



Seneca Valley School District Branding Guide



Photo courtesy of Bill Paterson

District Typography and Color Details



At Seneca Valley, we work together with our supportive staff, families and community to create a welcoming environment where all our students can learn and grow.

To keep our mission and values clear in everything we do, we've created the following branding guide. This guide helps us stay consistent and ensures we speak with a unified voice, showing our commitment to preparing students for success through all our communications and visuals.

If you have any questions about the details of the guide, please reach out to the Seneca Valley Communications Department at communications@svsd.net.

Typography

The following fonts are acceptable, upper and lowercase, for formal use in flyers, promotional materials and District publications as the primary typeface:

Gotham:

Seneca Valley School District

Helvetica Neue:

Seneca Valley School District

The following fonts are acceptable for casual use in sports/athletic related materials and apparel:

Rockwell:

Seneca Valley Raiders

Hangbird (or similar cursive):

Seneca Valley Raiders

Color Codes and Palette

We have two official logos for major programs and services. Always use an official, approved logo and do not manipulate font. See more on logo use on page 3. The Seneca Valley [blue](#) color details are as follows:

Pantone 292

RGB:

- Red: 120 (47.06%)
- Green: 179 (70.2%)
- Blue: 224 (87.84%)



Hexadecimal Color Code: #78b3e0

HSL:

- Hue: 206°
- Saturation: 63%
- Lightness: 67%



Black Hexadecimal Color Code: #000000

- RGB: 0, 0, 0

White Hexadecimal Color Code: #FFFFFF

- RGB: 255, 255, 255

SV Logo and Name Dos and Don'ts



The Seneca Valley School District has two official logos for key programs and services. Our logo is essential to the District's visual identity. Always use an approved logo without altering the font or design. To ensure easy recognition, please refer to our district name consistently and accurately in all communications.

The District logos are for SVSD use only and may not be used by any entity outside of Seneca Valley School District.

Logo Guidelines

The following modifications of the logo are NOT permitted. Including, but not limited to:

- Do not squish, stretch or crop logo
- No special effects, added treatments or typography across logo front



- Do not change the logo color for recognition, awareness, or holidays without prior approval
- Do not alter orientation or font treatment



Official Name Usage

When referring to our district, always use "Seneca Valley School District," "Seneca Valley," or "SVSD" to ensure clarity and consistency. Avoid using abbreviations like "Seneca" alone or variations that could cause confusion with other schools.

Seneca Valley ✓

SVSD ✓

Seneca ✗

Seneca Schools ✗

Seneca Valley SD ✓

Seneca Valley Logo Use Agreement

For-profit and non-profit entities interested in using the SV logo must follow specific guidelines and obtain approval from the Seneca Valley School District.



For-Profit Use

Any items made for profit using the SV logo require a simple licensing agreement approved by the School Board. Within this agreement, the board asks that **10% of proceeds** from items featuring the logo be donated to the Seneca Valley Foundation (SVF).

For more information or to request an agreement, please email communications@svsd.net.



THE GIFT OF HOPE, THE PROMISE OF EXCELLENCE

Non-Profit Use

Non-profit organizations and District affiliated school-support or student organizations seeking to use the SV logo should also obtain approval through the district to ensure correct representation and compliance with brand guidelines.

While non-profits are encouraged to use the logo for events or initiatives that directly support Seneca Valley, official approval is still recommended.

For more information or to request an agreement, please email communications@svsd.net.

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#SenecaValley

#SVRaiderPride

#SVProud