

Brand Guide

for

Harding Charter Preparatory School District

*Preparing students for success at any post-
secondary educational institution.*

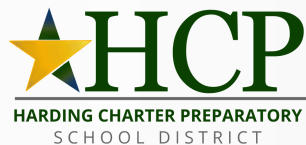


TABLE *of* CONTENTS

Welcome to the Harding Charter Preparatory School District Style Guide, a comprehensive resource that reflects the visual identity and messaging standards of our school district. This style guide has been carefully curated to maintain a consistent and cohesive brand presence across all communication channels, reinforcing our commitment to excellence and community engagement.

Brand Background	3
Brand Identity	6
<small>Brand standards Our Mission Visual Identity</small>	
Core Values	7
Color Palette	8
Typography	9
District Logo	10
High School Logo	11
Middle School Logo	12
Elementary School Logo	13
Logo Dos and Don'ts	14
Graphic Elements	15
Communication Voice	16
Email Signatures	17
Athletic Uniform, Spirit Wear, and Activity Apparel Guidelines	18

BRAND *Background*

At Harding Charter Preparatory School District, our mission is to prepare students for success at any post-secondary educational institution. We are determined to help students achieve their full potential, both academically and personally. A graduate from our district embodies the values that define us: they are hardworking, confident, and prepared for the next phase of their life.

In August 1998, Independence Enterprise Middle School opened its doors to 225 students in grades six, seven, and eight. The school was established by a group of parents who had formed a nonprofit organization, Parents for a New Middle School, that was dedicated to providing improved educational experiences for students. The school began as part of the innovative Enterprise School Program initiated by Oklahoma City Public Schools (OKCPS). After the passage of the Oklahoma Charter Schools Act, the school converted to charter status and has operated as Independence Charter Middle School ever since.

In August 2002, the original nonprofit organization amended its name to Families for Excellence in Education and sought to open a high school to complement Independence Charter Middle School. The request was granted in May 2003, with Independence Charter High School opening its doors in August 2003. Located in the historic Harding High School building, the school later changed its name to Harding Charter Preparatory High School to honor the original 1958-68 classes of Harding High School. The new high school's mission was to provide an open-access college-preparatory curriculum for students who may not have the opportunity to academically qualify for admission in other college-preparatory environments.

Over the course of the next two decades, with sponsorship from OKCPS, both schools continued to exemplify excellence in education. Independence Charter Middle School has continually been rated above average with the Oklahoma State Department of Education. And Harding

Charter Preparatory High School is ranked as one of the top public high schools in the state of Oklahoma and continues to receive high ratings with the Oklahoma State Department of Education.



In July 2021, Families for Excellence in Education changed its name to Harding Independence Charter District (HICD) to represent the establishment of one charter governing entity over both Independence Charter Middle School and Harding Charter Preparatory High School. In 2022, in response to the OKCPS Pathway to Greatness Initiative's grade-band changes, HICD expanded to add a fifth-grade academy to Independence Charter Middle School.

In the spring of 2023, HICD contracted with Bellwether, an educational consulting and research firm, to develop a strategic growth plan for the district. During this partnership, HICD identified that students in Oklahoma City attending local public schools were not receiving adequate educational opportunities. Compelled by a desire to provide a high-quality educational experience to all students, starting with the earliest school-aged children, the District decided to plan to open an elementary school.



HICD was able to acquire a property in NE Oklahoma City, just a mile and a half north of the high school's current location. The district acquired the summer camp-like property in the summer of 2023 and began planning for the opening of the elementary in August of 2024.

HICD's leadership and governance board began discussing details for the new elementary school, including how the school would be branded. When Harding Charter Preparatory High School and Independence Charter Middle School merged, both schools retained their identities for school colors, mascots, and names. When HICD was created, the district adopted its own colors, logo, and name. District leadership and members of the governance board's Communications Committee considered whether the elementary school should retain its own distinct brand, or whether there was a path forward that provided more cohesion to the district's brand.

After reviewing multiple data points, including a community survey released by the Communications Committee, school applications (on which multiple ICMS families were listing the school as Harding Middle School), and feedback from community stakeholders and prospective

families, the governance board elected to make sweeping changes to branding for the district and all schools.

