innovations.

Diversity

Excellence through diversity.

Enrich

Foster mutual understanding.

Celebrate

Celebrate differences.

Empowering

Students ready to make an impact.

Whole Student

Personally, socially, culturally competent.

Potential

Unlocking potential improves the community.

Messaging Architecture



Colorado Springs School District 11 is defined by its history of innovation, its diversity, its commitment to service, and its passion to help students grow and succeed. We have one purpose: empowering the students of Colorado Springs to profoundly impact our community and the world.

Learning

Our curricula and instruction are rigorous, relevant, and responsive, designed to cultivate the full potential in every student. We reward innovation and foster passion. Our shared goal is this: growth without exception.

Diversity

Located in the heart of Colorado Springs, D11 is the City's longest-standing and most diverse school district, and, in addition to academic excellence, we prepare our students to understand and lead in a diverse society.

Service

We are here to serve! We inspire one another to take risks, challenge one another to achieve more, and help one another move forward when we fail. We know that we succeed together.

Empowering

Our students are thriving academically and gaining the personal, social, and cultural experiences they need to make a profound impact on society. We're building a community that can rise to any challenge and reach new heights: ***Strong schools equals strong communities.***

Target Audience
Students

Choose D11.

Learning: Whatever your interests, you'll have the opportunity to pursue them at your D11 school. We know that passion leads to engagement and that engagement leads to learning. Our innovative programs will help you channel that passion so that you can achieve more than you ever thought you could.

Diversity: Whatever your race, ethnicity, cultural influences, gender identity, and socio-economic background, we're proud of you. We're proud of you because of who you are and who you are becoming. We're proud of you because of what you bring to this district. And because we're the most diverse school district in Colorado Springs, there's a good chance you'll meet other students with whom you have a lot in common. That's a good starting point for a great learning community.

Service: Our teachers serve our students and our students serve one another. D11 students are passionate about their own growth and the growth of their classmates, so they collaborate with and support one another. They take pride in one another's accomplishments. They take pride in their schools.

Empowering: We see your unique gifts and talents. While every student is given every opportunity to achieve academic excellence, we'll also invest in your social, emotional, and cultural skills so that you can apply what you've learned in your community and achieve your full potential.

Target Audience
Parents

Choose D11.

Learning: The innovative programs developed in D11 schools provide opportunity for your child to pursue his or her passion. Our goal is to understand your child's unique gifts and talents and invest in them, so that they aren't just achieving academic excellence but finding a calling.

Diversity: Students and parents choose D11 schools because ours is the most diverse school district in Colorado Springs. That means your child will not only be encouraged to achieve academic excellence but will be equipped to understand and lead in a diverse society.

Service: Whether your child is gifted and talented or needs additional support in certain areas, he or she will find innovative, robust, and personalized support systems, attentive teachers, and like-minded peers at every turn. In D11, every student has every opportunity to grow, and we'll partner with you to make sure your student reaches their full potential.

Empowering: Our goal is to empower students. Personally, socially, culturally, and academically: D11 graduates are prepared and ready to thrive in life and make a profound impact on their communities.

Target Audience

Teachers & Staff

Learning: Our students and our staff are committed to continuous learning. D11 invests in its staff with innovative professional development opportunities: Our staff is growing so our students can grow. We believe that innovation coupled with passion can change students' trajectories. We see our teachers' constant sacrifice and creativity they employ to make a personal connection with every student, and we reward it.

Diversity: Just like our student body, your colleagues will be diverse in race, ethnicity, cultural influences, gender identity, and socio-economic background. Like our nation, D11 is big, diverse, and beautiful, and its leaders need to understand the multiple facets of our culture to be effective. You are raising the next generation of leaders, so we celebrate you and your diversity.

Choose D11.

Service: Our district and our teachers serve our students and one another. We are intentional about sharing learnings and helping schools to adopt innovations. The goal of D11 is to help schools and their teachers adopt promising practices in their classrooms so that every D11 student has the best opportunity to pursue growth, regardless of his or her starting point.

Empowering: For D11 teachers, it's all about the kids. Our teachers are rewarded for investing in the whole child, promoting personal, social, emotional, and cultural experiences so that their students can make a profound impact in our community.

Using Our Name

We regularly refer to ourselves as **District 11** or **D11**. Always use District 11 as the first reference within a given piece, and feel free to use the abbreviation D11 in subsequent references.

Colorado Springs School District 11 is the full name of the district and should be used where the full legal name is required or in communications whose reach is beyond our region.

Colorado Springs Schools is only part of our logomark and is not how we refer to ourselves.



Marks & Logotypes



**Colorado Springs is as much a part of D11
as D11 is part of Colorado Springs.**

**Our primary logotype emphasizes our
relationship to the city: D11 is Colorado
Springs' school district.**

**The mark is a distinct monogram, designed
to be strong, timeless, and to reproduce
legibly even at smaller sizes.**



Circle Logo
Use as primary

Primary Identities

The cornerstone of our visual identity is our circular logo. Whenever possible, use the district's primary circular logo.

