



Brand Guidelines

2025

KEENEYVILLE
SCHOOL DISTRICT 

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Introduction

The Keeneyville School District 20 Brand Guidelines provide a comprehensive framework for maintaining a consistent and professional visual and messaging identity across all communications. As a diverse and inclusive district serving students from preschool to 8th grade, our brand reflects a commitment to elevate growth by inspiring passion, empowering learning, and fostering supportive relationships.

This guide is designed to support staff and our partners in representing the district in a way that is unified, recognizable and aligned with our core values. It includes standards for logos, colors, typography, communications, and usage examples to ensure all materials – digital or print – reflect a cohesive brand.

By following this guide, we help strengthen the Keeneyville School District 20 identity and reinforce trust with our families, staff, and community members. Thank you for your commitment to presenting our district with pride, clarity, and purpose,



What inspires us

Future focused to inspire the power and potential of each student.



Why we exist

To elevate growth by inspiring passion, empowering learning, and fostering supportive relationships.



What we believe in

Meeting the unique needs of every student.

Providing a supportive learning environment.

Embracing diversity and cultural awareness.

Building strong family and community partnerships.

Empowering talented staff.

Ensuring financial stewardship.

The Keeneyville School District 20 logo combines the following elements: the district name, and the graphical logo with an abstract apple and the number 20. Position, size, and color, along with the spatial and proportional relationships of the logo elements, are predetermined according to usage and should not be changed, except as indicated on the following page titled “Logo Variations.” The rules about how to use the logo are meant to ensure that it is used the same way every time. This can help reinforce public awareness of the district.

This is the preferred logo for all print, screen print, and digital applications. The logo is available in all basic formats. The full-color version should be used whenever possible on white and light backgrounds. It is important to make sure the logo is legible against the background.



District Brand Primary Logo

DO use the logo provided

DO leave a clear space around the logo (free of any text and images) whenever it is used

DO make sure the logo is legible against the background

DON'T alter logo, font, color

DON'T add effects to the logo (i.e., drop shadow, gradient)

DON'T distort the logo in any manner - adjust proportionally

District Brand Logo Variations

Reversed Logo Variation

May be used on dark backgrounds.



Solid Color Logo Variation

May use solid purple, black, or white only when full-color is not an option.



Stacked Logo Variation

May be used when a square or circular format is required, such as for social media profile photos or similar applications.



Primary Colors

Royal Purple is a deep, confident purple that symbolizes royalty, power, and wisdom. It serves as the primary brand color for the district, representing strength, leadership, and a commitment to excellence. This is the anchor color for the district's identity.

Yellow Gold is warm color that represents happiness, energy, and optimism. It is used as an accent color in the district's primary color palette. This color is also used consistently across all schools to serve as a unifying visual element, symbolizing connection and shared identity throughout the district.

Secondary Colors

Light Purple is a soft, calming shade that adds imagination and elegance. It may be used for subtle backgrounds or accent highlights.

Light Gray is a modern, muted tone ideal for secondary text, backgrounds, and clean, accessible design.

Dark Gray is a balanced, professional neutral color that may be used for secondary elements or backgrounds needing subtle contrast.

Hex: #5C2F91
RGB: 92, 47, 145
CMYK: 0.37, 0.68, 0.00, 0.43

Hex: #FCB914
RGB: 252, 185, 20
CMYK: 0.00, 0.27, 0.92, 0.01

Hex: #C5B4E3
RGB: 197, 180, 227
CMYK: 0.13, 0.21, 0.00, 0.11

Hex: #B0B0B0
RGB: 176, 176, 176
CMYK: 0.00, 0.00, 0.00, 0.31

Hex: #767676
RGB: 118, 118, 118
CMYK: 0.00, 0.0, 0.00, 0.54

District Brand Color Palette

The district color palette is intended to ensure that a consistent color scheme is maintained in all communication and marketing items for Keeneyville School District 20.

Our primary color palette consists of two official colors: Royal Purple and Yellow Gold.

A secondary color palette may be used as support as accents when a project requires additional color (i.e., design elements, presentation slides, charts or graphs, lines, dots, etc.).

District Brand Typography

The district primary typeface is **Arial** which is a clean, widely accessible sans-serif typeface that supports readability and consistency across print and digital platforms.

The specified font sizes and styles in this guide should be used for headings in all official district and school materials, including formal letters, forms, newsletters, website, and other official communications.

Fonts from the Arial family are included with all versions of Microsoft Windows 3.1 and later, as well as in other Microsoft programs, Google Docs, macOS and many printers.

Text can either be in Black, Royal Purple, or White (depending on the background color).

HEADING (H1)

ARIAL 18-20 PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$&/%(,.;:)

Subheading (H2)

Arial Bold 16-18 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$&/%(,.;:)

Sub-subheading (H3)

Arial Italics 14-16 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$&/%(,.;:)

Body Text (Paragraphs)

Arial Regular 11-12 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$&/%(,.;:)

Staff Email Communications

Keeneyville School District 20 staff should follow the brand guidelines for email communications, including message font and signature block.