In November 2023, HICD's Governance Board voted to adopt the recommendation of the Communications Committee and move from being a "House of Brands" to a "Branded House". It was decided that the best path forward for our schools and district was to adopt the name with the most recognition in the community, Harding Charter Preparatory, for all sites.

In the 2024-2025 school year, the names of the district and sites are as follows: Harding Charter Preparatory School District (HCP), Harding Charter Preparatory Elementary School at Kelley, Harding Charter Preparatory Middle School at Independence, and Harding Charter Preparatory High School. The traditional colors of the high school were hunter green and white, while the middle school was red, navy blue, and white. In an effort to bring more cohesion to the district, the board moved to change the colors of all schools and the district to be hunter green, navy blue, and white. The district has an additional gold color that the schools are able to use as an accent. Each school site and the district retain its

own mascot or symbol, which can be used in publications and on a school's athletic and spirit wear.

The District's Symbol

When HICD was originally created, the district adopted a stylized star as its symbol. The star is a traditional symbol of excellence, which inspires students to pursue success. The prongs of a star are triangles, a geometric shape that represents sturdiness and endurance. In the original design, two of the star's prongs were teal, the district's primary color at the time. Teal was selected as the district's color because it's the result of blending green and blue - the primary colors of ICMS and HCP. Three of the star's prongs and its body were designed as a gold ombre, fading from dark gold to light gold. This ombre symbolized a horizon, and more specifically, how access to quality educational opportunities expands one's horizons and creates a lifetime of opportunity. These three prongs represent the educational interest of the district: the welfare, educational experience, and achievement of its students. When HCP School District and its schools adopted consistent colors and a unified identity, tweaks were made to the district's symbol. The two teal prongs on the star were changed to an ombre, fading from green to blue, representing the district's two founding schools. The other aspects of the district symbol were retained.

The High School's Mascot and Colors

The high school mascot was originally created by HCP art teacher, Conde Currat, the year the school was founded. Ms. Currat designed an eagle in the school's hunter green and white. When branding for all schools was updated for the 2024-2025 school year, a golden eye was added to the school's mascot to signify the relationship between the school and the district. Navy blue was also added to the school's color palette, a gift from the middle school's brand and identity.

The Middle School's Mascot and Colors

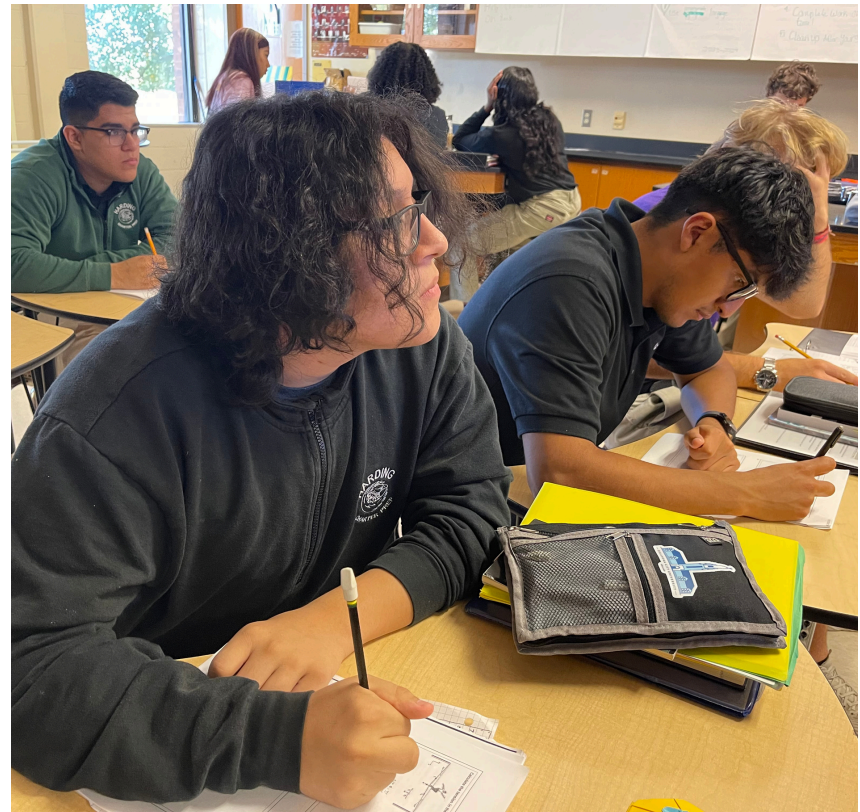
The middle school mascot is a Patriot. The Patriot has seen several iterations over the years, but in most recent version, it is a clean and simple patriot. The school's mascot has been updated to be navy blue and white and he wears a gold star on his hat. The gold star represents the relationship between the school and the district. Hunter green was also added to the school's color palette, a gift from the high school's brand and identity.