When space is constrained, or when displaying the logo alongside other logos, substitute the district's rectangular logo.

Only substitute the horizontal logotype or lockup when space prohibits use of the circular or rectangular version.

For occasional situations or ultras-small applications, like icons or profile images, use the standalone mark.

Logos are available in multiple formats for print and digital. To request logos or for questions regarding logo usage, please contact printing@d11.org.



Rectangular Logo

Use when space is confined or when displayed next to other logos.



Horizontal Logo

Use only when space is confined.



Standalone Mark

Tagline Lockups

When locking up our logo with the tagline, use the rectangular or horizontal logo, depending on the space available, with preference given to the rectangular lockup.



Rectangular Logo & Tagline Lockup



Horizontal Logo & Tagline Lockup

Use only when space is confined.



Color Variations

Use the one-color version of the logo if printing does not allow multiple colors.

Use the one-color white version when displaying the logo on a block of color, a gradient, or photography.

The one-color logo can be placed on any color background, ensuring significant contrast.



D11 Colorado Springs
School District 11
Student Support
& Engagement

D11 Colorado Springs
School District 11
Volunteer Services

D11 Colorado Springs
School District 11
Records & Transcripts

D11 Colorado Springs
School District 11
Student Services

D11 Colorado Springs
School District 11
Athletics

D11 Colorado Springs
School District 11
Superintendent's Office

D11 Colorado Springs
School District 11
Board of Education

D11 Colorado Springs
School District 11
Special Education

D11 Colorado Springs
School District 11
Enrollment

D11 Colorado Springs
School District 11
Budget & Planning

D11 Colorado Springs
School District 11
Human Resources

D11 Colorado Springs
School District 11
National Board
Certification Program

Department Lockups & Administrative Logo

Department identities substitute the “Colorado Springs School” logotype for a secondary logotype featuring the district’s full name.

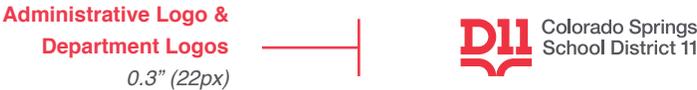
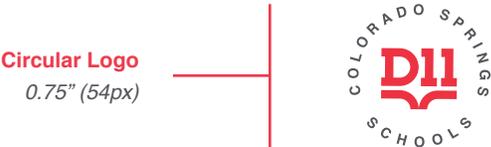
When the full name is required, use the administrative logo.

Department logos are available for download in multiple formats. To request logos or for questions regarding logo usage, please contact printing@d11.org.



Administrative Logo

Minimum Size



Clear Space



Clear space is the specified minimum area of isolation surrounding the logo. Clear space includes the edges of applications (i.e., the edge of a letterhead or internet browser window).



For all logos, the clear space is equal to the width of a number '1'.

Logo Misuse



Do not squish or stretch the logo
(hold shift when resizing)



Do not split the mark into different colors

This page illustrates common ways in which logos are misused, all of which are prohibited with the D11 logo.



Do not add drop shadows



Do not use the color logo on photography



Do not skew the logo



Do not rotate the logo



Do not fill with different colors (even colors from our palette)



