



**NORTH POLK**

COMMUNITY SCHOOL DISTRICT <sup>TM</sup>

*Graphic Standards  
Brand Policy and Usage*

## contents

- 3** about this guide
- 5** mission & vision
- 6** color palette
- 10** typography
- 12** primary logo marks
- 13** school designation logo marks
- 14** academic logo marks
- 15** athletic logo marks
- 16** activities logo marks
- 19** print and artwork guidelines
- 20** visual brand policy and logo misuse
- 23** stationery
- 24** Additional Helps
  - about computer graphic file types
  - about color matching
  - glossary of file types

## About This Guide

The North Polk Community Schools branding symbolizes the history, commitment, and forward-thinking focus of our School District to serve the community at large.

### **Practice graphic consistency.**

The North Polk Community School District's (NPCSD) goal is to create a systematic, consistent, and uniform look to create a unique and distinctive identity among all stakeholders. This includes all schools, activities, and within our communities. Adherence to standards will help us communicate our values, culture, and vision to internal and external stakeholders, and to every person served by the District.

### **Questions:**

For additional information or questions regarding these guidelines or the usage of the NPCSD logo files, please contact:

Hunter Fleshner  
Director of Communications  
[hunter.fleshner@northpolk.org](mailto:hunter.fleshner@northpolk.org)  
515.984.3409

Michael Kline  
Superintendent  
[michael.kline@northpolk.org](mailto:michael.kline@northpolk.org)  
515.983.3410

**Thank you for reading and following the directives of this guide.**

## About the Trademark

The district has implemented measures to protect its logos and guarantee their appropriate usage. This includes obtaining a trademark registration through the Iowa Secretary of State and a common law copyright for all the marks, names, nicknames, logos, or slogans. When utilizing these marks, the ™ symbol must be displayed alongside them, and refrain from altering the original mark unless granted permission by the North Polk Communications Department.

Individuals or entities engaged in creating and selling merchandise and apparel are required to complete a licensing agreement. If you wish to explore the possibility of becoming an official licensed vendor, please get in touch with the Director of Communications.

### Questions:

For additional information or questions regarding these guidelines or the usage of the NPCSD logo files, please contact:

Hunter Fleshner  
Director of Communications  
[hunter.fleshner@northpolk.org](mailto:hunter.fleshner@northpolk.org)  
515.984.3409

Michael Kline  
Superintendent  
[michael.kline@northpolk.org](mailto:michael.kline@northpolk.org)  
515.983.3410

**Thank you for reading and following the directives of this guide.**



# **NORTH POLK COMMUNITY SCHOOLS**

## **MISSION & VISION**

Learning for All by Learning from All.

## **VISION**

To foster student success.

Colors of the North Polk Community Schools Identity  
Primary Color Palette

---

# Color 1: Pantone 186C

**RGB:** R=198 G=12 B=48  
**CMYK:** C=0 M=100 Y=75 K=4  
**HTML/Hex Color:** #C60C30

Pantone 186C has good conversion to other color modes.

Colors of the North Polk Community Schools Identity  
Primary Color Palette

---

# Color 2: Cool Gray 5C

Alternative: 40% Black

**RGB:** R=178 G=180 B=179

**CMYK:** C=15 M=9 Y=8 Y=22

**HTML/Hex Color:** B2B4B3

Pantone Cool Gray 5C has good conversion to other color modes.

**Colors of the North Polk Community Schools Identity**  
**Primary Color Palette**

---

# **Color 3: Black**

**RGB:** R=0 G=0 B=0

**CMYK:** C=75 M=68 Y=67 Y=100

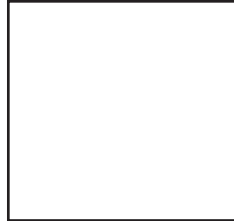
**HTML/Hex Color:** 000000



## Secondary Color Palette

---

The Secondary Colors are to be used to accompany the logo, and not for the logo itself.