The Elementary School's Mascot and Colors

The district has elected to allow the elementary school's community to choose their own mascot. The school's colors will be hunter green, navy blue, and white. When designing the school's mascot, the community will include both hunter green and navy blue, as well as a touch of gold to symbolize the school's relationship to the district.

Future School Communities

In the event that the district expands, any school that is created or merges with the district will adopt hunter green, navy blue, and white as their primary colors. If the district acquires a previously existing school community, the school will be named "Harding Charter Preparatory Level School at Previous Name of School". The school will retain its existing symbol or mascot, but the colors will be updated to align with district colors. If the district establishes a new school, the school will be named "Harding Charter Preparatory Level School at Location".



BRAND *Identity*

Brand Standards

These standards define our brand identity. They reflect an engaging approach to communicating key elements of our visual brand. We have consistently delivered on our mission to prepare students for success at any post-secondary educational institution throughout our existence. These standards provide information and tools to help advance the brand through communications in a clear, consistent, and compelling way that reflects the core aesthetic of our identity.

Our Mission

At Harding Charter Preparatory School District, our mission is *to prepare students for success at any post-secondary educational institution*. The district's mission should be incorporated into messaging whenever it is appropriate.

Visual Identity

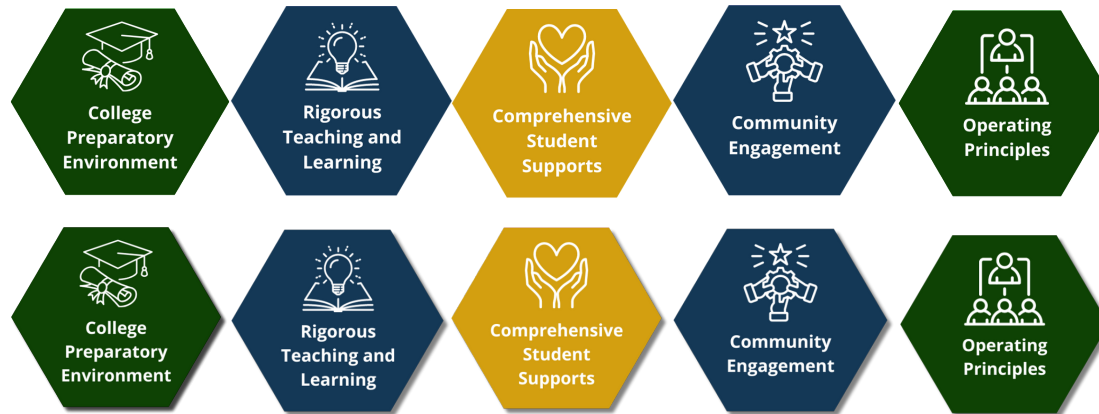
Our visual identity is a reflection of our district's history and traditions. The carefully chosen color palette, fonts, and logo designs embody our commitment to cohesion and excellence. The visual elements are intentionally crafted to evoke a sense of unity and pride among students, parents, faculty, and the wider community.



CORE Values

Our Core Values

At Harding Charter Preparatory School District, our core values are at the center of everything we do. Our Core Values were developed in conjunction with our Strategic Growth Plan. We encourage the schools and the district to utilize our Core Values in messaging, especially to prospective families and our external community. Be consistent with the branding for our Core Values by using the correct color with its corresponding value and retaining the hexagon shape. Each core value can be used with or without a shadow. The Core Values should always be presented in the following order: College Preparatory Environment (green), Rigorous Teaching and Learning (blue), Comprehensive Student Supports (yellow), Community Engagement (blue), Operating Principles (green).



College Preparatory Environment

We highlight college and career opportunities for our students from the earliest ages. We create opportunities for students to develop leadership and advocacy skills, along with involvement in a holistic program including fine arts, athletics, culturally responsive programs and activities, and community service initiatives.