Do not add additional elements or text



Do not use glow effects



Do not add bevels

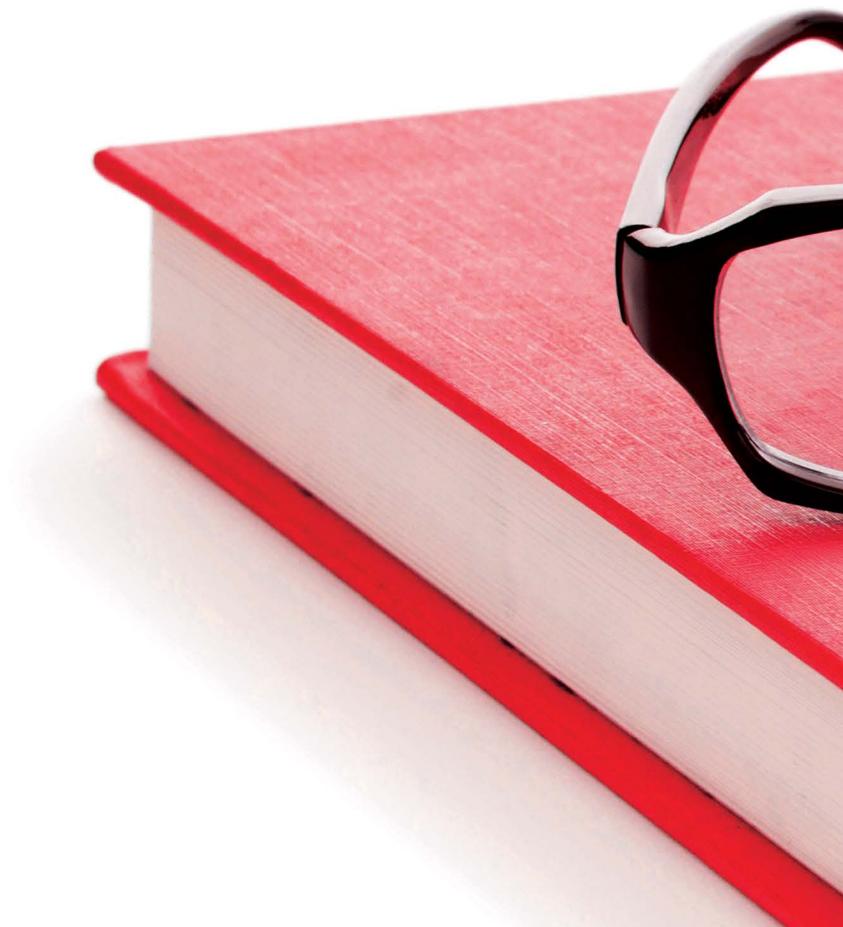


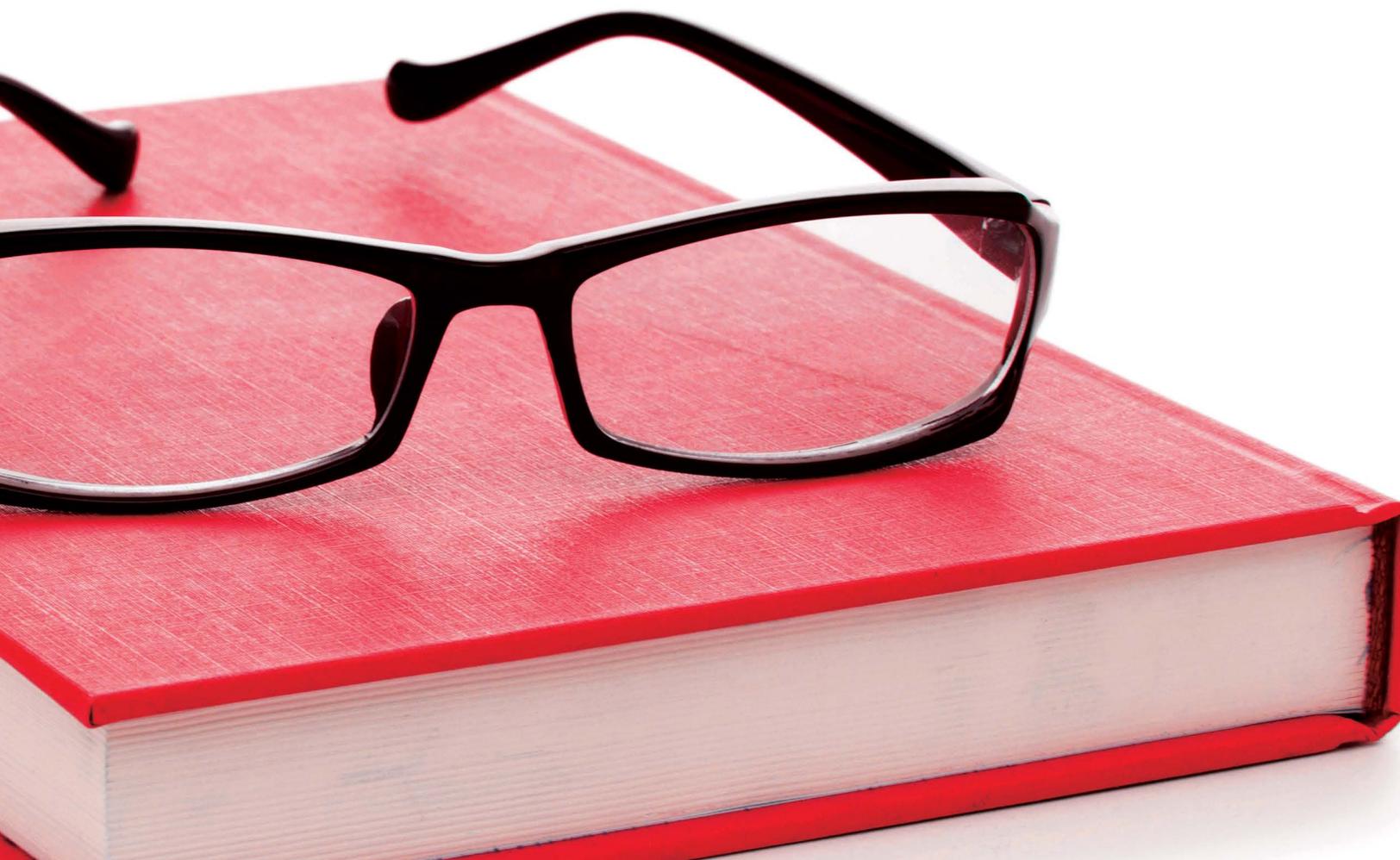
Do not place on a light, low contrast, or busy background



Do not place on a busy background

Visual Elements







Helvetica/Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica/Arial Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica/Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica/Arial Bold Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

Helvetica is the signature font of D11.

