



STYLE GUIDE

RICHLAND TWO BRAND GUIDELINES

STYLE GUIDE

The Richland School District Two brand reflects our Core Values, Vision and Mission. The Style Guide (Richland Two Brand Guidelines) outlines standards to promote Richland Two and to ensure our visual communications convey a clear, cohesive and consistent image.

Use of the Richland Two brand on apparel, signage, digital and print materials, and other items must be approved by the district's Chief Officer for Communications or his designee.

DISTRICT LOGOS/GRAPHICS

The Richland Two logo is one of the most critical assets of the district’s brand. The flame graphic and text should never be altered.

Usage Guidelines:

- The horizontal version with the flame and words in Two Blue is the preferred version.
- The vertical version can be used when layout requires a vertical orientation
- The flame can be used as a standalone graphic after the full logo is used in a document.
The flame cannot be used in place of the entire logo.
- A solid black version or solid white (reverse) version of the logo is allowed.
- The flame and text must always be the same color.

The district’s official tagline is below and is a stand alone statement that is not part of the logo design.

The district of choice where every school is an excellent choice



DEPARTMENT/OFFICE LOGOS

These logos provide an identity for an individual department or office that is consistent with the Richland Two logo and brand. They are designed using Two Blue color and Trajan Pro Font.




OTHER APPROVED GRAPHICS

These logos were designed by the Communications Department to help promote a specific program or activity. The Chief Officer for Communications must approve the request for the development of these types of graphics.



RICHLAND SCHOOL DISTRICT TWO



choice

MAGNETS, EXPANDED CHOICE, AND THE R2ESCHOOL



RICHLAND SCHOOL DISTRICT TWO

**choice
&
magnets**

RICHLAND SCHOOL DISTRICT TWO

magnets

TYPOGRAPHY

Richland Two has carefully selected these fronts to help express our brand and identity. Some are formal, some casual, some bold and some elegant. Each font should be used as carefully as any other element of design. These are the only fonts that should be used in presentations, documents and projects that represent Richland Two.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

TRAJAN PRO

The district's "logo" font and because of this, most associated with the district's brand. Should only to be used in special occasions.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

BEBAS NEUE FAMILY

This sans-serif font features a modern style that makes a statement. Acceptable use: headlines, subheadlines. Pairs well with Franklin Gothic font.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

MONTSERRAT FAMILY

This sans-serif font features another modern style that makes a statement. Acceptable use: headlines, sub-headlines. Pairs well with Franklin Gothic font.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

FRANKLIN GOTHIC FAMILY

Our most used font. A sans-serif font that is sophisticated and modern in style. Great for body text. Pairs well with Bebas Neue Family. Available on most computers.

COLOR PALETTE

There is nothing more distinguishable than the Richland Two Blue — a color that encompasses our brand. This blue, along with light blue and grey, form our primary colors.

Other colors have been added to reflect the many different aspects of Richland Two and together, the colors create a seamless brand image. Below you will find the district colors, as well as each color’s CMYK, RBG, PANTONE and WEB numbers.

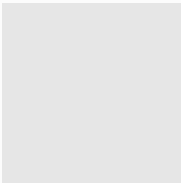
MAIN



TWO BLUE
CMKY 100 79 41 34
RGB 12 53 86
PANTONE 7463 C
WEB #0C3556



NORTHEAST SKY
CMKY 85 46 11 0
RGB 23 121 175
PANTONE 7690 C
WEB #1779AF

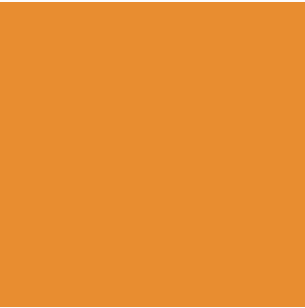


INNOVATION GRAY
CMKY 9 6 7 0
RGB 230 230 230
PANTONE 663 C
WEB #E6E6E6

SECONDARY



SCHOOL BUS
CMKY 8 30 100 0
RGB 235 179 0
PANTONE 124 C
WEB #ffcc00



SANDHILLS
CMKY 7 52 94 0
RGB 232 141 48
PANTONE 7413 C
WEB #e88d30



BROOKFIELD
CMKY 84 9 99 1
RGB 0 162 76
PANTONE 7739 C
WEB #009933



PREMIER
CMKY 49 100 32 18
RGB 130 0 94
PANTONE 2425 C
WEB #82005e

HASHTAGS

These approved hashtags will help keep the identity of the brand well-known to the community. It will help keep track of archive material we use and what others may use in social media.

#PURPOSEDRIVENFUTUREREADY
#R2SUCCESS
#WEARERICHLAND2

BUSINESS CARDS

The business cards we hand out in the community are part of our brand. They should be consistent and communicate essential information to the people we give them to. However, we understand that some employees may need slightly different information displayed on them and will try to accommodate these requests as long as they do not compromise the brand identity.



LETTERHEAD

Our official letterhead features the Richland Two logo in white and a Two Blue and white wave across the top. The bottom includes the contact information for the district office. This information should not be altered. Please note that schools have their own letterhead and should use it for communication with their families.



GENERAL PHOTOGRAPHY

Guidelines:

- Put the subject in a relevant context and environment
- Use the “rule of thirds” when positioning your subject.
- Capture real moments: cheering at a pep rally; a smile after getting the correct answer; a smiling teacher reading a story to the class
- Avoid posing subjects. Let your subject use their own space and don’t have them look at the camera



HEADSHOTS

With the district flame logo prominently displayed in the background, Richland Two official headshots positively stand out from others. In a line-up of headshots, the Richland Two brand is instantly recognizable. Official Two headshots are taken at R2i2 in the conference center.