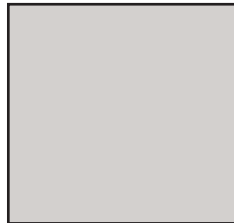


**Color 4: White**

**RGB: R= 255 G=255 B=255**

**CMYK: C=0 M=0 Y=0 K=0**

**HTML/Hex Color: ffffff**

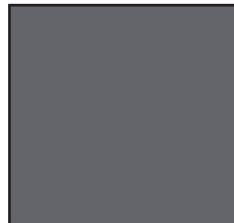


**Color 5: Cool Gray 2 or 20% Black**

**RGB: R= 213 G=214 B=210**

**CMYK: C=5 M=3 Y=4 K=8**

**HTML/Hex Color: D5D6D2**



**Color 6: Charcoal: Cool Gray 10 or 80% Black**

**RGB: R= 97 G=99 B=101**

**CMYK: C=38 M=29 Y=20 K=58**

**HTML/Hex Color: 616365**

**Any other colors must be approved by the Communications Director prior to use.**

# Typography

---

**North Polk Community School District** typography is created from:

**“N” and “P” of the Main Logo:**

The ‘N’ and ‘P’ of the main North Polk Community School District Logo are a hand-drawn typeface similar to and closely replicating Perrywood Bold.

**School Designations / Titles: Saira Condensed Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

**School Designations Subtitles: Montserrat SemiBold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

**School Designations Secondary Typefaces: Montserrat, any weight or style**

# Typography

---

**North Polk Activities** typography is created from:

**COMETS, and School Activities San Serif: Saira Condensed Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

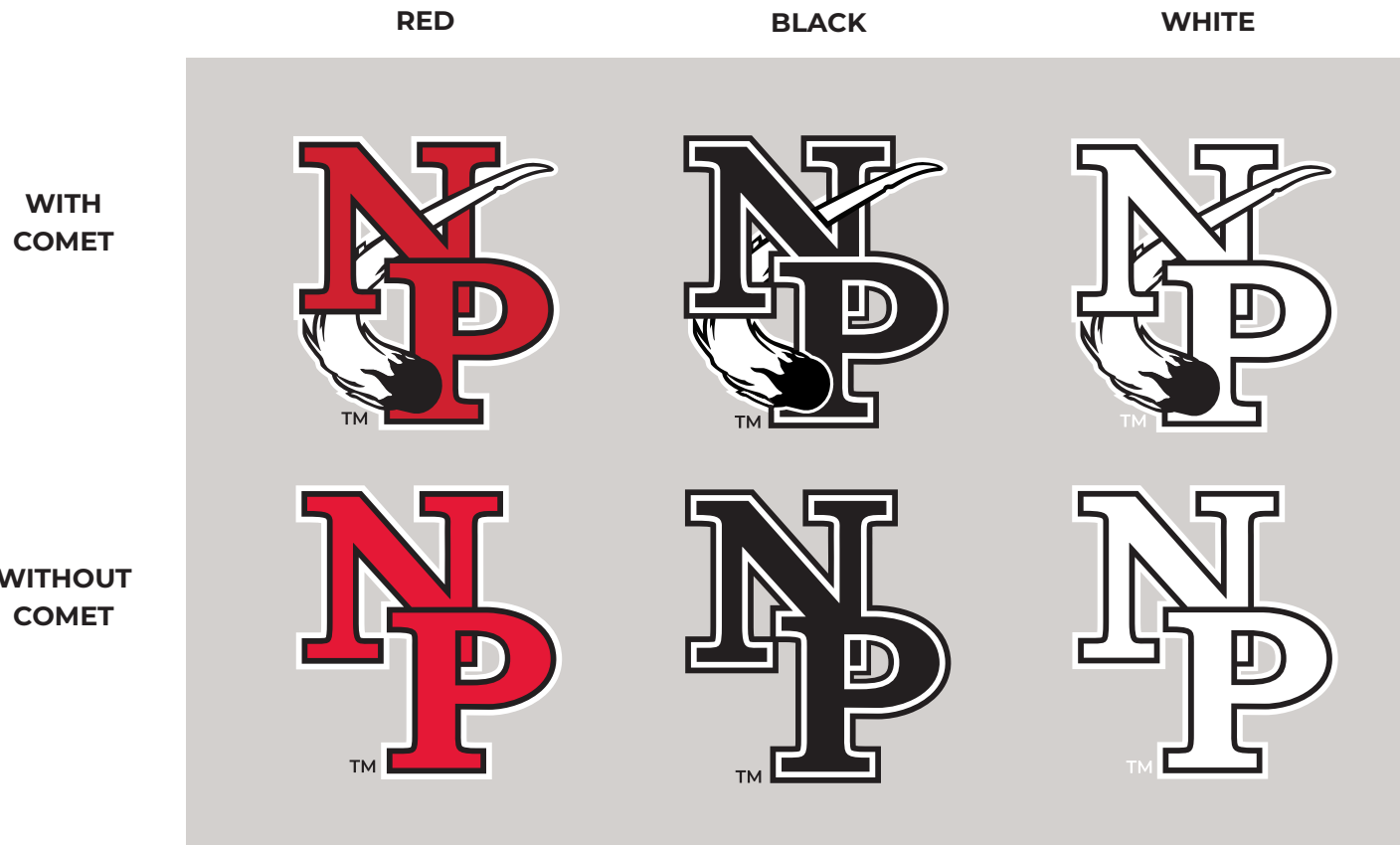
**School Activities Script: Haliond Regular**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