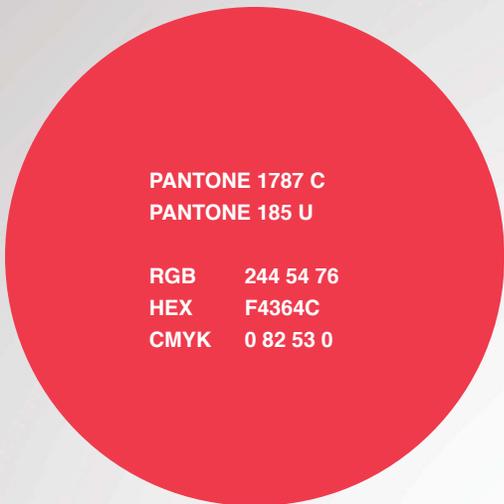
The Helvetica typeface (and its sibling Arial) is a modern, familiar font that comes pre-installed on all computers. **A typeface family that required no additional downloading or installing was selected for ease-of-use for most participants of the D11 brand.**

Helvetica serves as the primary typeface for all visual communication, including signage, print materials, stationery, web communications, and video.

Because it is such a broad family, it can be employed as both display and body copy. The basic Helvetica type family installed on nearly all modern computers includes four different weights: we use the bold weight for most headers in designed communications, and the regular weight for body copy.

If Helvetica is not an option in your font menu, choose Arial.

Used consistently, this typographic vocabulary serves as the foundation for a successful identity system.



PANTONE 1787 C
PANTONE 185 U

RGB 244 54 76
HEX F4364C
CMYK 0 82 53 0

Primary Colors

D11's primary color palette is intentionally simple to stand out.

Red is D11's essential identifying color. Use the energetic red, the bright Pantone 1787c when color is a critical element in identifying the district.

Pantone swatches have been specifically selected for both uncoated and coated paper, with a preference for coated paper. Hex numbers have been selected for screen use. Please check with your printer to ensure you are using the appropriate ink color formula. Use Pantones for all printing and RGB or Hex codes for all digital work.

Use color energetically and boldly in type and imagery. Apply overall color to photography, or behind white text.

Tints and shades of the primary colors can be used.



RGB 255 255 255
HEX FFFFFFFF
CMYK 0 0 0 0



PANTONE Cool Gray 11 C
PANTONE Black U

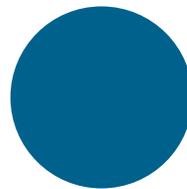
RGB 83 86 90
HEX 53565A
CMYK 44 34 22 77



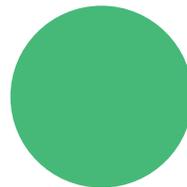
Secondary Colors

The palette includes secondary colors that provide versatility and variation. Our secondary color palette is used for text and occasional headlines or backgrounds. Tints and shades of the secondary colors can be used.

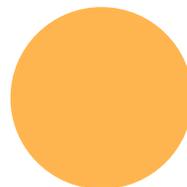
To truly own our red as a recognizable part of our brand, use the secondary palette intermittently, and always let red be the most used color in a design.



PANTONE 634 C
RGB 0 95 131
HEX 005F83
CMYK 100 13 10 41



PANTONE 7479 C
RGB 38 208 124
HEX 26D07C
CMYK 56 0 58 0



PANTONE 143 C
RGB 241 180 52
HEX F1B434
CMYK 0 32 87 0

Photography

Photography is an important component of D11’s identity, providing perspectives on life as a student, parent, and educator in Colorado Springs.

Use photos of D11 students and educators when available. But avoid busy or low quality images. When selecting stock photography, avoid using overly-posed or “cheesy” images. Choose simple icons in favor of clipart, which can feel outdated and corny.

Make photography colorful by selecting vivid subject matter, adding color overlays, or combining both approaches.

Imagery should feel true to the district. Negative space projects a clear message, and diversity broadcasts the institution’s vibrancy and academic excellence.