Rigorous Teaching and Learning

We offer a challenging, vertically aligned, standards-based curriculum that prepares students for academic success at the highest levels. Our teachers implement engaging instructional strategies to support student learning and monitor student academic growth with high-quality formative and summative assessments.

Comprehensive Student Supports

We support the success of our students by offering a comprehensive school counseling program, implementing AVID strategies, providing targeted interventions and a robust after-school tutoring program, and building time into our schedule to intentionally support students.

Community Engagement

We create strategic partnerships with community stakeholders that enable the success of our students and staff. We collaborate with families in many ways throughout the year, offering multiple avenues of engagement including monthly service days, parent organization meetings and activities, parent support to each of our schools, and membership on our Governance Board.

Operating Principles

We maintain a small school environment to ensure that every student is known and valued. We cultivate a positive school culture by supporting collaboration and data-informed decision making through distributed leadership. We recruit a highly qualified and diverse faculty, whom we retain by providing high-quality professional learning opportunities and establishing mutually respectful relationships.

COLOR *Palette*

Color Palette

Hunter Green, Navy Blue and White are the primary colors of Harding Charter Preparatory's district and schools. Gold may be used as an accent, but should never be the primary color used in a **design**. The secondary color palette is provided to aid the design of communications that reflect our district's brand in tone and style through the consistent use of color. The color palette has been carefully selected to create a cohesive family that allows for a controlled range of creative possibilities for the district's master brand. Use of these elements in communications will help create and maintain a consistent look and feel for our collective key audiences.

Primary vs. Secondary Color Palette

Primary colors should be the dominant colors on communications to highly affiliated audiences like parents, alumni, donors, the governance board, and committees. Communicators are welcome to consider implementing secondary colors to add creative variation to branded work, but they should supplement the primary color palette.

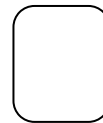
Primary Color Palette



HCP Green
Hex: 0e4204



HCP Blue
Hex: 143865



HCP White
Hex: ffffff



HCP Gold
Hex: d39f10

Secondary Color Palette



Brand Green Bright
Hex: 176906



Brand Green Medium
Hex: 3e6836



Brand Green Light
Hex: 9fb39b



Brand Green White
Hex: e7ece6



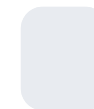
Brand Blue Bright
Hex: 205aa1



Brand Blue Medium
Hex: 5b7493



Brand Blue Light
Hex: a1afc1



Brand Blue White
Hex: e8ebf0



Brand Gold Bright
Hex: fab003



Brand Gold Medium
Hex: fdc747



Brand Gold Light
Hex: feeaba



Brand Gold White
Hex: f7f4ea

BRAND *Typography*

Brand Fonts

The following fonts are the fonts that must be used in official school or district publications and advertisements. The selected fonts in this style guide have been chosen to convey a balance of professionalism and approachability. Clear and easily readable typography is essential for effective communication, and our chosen fonts aim to maintain consistency across various mediums, from print materials to digital platforms. While our serif font (Georgia Pro) and sans-serif font (Open Sans) should be the most commonly used fonts in communication, on occasion it is appropriate to use a script on official communications. On those occasions, communicators should choose a script font that is easy to read like Sloop Script Pro for a formal look, or Fave Pro for a more casual look.

Georgia Pro

LIGHT ABCDEFGHIJKLM NOPQRSTUVWXYZ	LIGHT ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>
REGULAR ABCDEFGHIJKLM NOPQRSTUVWXYZ	ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>
BOLD ABCDEFGHIJKLM NOPQRSTUVWXYZ	BOLD ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>
BLACK ABCDEFGHIJKLM NOPQRSTUVWXYZ	BLACK ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>

Open Sans

LIGHT ABCDEFGHIJKLM NOPQRSTUVWXYZ	LIGHT ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>
REGULAR ABCDEFGHIJKLM NOPQRSTUVWXYZ	ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>
MEDIUM ABCDEFGHIJKLM NOPQRSTUVWXYZ	MEDIUM ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>
SEMIBOLD ABCDEFGHIJKLM NOPQRSTUVWXYZ	SEMIBOLD ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>
BOLD ABCDEFGHIJKLM NOPQRSTUVWXYZ	BOLD ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>
EXTRABOLD ABCDEFGHIJKLM NOPQRSTUVWXYZ	EXTRABOLD ITALIC <i>ABCDEFGHIJKLM NOPQRSTUVWXYZ</i>

