

HOFFMAN SCHOOL

QUICK-START BRAND GUIDE

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COLOR PALETTE

The primary color palette is intended to ensure that a consistent color scheme is maintained in all communication where Springman Middle School is the sender. Our primary color palette consists of 2 official colors and white.

The main color palette is used in the logo but can be used in other design elements. The rich black is the primary choice for paragraph text. It is also often used at 70% opacity with the multiply effect over photos to create a background for white titles. The light yellow may be used as background for rich black text in capital letters of at least 11 pt in size.

RICH BLACK	LIGHT YELLOW	WHITE
BLACK 6 C	601 C	
HEX # 000000	HEX # F4EF8A	HEX # FFFFFFFF
RGB 0 0 0	RGB 246 242 134	RGB 0 0 0
CMYK 65 65 65 100	CMYK 6 0 58 0	CMYK 0 0 0 0

TYPEFACES

The font for the school name as a header is the same as in the logo - Open Sans ExtraBold In ALL CAPS. Headlines are ALL CAPS Open Sans, SemiBold on light backgrounds and **BOLD** when in white on dark backgrounds. The font for Body text is Source Sans Pro regular in 11 pt. Italics and bold are to be used sparingly. Printed paragraph text is black, or white, minimum size, 9 pt, and is left aligned.

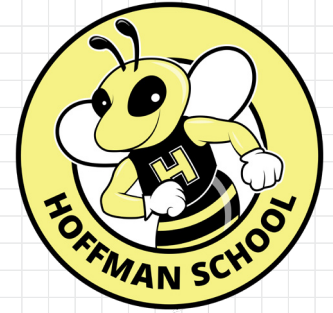
LOGOTYPE	OPEN SANS EXTRA BOLD	AA BB CC
HEADLINE	OPEN SANS SEMIBOLD	AA BB CC
BODY	Source Sans Pro Regular	Aa Bb Cc

LOGO USAGE GUIDELINES

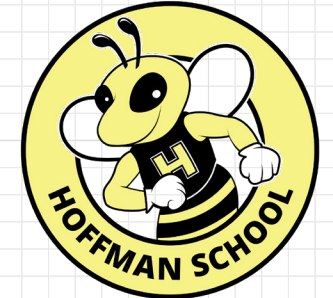
Position, size, and color, along with the spatial and proportional relationships of the logo elements, are predetermined according to usage and should not be altered. Used consistently, they will reinforce public awareness of the school. The logo may not be altered in size, angle, or color, rearranged, or used with poor contrast or over busy backgrounds.

All files are named according to usage. The full color version is the preferred logo for all print, screen print, and digital applications. It should only be used on white and light backgrounds. When cost is a concern, the two-color version may be used, i.e. screenprint applications. There are separate versions of the two-color logo for light and dark backgrounds. The single-color logo may be used for promotional items and t-shirts in black on light colors and white on dark. The white version may also be used in any marketing collateral on solid dark colors or dark photography (as long the the portion of the image behind the logo is free from distraction). EPS file formats are a vector file, PNG files are transparent and preferred over JPGS with opaque backgrounds.

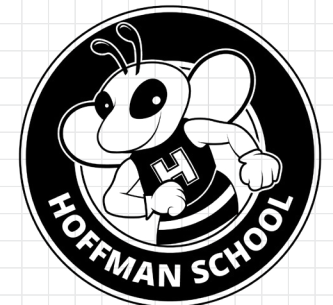
EXAMPLES OF APPROVED USAGE



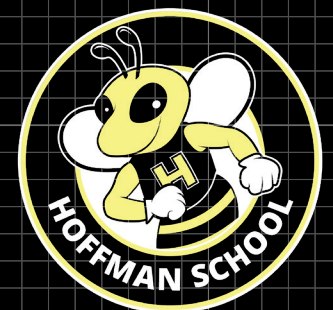
FULL COLOR (LIGHT BG ONLY)



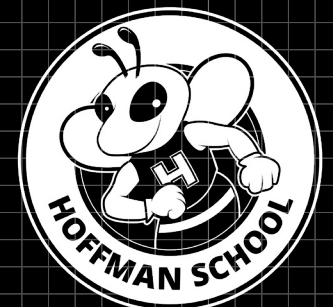
TWO COLOR (LIGHT BG ONLY)



ONE COLOR (LIGHT BG ONLY)



TWO COLOR (BLACK BG ONLY)



WHITE ONLY (DARK BG ONLY)