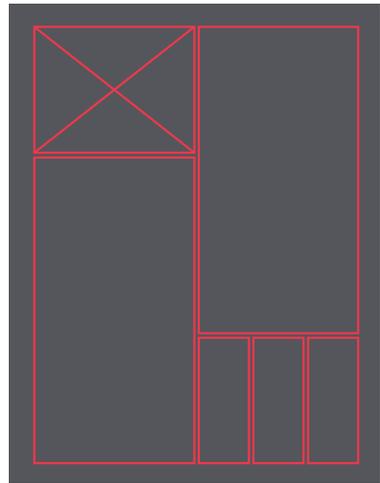
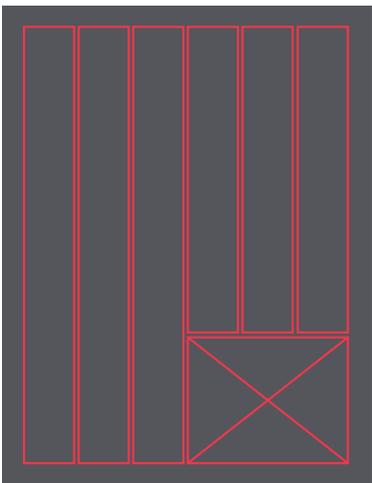
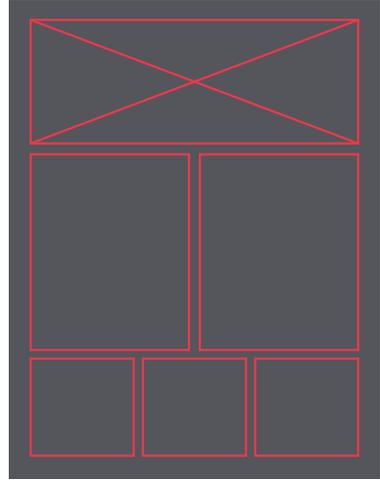
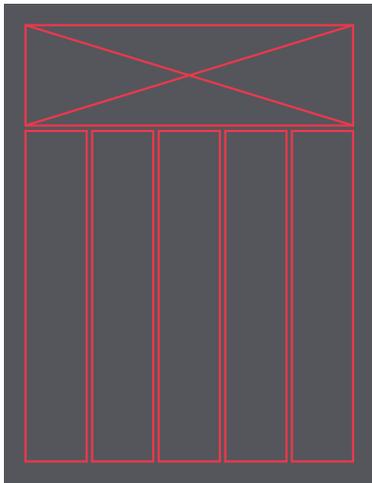
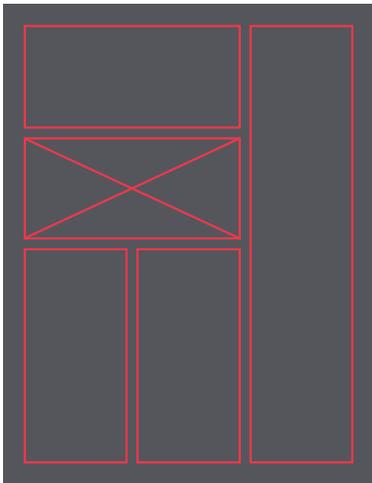
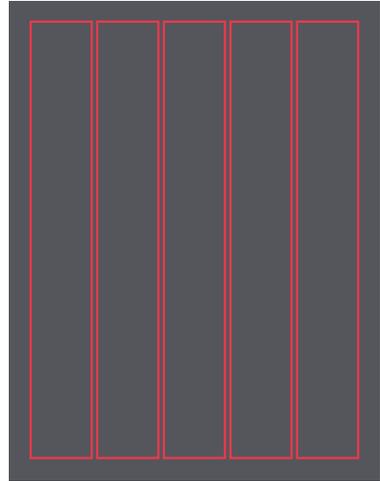
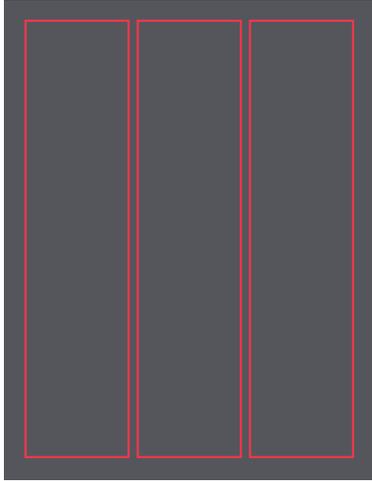
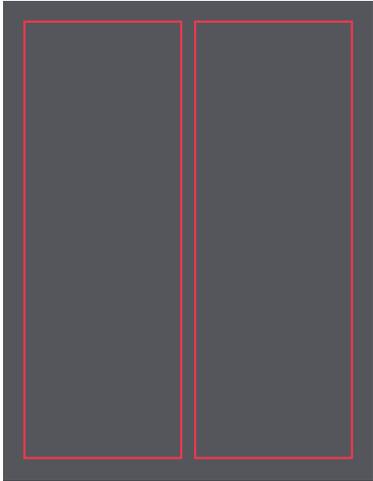


Grid System

When designing, use a grid structure of intersecting vertical and horizontal guide lines to structure content.