# Primary Logo Marks

Please do not alter or modify any of the logos without express permission.  
All brand elements must be used and applied as indicated in the NPCSD Brand Guidelines.

Note- The logos presented here are shown on a gray background to make the white outline visible on the Red and White logo marks. This gray background is not included in the asset files. Therefore, the white outline is not visible for these files in view mode. Nevertheless, please make note the white outline is an official part of the Red and White primary marks.



# School Designation Logo Marks

Please do not alter or modify any of the logos without express permission.  
All brand elements must be used and applied as indicated in the NPCSD Brand Guidelines.

## HORIZONTAL OPTION



## VERTICAL OPTION



# Academic Logo Mark

---

Please do not alter or modify any of the logos without express permission.

All brand elements must be used and applied as indicated in the NPCSD Brand Guidelines.



# Athletic Logo Marks

---

Please do not alter or modify any of the logos without express permission.  
All brand elements must be used and applied as indicated in the NPCSD Brand Guidelines.

Note- The logos presented here are shown on a gray background to make the white outline visible on the Red and White logo marks. This gray background is not included in the asset files. Therefore, the white outline is not visible for these files in view mode. Nevertheless, please make note the white outline is an official part of the Red and White primary marks.

## SAN-SERIF OPTIONS

**NORTH POLK**  
**COMETS**

**NORTH POLK**  
**COMETS**

**COMETS**

**NORTH POLK**

## SERIF OPTIONS

*Comets*

*Comets*

*Comets*

# Activities Word Marks

---

Please do not alter or modify any of the logos without express permission.  
All brand elements must be used and applied as indicated in the NPCSD Brand Guidelines.

Activities wordmarks have four primary themes as shown below, with variations as follows:  
(See next page for examples):

- *The Activity word itself may be expressed in either the San-serif typeface (Saira), or the Script typeface (Halliond).*
- *The Activity may be combined with either 'NORTH POLK', or 'COMETS'.*
- *The North Polk Logo may accompany the word mark, either centered above the word mark, or to the left of the word mark.*
- *The Comet icon may be used behind the word mark. The Comet icon must be masked where the word mark overlaps.*
- *Activity word marks can also be modified by vendors to allowable NPCSD color profiles as stated within the brand guidelines.*

***Please refer to the instructions provided on the following page for exact spacing and placement of these elements.***





## Activities Word Mark Variations

---



Use of the Comet requires a white mask. Place the base of the white mask on the line as shown to preserve the detail on the lower half of the Comet.



Center the Comet icon behind the word mark, to reveal 1/3 of the tail above, keeping the bottom of the comet as a visual anchor below the words.



The North Polk Logo on the left of the word mark should be the same height as the word mark, less the extenders of the script. Place where shown.