DISTRICT *Logo*

Logo Usage

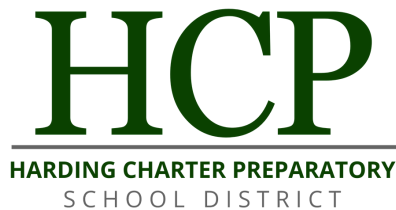
The district logo is a symbol of our collective identity and pride. The district logo should be present on **all official communications and publications**. There are two district logos, one is text-only and one includes the district's symbol. There is one secondary logo, one standalone star, and a standalone HCP text logo. An official district logo must be used on all academic communications. The secondary logo or either standalone logo may be used when other elements of the district's brand are present, and the district's identity is clearly established, or in non-academic communications such as athletics, programs, school activities, etc.

Logos may never be altered in any way, including changing their size, color, or proportion. Logos should always be sized to retain the integrity of the image. For example, if an image is too big for its resolution, it may appear pixelated. The white logos below are shown on a green background, but they can be used on various solid or photo backgrounds. See logo dos and don'ts for logo guidelines.

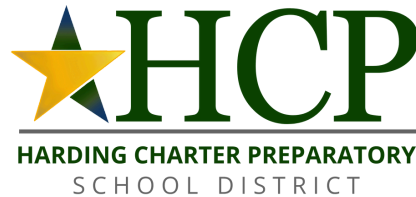
Behind the Symbol

The star is a traditional symbol of excellence, which inspires students to pursue success. The prongs of a star are triangles, a geometric shape that represents sturdiness and endurance. Three of the star's prongs and its body were designed as a gold ombre, fading from dark gold to light gold. This ombre symbolized a horizon, and more specifically, how access to quality educational opportunities expands one's horizons and creates a lifetime of opportunity. These three prongs represent the educational interest of the district: the welfare, educational experience, and achievement of its students. Two of the star's prongs are a blue-green ombre, representing the colors of the district's two founding school communities.

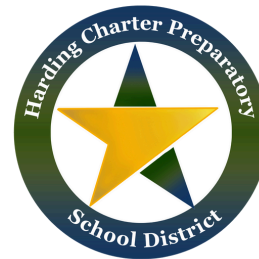
**District Logo
Text Only (Green)**



**District Logo
with Star (Color)**



**Secondary Logo
(Color)**



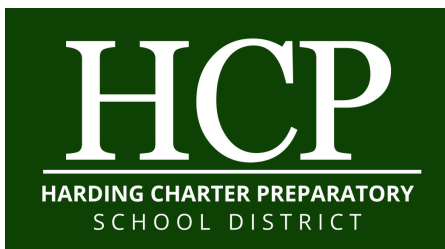
**Standalone Star
(Color)**



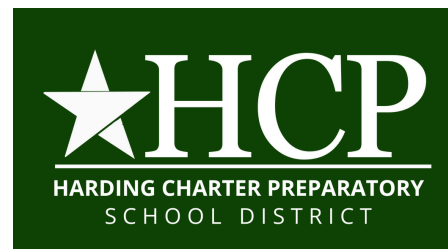
**HCP Standalone
(Color)**



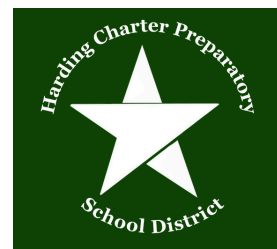
**District Logo
Text Only (White)**



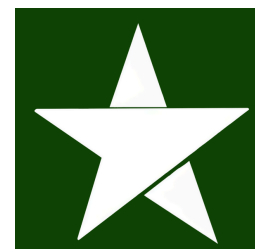
**District Logo
with Star (White)**



**Secondary Logo
(White)**



**Standalone Star
(White)**



**HCP Standalone
(White)**



HIGH SCHOOL *Logo*

Logo Usage

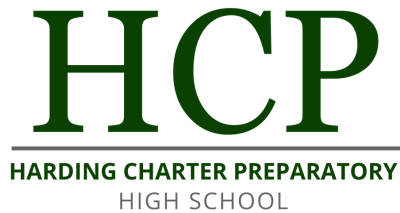
The high school logo is a symbol of our collective identity and pride. The high school logo should be present on **all official school communications and publications**. There are two high school logos, one is text-only and one includes the school's symbol, the eagle. There is one secondary logo, one standalone eagle, and a standalone HCP text logo. An official high school logo must be used on all academic communications. The secondary logo, or either standalone logo, may be used when other elements of the high school's brand are present, and the school's identity is clearly established, or in non-academic communications such as athletics, programs, school activities, etc.