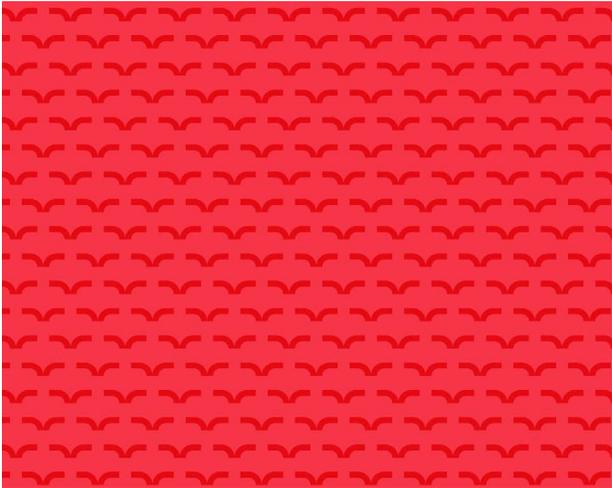
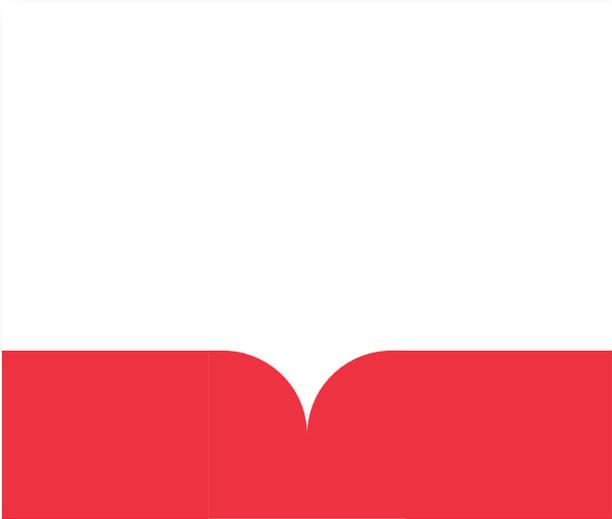
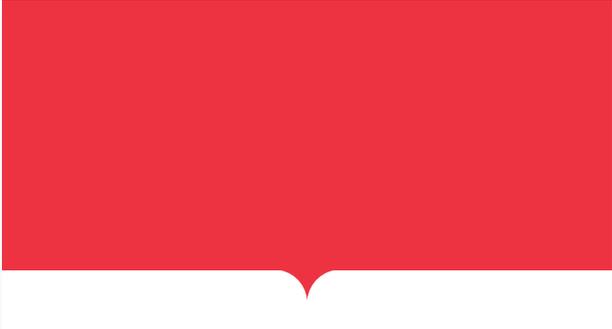
This grid serves as a frame on which to organize graphic elements (images, paragraphs, logos) in a rational, easy to absorb manner.

A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or to other parts of the same graphic element or shape.



Other Elements

Elements from within the logo can be repurposed as graphic elements.



Red Fill

Boldly use massive fills of red to create impactful pieces of design.

Be sure to include ample negative space when utilizing red fills.