The North Polk Logo centered at the top of the word mark should be the same height as the word mark. Place where shown.

## Activities Word Mark Spacing Instructions

---

The vertical spacing between the elements of the Activities word mark is equal to the width of the stroke of the letter 'N', as shown by the blue lines. (This spacing measurement ignores the white outline. Measure between the red typography and the stripe.)

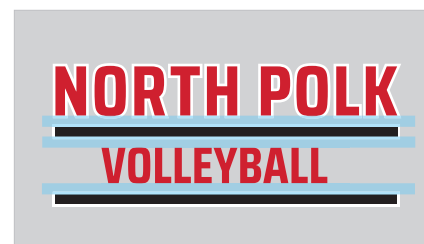
The width of the Activity word should not extend beyond the width of the word 'Comets' or 'North Park'. It is acceptable if the Activity word has less width.

### Using San Serif Activity word:

If the width of the Activity word is close to the width of the mark, it may appear incorrect. In this case, it is preferable to add horizontal scale or to add tracking (space between the letters) to force alignment with the width of the word above.

### Using Script Activity word:

If the width of the Activity word is close to the width of the mark, it may appear incorrect. In this case, it is preferable to enlarge the point size, or add horizontal scale to force alignment with the width of the word above. Do not add tracking to the script typeface.



# *Print & Artwork Guidelines*

---

All Seasonal apparel designs for the Athletics and Activities Departments will require approval from the Communications Department. Creative Designs are allowed, but must receive approval prior to production.

No modification of the primary logos, logo colors, or primary typography is allowed. All brand elements must be used and applied as indicated in the NPCSD Brand Guidelines.

Alternatative typography may be used on seasonal apparel for words outside the primary logo, as long as they do not overlap the primary logo, or violate the Visual Brand Policy. Please refer to the policy beginning on Page 16.

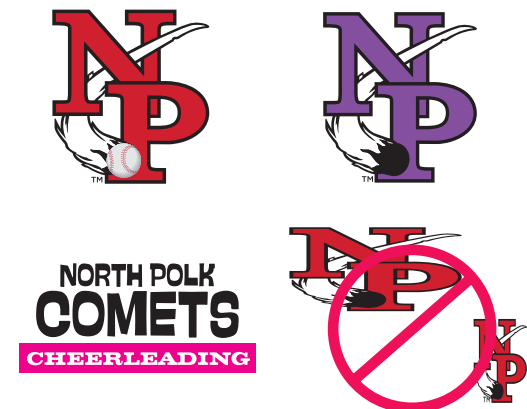
Any clip art to accompany word marks or Logos must be approved by the Communications Department prior to use.

Please use the .eps, .pdf, or .ai logos when submitting the logos to vendors for production. This file type will preserve the white outline around the typography and comet icon.

## **ALLOWABLE OPTIONS**



## **NOT ALLOWED**



# *Visual Brand Policy and Logo Misuse*

---



*Follow the color guide. Do not make substitutions, additions, or alterations to the logo without first asking for permission. This will ensure consistent visual representation across all channels.*



*Do not use this logo on any color background. Use the logo on the colors designated in the brand guide whenever possible. For exceptions, please contact the Administrator.*



*If the logo must be represented in one color, use the Black or White logo as defined in the Brand Files.*



## *Visual Brand Policy and Logo Misuse, continued*

---



Do not crowd the logo. Maintain an appropriate amount of space around the image. A good rule of thumb is to use the height of the capital letter 'N' as a minimum.



Do not use the logo on a patterned background or allow elements to invade the negative space around the logo.



Do not use different colors other than the colors defined in this brand policy.

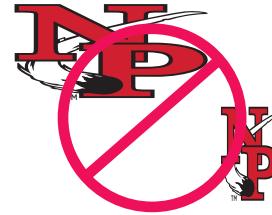


## Visual Brand Policy and Logo Misuse, continued

---



Do not affect the length or width independently of each other to fit an existing space.



Do not rotate the logo. Keep the logo on a straight base line.



Do not embellish the logo with drop shadows, lighting effects, stroke widths, or emboss effects.



