KEARNEY SCHOOL DISTRICT

BRAND GUIDE

KEARNEY
PUBLIC SCHOOLS
OWN *Your* FUTURE

REACHING BEYOND SUCCESS

Letter To The District

The Kearney School District brand is an expression of who we are, what we stand for and what kind of impact we want to make on our community and beyond. Use these guidelines to ensure our brand is communicated consistently across print, digital and social media. We recommend all parties using any part of the Kearney School District brand identity, including our logo, artwork, color palette and typography, meet the standards outlined in this guide.

Questions? Please contact the Kearney School District administration.

Table of Contents

Brand Standards

USE OF THE LOGOS

The following manual provides you with specifications to accurately utilize the Kearney School District brand elements. The Kearney School District brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the district. It will also serve to reinforce the core essence of your district pride, accomplishment and spirit. It is critical that all parties utilizing any of the Kearney School District brand elements follow this manual with attention to detail in order to preserve and protect the Kearney School District brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.

Creation, application or any use of the Kearney School District brand elements must conform to approved standards as authorized by Kearney School District. Additionally, it is imperative that Kearney School District brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Kearney School District brand elements, whether the item on which the element is applied is for internal use, departmental use, district use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Kearney School District.

Approved Logos

Primary Marks
Can be used on official district documents and displays such as on the front of a building, diplomas, stationery, business cards, website home page, etc.

Secondary Marks and Circle Marks
Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.

Approved Logos

1   Primary Mark

2   Secondary Mark

3   Circle Mark

1

2

3

Approved Colors

IDENTITY COLORS

	Royal Blue	**Yellow**	**White**
Pantone	PMS 293 C	PMS 109 C	White
Web	#003DA5	#FFD100	#FFFFFF
CMYK	C: 100 M: 69 Y: 0 K: 4	C: 0 M: 5 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 0
RGB	R: G: 61 B: 165	R: 255 G: 209 B: 0	R: 255 G: 255 B: 255

Royal Blue, Yellow, and White are the official approved colors of Kearney School District and play a major role in supporting the core visual identity of the brand.

Royal Blue and Yellow are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White should only be used as a secondary accent color.

*All Logos were created using the PANTONE+ Solid Coated color book.

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.

Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against transparent, Royal Blue, Yellow, or neutrals such as Black or Grey/Silver. Please contact the district administration for approval on use of any other non-official district color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).

Approved Colors

ONE COLOR LOGOS

Folio Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

The approved fonts are Folio Medium, Folio BT Book, and Folio BT Light Italic*. Folio Medium, Folio BT Book, and Folio BT Light Italic* should always be used for Kearney School District and used when identifying a sport, department, club or other secondary priority associated with the district.

Contact district administration for the proper use of the Folio BT Light Italic font.

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FONT FILES

Folio BT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.

NOW IT IS TIME TO

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WITH...

Avenue Banners

Windscreens

Wall Murals

Vinyl Banners

Flags

Pop-Up Tents

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Decals

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AND MORE!

Contact BSN SPORTS Campus Branding for more info!

BSNSPORTS.com/CampusBranding

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