Brand in Practice

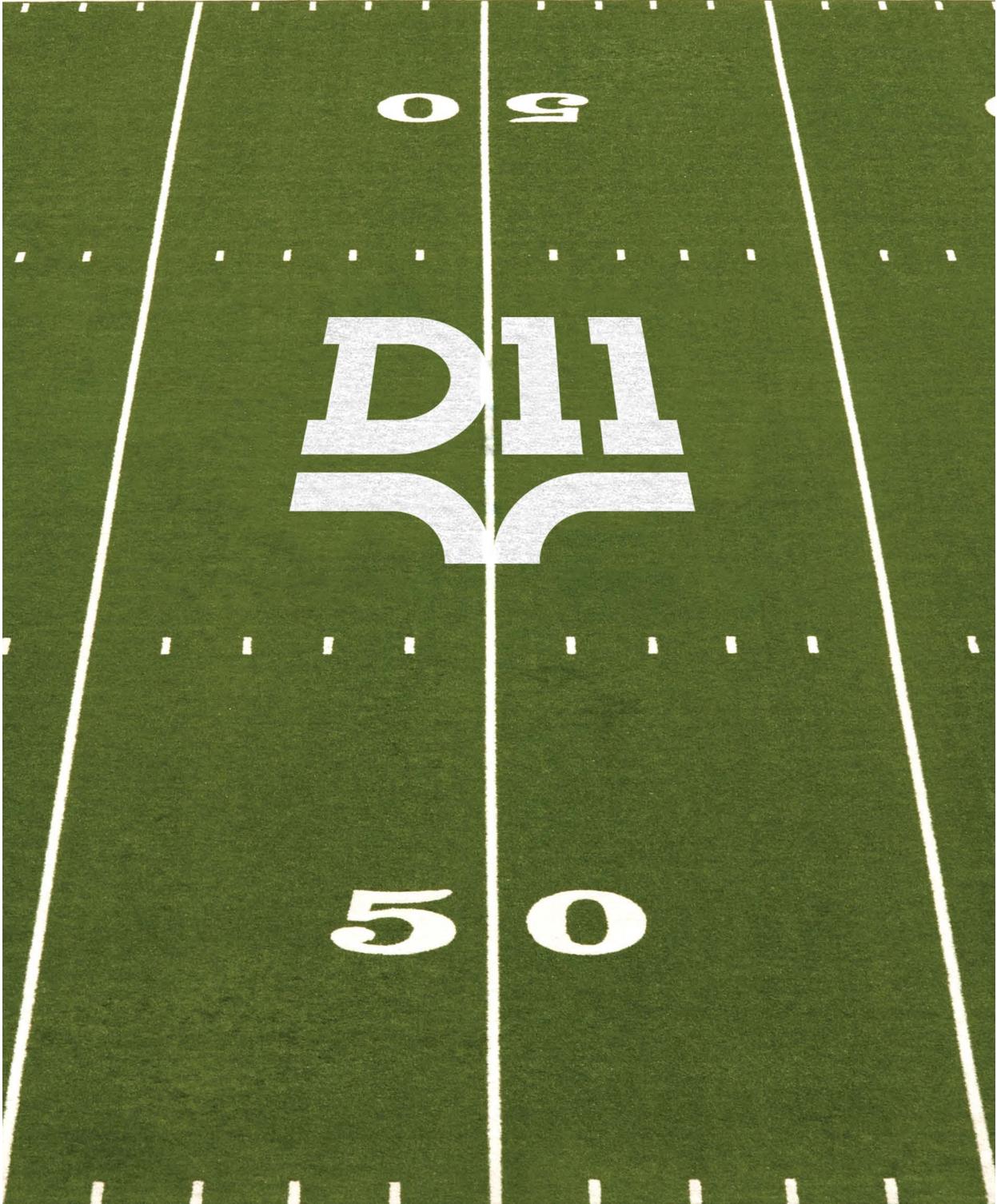


Examples of the District 11 Brand

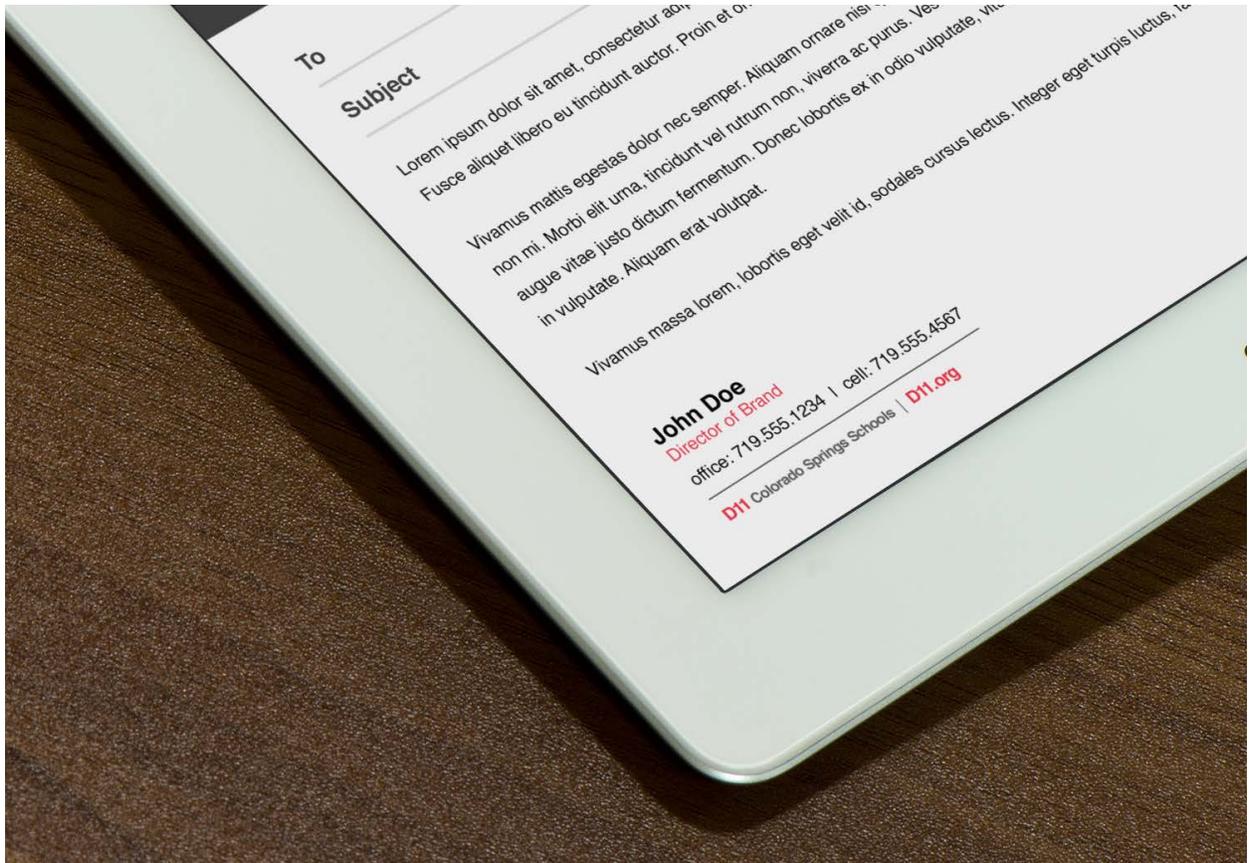
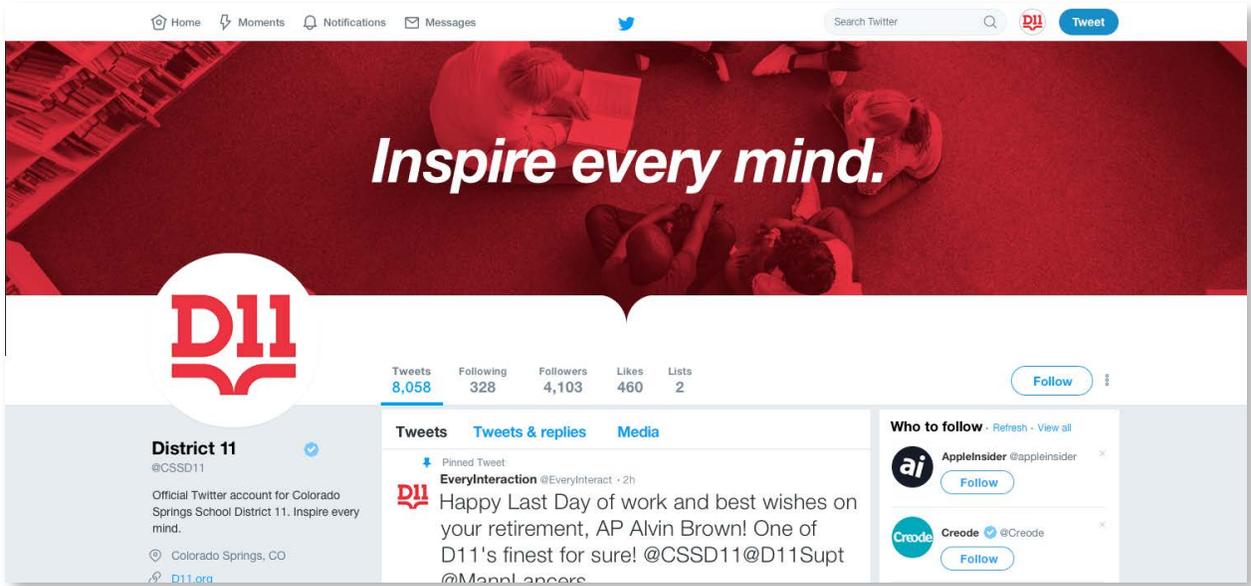
The following show examples of how the D11 brand may be used. The examples are not necessarily meant to display the official stationary for the district, but offer ideas for applying the brand.















Empower them.

DS11 Colorado Springs Schools



Empower

COLORADO
DS
SCH

“Empower them” is an ex
messaging can be applie



Example of how the verbal and visual brand are applied to marketing materials.



MISSION

We dare to empower the whole student to profoundly impact our world.

VISION

We are a dynamic, collaborative community of energized educators, engaged students and supportive partners with a passion for continuous learning.

CORE VALUES

We believe:

- In the inherent worth of every individual and the power of equitable practices to unleash potential.
- Diversity enriches the human experience and strengthens community.
- Healthy relationships provide mutual understanding and enhance life.
- Continuous learning nourishes life.
- Integrity is fundamental to building trust.

MISSION IMPACTS

- Each student will innovatively adapt to evolving challenges.
- Each student will actively pursue learning that continually challenges them to grow and achieve their personal best.
- Each student will develop personal, social, and cultural competencies and apply them intentionally in their lives.

STRATEGIES

In pursuit of our mission and mission impacts:

1. We will cultivate a collaborative culture that promotes intentional, mission-driven change.
2. We will align our actions to our shared understanding of and commitment to the strategic plan.
3. We will guarantee an ecosystem of equitable practices to meet the unique needs of all.



Questions?

Please contact
printing@d11.org

©2019 Colorado Springs
School District 11

All rights reserved.

Marks shown in this publication
are the property of Colorado
Springs School District 11 and
may not be reproduced without
permission.