Logos may never be altered in any way, including changing their size, color, or proportion. Logos should always be sized to retain the integrity of the image. For example, if an image is too big for its resolution, it may appear pixelated. The white logos below are shown on a green background, but they can be used on various solid or photo backgrounds. See logo dos and don'ts for logo guidelines.

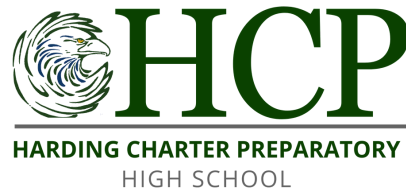
Behind the Symbol

The eagle pays homage to the school's beginnings in OKCPS's Harding school building. When the school was operational and flourishing during the 1950s and 1960s, the school's mascot was an eagle. The golden eye honors the school's relationship with the district. A majority of the eagle's feathers are green and represent the high school's traditional primary color. Several of the feathers around the head are blue to represent the relationship with the district and other district schools.

**High School Logo
Text Only (Green)**



**High School Logo
with Eagle (Color)**



**HS Secondary Logo
(Color)**



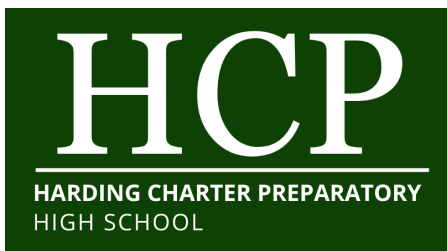
**Standalone Eagle
(Color)**



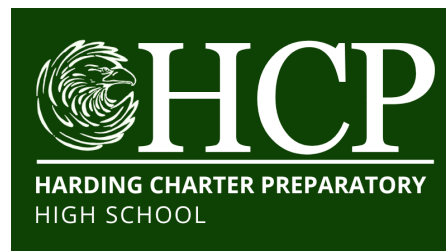
**HCP Standalone
(Color)**



**High School Logo
Text Only (White)**



**High School Logo
with Star (White)**



**HS Secondary Logo
(White)**



**Standalone Eagle
(White)**



**HCP Standalone
(White)**



MIDDLE SCHOOL *Logo*

Logo Usage

The middle school logo is a symbol of our collective identity and pride. The middle school logo should be present on **all official school communications and publications**. There are two middle school logos, one is text-only and one includes the school's symbol, the patriot. There is one secondary logo, one standalone patriot, and a standalone HCP text logo. An official middle school logo must be used on all academic communications. The secondary logo, or either standalone logo, may be used when other elements of the middle school's brand are present, the school's identity is clearly established, or in non-academic communications such as athletics, programs, school activities, etc.

Logos may never be altered in any way, including changing their size, color, or proportion. Logos should always be sized to retain the integrity of the image. For example, if an image is too big for its resolution, it may appear pixelated. The white logos below are shown on a green background, but they can be used on various solid or photo backgrounds. See logo dos and don'ts for logo guidelines.

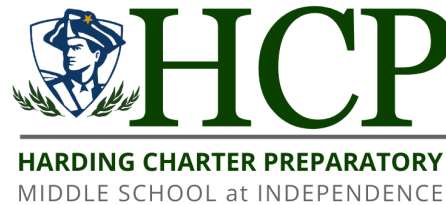
Behind the Symbol

The patriot pays homage to our middle school's earliest years, when it was Independence Charter Middle School. ICMS's colors were red, white, and blue, and the patriot rounded out the school's patriotic theme. The golden star honors the school's relationship with the district. The green laurel represents the school's relationship with the district and other district schools.