Do not overlap the logo with other marks or words.



**because  
rules  
are  
rules.**

# Stationery and Use Instructions

Use 10-12 point copy on the letterhead in Montserrat, with margins as follows:

Top margin: 2.25"

Left margin: .5"

Right margin: .5"

Bottom margin: 9.75"

Learning for All by Learning from All

**NORTH POLK**  
COMMUNITY SCHOOL DISTRICT ...

District Administration Office  
13930 NE 6<sup>th</sup> St, Alleman, IA 50007  
515.984.3400

Date

Full Name  
Entity  
Address Line 1  
Address Line 2  
City, State, Zip Code

Dear Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Sincerely,

Signature  
Name  
Position

www.northpolk.org

## *Additional Helps*

---

*The following information is designed to help you manage your file types, color, and color matching concerns.*

*Please contact the Communications Department to discuss any questions or concerns you may have regarding your files.*



## About Color Matching

Exact color matching is a difficult task for a variety of reasons related to physics. Understanding the limitations of graphics reproduction will help you better manage your projects.

### The Problem:

Every digital device uses a different method for calculating the appearance of a color. Every output method uses a different methodology to create the color. Every substrate and surface has different characteristics and reflect the color in a completely unique manner. This is why colors on your monitor will not match the color from your printer. The monitor uses light to create the color, the printer uses paper and ink.

Even if you use the same exact color of ink, and print it on five different kinds of paper, the ink will appear a different shade of color on each sheet. This is because each brand of paper has different reflective qualities.

No two persons will perceive the same color in the same way. In addition, no color is perceived in isolation. All the colors around the color will affect how the color appears.

### The Solution:

The good news is that while exact color matches are difficult to achieve, close color matches are possible. **Help your service provider achieve your particular color by providing your Pantone color numbers as a target prior to beginning your project.** In addition, let your service provider know if exact color matches are a requirement for your project. Exact color matches may add to the costs of production.

*For more information, contact your Communications Department.*

## About Color Modes

CMYK, RGB, and 'Spot Color' are different systems for creating color. Though other color systems and models exist, these three are the most common.

### **RGB Color Mode**

Red, Green, and Blue are “additive colors” or illuminated color. RGB (Red-Green-Blue) color mode is used for display devices such as computer monitors and televisions. RGB adds red, green and blue light to a black background and so is called an additive process. Additive color, or RGB mode, is used for display on computer monitors (web) and for viewing purposes.

### **CMYK Color Mode**

Cyan, Magenta and Yellow are “subtractive colors”. Generally CMYK Color Mode is used by commercial printers. (CMYK are the four colors of ink used to print a full color image: Cyan-Magenta-Yellow-Black. K is used for black so as not to be confused with B for blue.) Most everything that is printed in full color needs to be a CMYK color mode.

### **Spot Color Mode-**

Spot color is the specific Pantone number, paint or ink color pulled from a specific color numbering system, much like choosing a paint color from the swatches at the lumber yard. Spot color is most commonly used when an image is printed in three or less colors. Pantone Matching System (PMS) is the most common color numbering system, and the numbers facilitate color matching across different platforms and output methods.

***No matter whether you are using CMYK, RGB or Spot color, it is helpful if your vendor knows what Pantone colors you are trying to achieve. Keep this Brand Guide handy, so you will have the color numbers and their formulas.***

## *File Type Information*

---

There are two major classes of digital graphics files: raster files, and vector files. Many file types (noted by the extension) can support both raster and vector images.

### **Raster or bitmap image- Think cross stitch.**

**Raster images are composed of pixels.** Raster images are also called bitmap images. A bitmap image uses a grid of individual pixels where each pixel can be a different color or shade. Bitmaps are composed of pixels. Bitmap images are dependent on resolution for clarity, or the number of pixels in a given area. This means physical file size and resolution may affect the quality of the output.

### **Vector image- Think dot to dot.**

**Vector images are composed of paths or lines.** Vector graphics use mathematical relationships between points on an x/y axis and the paths to connecting them to describe an image. Vector graphics are composed of paths or lines. Physical file size doesn't matter with Vector graphics, as they appear smooth at any size or resolution.