**Middle School Logo
Text Only (Green)**



**Middle School Logo
with Patriot (Color)**



**MS Secondary Logo
(Color)**



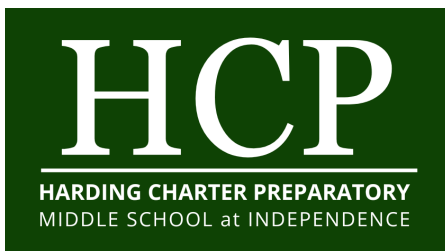
**Standalone Patriot
(Color)**



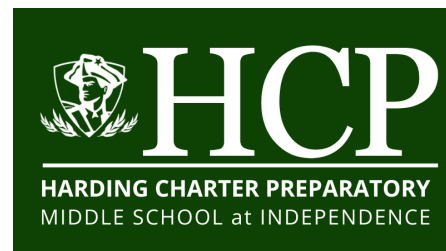
**HCP Standalone
(Color)**



**Middle School Logo
Text Only (White)**



**Middle School Logo
with Patriot (White)**



**MS Secondary Logo
(White)**



**Standalone Patriot
(White)**



**HCP Standalone
(White)**



ELEMENTARY SCHOOL



Logo Usage

The elementary school logo is a symbol of our collective identity and pride. The elementary school logo should be present on **all official school communications and publications**. There are two elementary school logos, one is text-only and one includes the school's symbol, the **mascot**. There is one secondary logo, one standalone **mascot**, and a standalone HCP text logo. An official elementary school logo must be used on all academic communications. The secondary logo, or either standalone logo, may be used when other elements of the elementary school's brand are present, the school's identity is clearly established, or in non-academic communications such as athletics, programs, school activities, etc.

Logos may never be altered in any way, including changing their size, color, or proportion. Logos should always be sized to retain the integrity of the image. For example, if an image is too big for its resolution, it may appear pixelated. The white logos below are shown on a green background, but they can be used on various solid or photo backgrounds. See logo dos and don'ts for logo guidelines.

Behind the Symbol

The **mascot** ... The golden **feature** honors the school's relationship with the district.

Middle School Logo
Text Only (Green)

HARDING CHARTER PREPARATORY
ELEMENTARY SCHOOL at KELLEY

Middle School Logo
with **Mascot** (Color)

ES Secondary Logo
(Color)

Standalone **Mascot** HCP Standalone
(Color)

Middle School Logo
Text Only (White)

Middle School Logo
with **Mascot** (White)

ES Secondary Logo
(White)

Standalone **Mascot** HCP Standalone
(White)



LOGO *Dos and Don'ts*

Logos

Logos are the visual representation, one part of the branding. Logos tend to be the 'icon' that symbolizes the history, culture, and values of our schools and district. It's recognizable at a glance and is used on educational print media, school materials and gear, websites and other external communications. Harding Charter Preparatory school and district logos are transparent PNGs.

- DO use each logo in its entirety
- DO maintain enough space around the logo to make it legible
- DO check the contrast to make sure you are using the right logo
- DO make sure the logo is clearly visible and doesn't get overpowered by the background when placing the logo over a photo or other background element
- Do NOT modify logos in any fashion
- Do NOT use pattern backgrounds behind the logos
- Do NOT stretch, squish, or apply text effects to the logos



GRAPHIC *Elements*

Graphic Elements

Using graphic shapes can add visual interest to an image, and it can add continuity to how our brand is expressed. Our primary graphic elements are a five-point star, which we derive from our district's symbol, and the hexagon. The hexagon represents our district, plus the five core elements that define our identity. We use a hexagon instead of a pentagon because it is important for us to think of ourselves as an active participant in implementing our five core elements. If we do not actively engage with them, they fail to represent us. Further, multiple hexagons combined can create a honeycomb, which symbolizes the fruits of our labors.

Core Elements Explained **College Preparatory Environment**

We highlight college and career opportunities for our students from the earliest ages. We create opportunities for students to develop leadership and advocacy skills, along with involvement in a holistic program including fine arts, athletics, culturally responsive programs and activities, and community service initiatives.

Rigorous Teaching and Learning

We offer a challenging, vertically aligned, standards-based curriculum that prepares students for academic success at the highest levels. Our teachers implement engaging instructional strategies to support student learning and monitor student academic growth with high-quality formative and summative assessments.

Comprehensive Student Supports

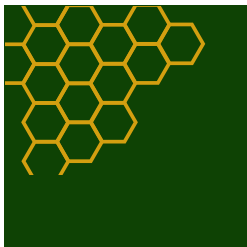
We support the success of our students by offering a comprehensive school counseling program, implementing AVID strategies, providing targeted interventions and a robust after-school tutoring program, and building time into our schedule to intentionally support students.

Community Engagement

We create strategic partnerships with community stakeholders that enable the success of our students and staff. We collaborate with families in many ways throughout the year, offering multiple avenues of engagement including monthly service days, parent organization meetings and activities, parent support to each of our schools, and membership on our Governance Board.

Operating Principles

We maintain a small school environment to ensure that every student is known and valued. We cultivate a positive school culture by supporting collaboration and data-informed decision making through distributed leadership. We recruit a highly qualified and diverse faculty, whom we retain by providing high-quality professional learning opportunities and establishing mutually respectful relationships.



COMMUNICATION *Voice*

Brand Voice

Voice is the style and tone in which we communicate. It's how we tell the story of our schools and district through words. Here are two essential terms that help us define our voice.

- Our message is what we say. It is the content and information we must communicate.
- Our voice is the tone we take when we speak or write. It makes our content more emotionally relatable, conversational, and approachable. It gives Harding Charter Preparatory's brand personality and brings our stories to life.

Harding Charter Preparatory district and school's voice has the following tone:

- Warm and welcoming
- Respectful and inclusive
- Professional
- Motivational and inspirational (when appropriate)
- Engaging and interactive (when possible to be interactive)

Create powerful, memorable messages by making it:

- Simple
- Real
- Direct
- Useful
- Clear
- Approachable
- Brief
- Consistent



EMAIL *Signature*

Email Signature

The following guidelines for email signatures are required for all district and school faculty email accounts and are consistent with wider branding efforts. All words should be in the Segoe UI font in 12 pt. The user should select their site's official logo that includes the mascot/symbol.

How to Update An Email Signature

1. Open **Settings** in Outlook's online email client (open your email in a browser).
2. Select **Compose and Reply**.
3. Click **New Signature**.
4. Add the elements of your email signature, which are listed below.

Individual's Name

Individual's Title

School Name

405-767-3003 ext. X

Connect with me on LinkedIn (optional - if LinkedIn profile exists, add link) OR Support my classroom (optional - if DonorsChoose project exists, add link)

Add the correct image

Rocky Racoon

Music Teacher

Harding Charter Preparatory Middle School

405-767-3003 ext. 1964



3232 NW 65th Street
Oklahoma City, OK 73116
405-767-3003
hardingcharterprep.org

Minnie Mouse

Art Teacher

Harding Charter Preparatory High School

405-767-3003 ext. 1928

Connect with me on [LinkedIn](#)



1301 NE 101st Street
Oklahoma City, OK 73131
405-767-3003
hardingcharterprep.org

Guidelines FOR ATHLETIC UNIFORMS, SPIRIT WEAR AND ACTIVITY APPAREL

The Basics

HCP athletic uniforms, spirit wear or activity apparel must include one of the following: a school logo, "HCP", "Harding", or "Harding Charter Preparatory". Please note that "HCP", "Harding", "Harding Charter Prep" (or any variation thereof) may only be used in HCP Green (HEX #0e4204) or HCP White (#ffffff).

The design can be customized to support the program, activity, or event that apparel is being used for. Please remember that the design on any apparel represents the school community and must be approved by the district's Communications Director. Even if the design meets the requirements set forth in these guidelines, because the apparel represents the school, it must be both aesthetically pleasing and not distract from our mission or vision. Designers may be asked to redesign apparel if it does not meet guidelines, is not aesthetically pleasing, or if it distracts from the school or district mission or vision.

Design Requirements

Apparel designs have few limitations. Designers must include either a logo, "HCP", "Harding", "Harding Charter Prep" (or any variation thereof) on the apparel. The design must be aesthetically complimentary to the logo and not distract from the school or district mission or vision.

Apparel Colors

While we recommend that athletic, academic, and social organizations design spirit wear apparel in the **primary** and **secondary** color palette, organizations may produce designs on other colors. The district will never approve designs on red apparel. Please note that designs that are not aesthetically pleasing will not be approved and will be sent back for a redesign.

Athletic Uniforms

All athletic uniforms must be produced in hunter green, navy blue, or white. Gold may be used as an accent color. All athletic uniforms must include a logo.