## About Your Logo Files and file types– please read!

Each file type has a purpose. Many file types will not work for specific projects without incurring extra costs. Before sending a file, make sure you ask each vendor what file type they require. See the attached information for descriptions and purposes of various file types. Any universal file type will open on either Mac or PC platforms.

Due to number of design programs on the market, (professional and non-professional), age of a particular computer or operating system, and/or unique file types that non-standard programs require, compatibility of these files with your vendor is not guaranteed. You may incur additional art charges to make these files compatible for various equipment and production methods.

Also, due to the variety of file types, and the age of your computer system, you will not be able to open all of the files. However, you should be able to attach any file to an email, (with exception of the larger file sizes), to send them off for production. To send a large file, you may need to upload to a file sharing program.

If you run into a file type that you constantly need but is not included in your files, please do not hesitate to let us know, and we can provide it for you.

### About Fonts

All fonts used in the creation of your Identity have been outlined in the brand asset files. This means each letter is no longer recognized as a letter, but as a graphic object. The actual typefaces used to create your identity are not included with your files. Fonts are tiny computer programs, and are proprietary to the computer operating system. Mac fonts and PC fonts can be totally different. Font technology is always changing, and the font files that work today may not work in the future. We do not include the font in order to facilitate file portability and compatibility with any operating system. If you need one of the fonts, search the internet to see where it is available, and download it into your native operating system. You may have to purchase it, but to do so is the best way to ensure you will not have problems with the font.

## Glossary of File Types That May Be Included In Your Asset Files

*The following file types support BITMAP graphics:*

**PNG: (This file type supports raster images- smaller file sizes)**

Portable Network Graphics (PNG) was developed as a replacement for the GIF standard, partly because of GIF's many limitations.

**JPG: (This file type supports raster images- smaller file sizes)**

Joint Photographic Experts Group (JPEG) format is commonly used to display photographs and other continuous-tone images in hypertext markup language (HTML) documents over the World Wide Web and other online services. A JPEG image is automatically decompressed when opened.

**PSD: (This file type supports raster images- larger file sizes)**

Native Adobe Photoshop file format. The industry standard bitmap graphics program.

**TIF: (This file type supports raster images- larger file sizes)**

Tagged-Image File Format (TIFF) is used to exchange files between applications and computer platforms. TIFF is a flexible bitmap image format supported by virtually all paint, image-editing, and page-layout applications. Also, virtually all desktop scanners can produce TIFF images.

**GIF: (This file type supports raster images- smaller file sizes)**

Graphics Interchange Format (GIF) is a file format commonly used to display indexed-color graphics and images, as well as motion graphics in (HTML) documents over the Web and other online services.

All file types listed here are usable cross platform. Vector images are easily converted to raster images.

**Your most valuable file is an .eps file.**

**From this file, most all other file types can be made.**

## Glossary of File Types That May Be Included In Your Asset Files

*The following file types support VECTOR graphics:*

**AI: (This file type supports both vector and raster images, primarily vector)**

Native Adobe Illustrator source file format, which is Vector based. The industry standard vector drawing program.

**EPS: (This file type supports both vector and raster images, primarily vector)**

Encapsulated PostScript (EPS) language file format can contain both vector and bitmap graphics and is supported by virtually all graphic, illustration, and page-layout programs. EPS format is used to transfer PostScript-language artwork between applications. To print EPS files, you must use a PostScript printer.

**PNG: (This file type supports both vector and raster images- smaller file sizes)**

Portable Network Graphics (PNG) was developed as a replacement for the GIF standard, partly because of GIF's many limitations.

**PDF: (This file type supports both vector and raster images, but primarily vector)**

Portable Document Format (PDF) is a flexible, cross-platform, cross-application file format. Based on the PostScript imaging model, PDF files accurately display and preserve fonts, page layouts, and both vector and bitmap graphics.

All file types listed here are usable cross platform. Vector images are easily converted to raster images.

**Your most valuable file is an .eps file.  
From this file, most all other file types can be made.**