First Name Last Name

Job Title

District Office

Keeneyville School District 20

email@esd20.org | 000-000-0000



District Letterhead

All official letters, forms, and district documents should follow the letterhead format specified in this guide to maintain a consistent and professional appearance. District Office will share the letterhead template for staff to use when appropriate.

Each school will have official letterhead templates, as indicated in this guide.

The letterhead template for Keeneyville School District 20 includes the district logo and name at the top left, contact information at the top right, and a detailed list of district and building administration staff in the center. At the bottom, there are four columns listing the names, titles, and contact information for the principals and assistant principals of the four schools: Early Childhood Center, Greenbrook Elementary School, Watersbury Elementary School, and Spring Wood Middle School.

KEENEYVILLE 20
SCHOOL DISTRICT

5540 Arlington Drive East
Hanover Park, IL 60133
(830) 894-2250 | www.esd20.org

DISTRICT ADMINISTRATION
Superintendent of School
Dr. Omar Castillo
Associate Superintendent of Teaching & Learning
Dr. Carrie Buckley
Assistant Superintendent of Student Services
Miss Colleen Flores
Assistant Superintendent of Finance & Operations
Mr. Brian Marston
Assistant Director of Marketing & Communications
TSD
Assistant Director of Instructional Technology & Innovation
Mrs. Jennifer Engstrom
Assistant Director of Information Technology & Infrastructure
Mr. Carl Esquibel

BUILDING ADMINISTRATION
Early Childhood Center
Principal
Ms. Amanda Aubry
Greenbrook Elementary School
Principal
Mr. John Gustafson
Assistant Principal
Mr. Anthony Baker
Watersbury Elementary School
Principal
Dr. Jim Plesura
Assistant Principal
Mrs. Nicole Franco
Spring Wood Middle School
Principal
Mr. Phil Alamo
Assistant Principals
Mr. Joseph Fong
Mr. David King

EARLY CHILDHOOD CENTER
5212 Arlington Circle
Hanover Park, IL 60133
(830) 894-4807

GREENBROOK ELEMENTARY SCHOOL
5208 Arlington Circle
Hanover Park, IL 60133
(830) 894-4844

WATERSBURY ELEMENTARY SCHOOL
355 S. Roseburg Road
Roseville, IL 60172
(830) 893-8180

SPRING WOOD MIDDLE SCHOOL
5540 Arlington Drive East
Hanover Park, IL 60133
(830) 893-8900

District Brand Communications

DO use Arial font

DO use font size 11 or 12 pt.

DO use black font

DO use the logo provided (optional)

DON'T use colored font

DON'T clip art or images (except provided district/school logos)

DON'T use quotes, mission statements, etc.

School Brands

Each school in Keeneyville School District 20 will have its own logo and branding guidelines. The school logos are similar in shape and style. The brand color Yellow Gold is used consistently across the district and all schools to serve as a unifying visual element symbolizing connection and shared identity throughout the district.

Position, size, and color, along with the spatial and proportional relationships of the logos elements, are predetermined according to usage and should not be changed, except as indicated in this guide. The rules about how to use the logo are meant to ensure that it is used the same way every time. This can help reinforce public awareness of the district.

DO use the logo provided

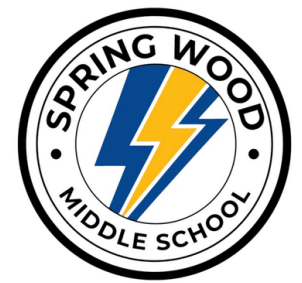
DO leave a clear space around the logo (free of any text and images) whenever it is used

DO make sure the logo is legible against the background

DON'T alter logo, font, color

DON'T add effects to the logo (i.e., drop shadow, gradient)

DON'T distort the logo in any manner - adjust proportionally



Primary Logo



Logo Application



Early Childhood
Center

Primary Color Palette

Hex: #000000
RGB: 0, 0, 0
CMYK: 0.00, 0.00, 0.00, 0.01

Hex: #FCB914
RGB: 252, 185, 20
CMYK: 0.00, 0.27, 0.92, 0.01

Greenbrook Elementary School

Primary Logo



Logo Application



Primary Color Palette

Hex: #0B6623
RGB: 11, 102, 35
CMYK: 89, 0, 66, 60

Hex: #FCB914
RGB: 252, 185, 20
CMYK: 0.00, 0.27, 0.92, 0.01

Primary Logo



Logo Application



Waterbury Elementary School

Primary Color Palette

Hex: #000000
RGB: 0, 0, 0
CMYK: 0.00, 0.00, 0.00, 0.01

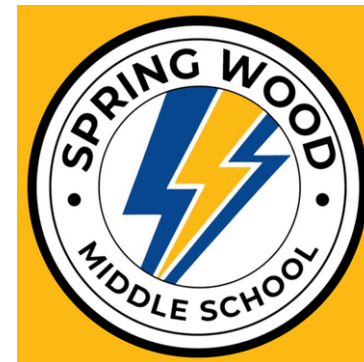
Hex: #FCB914
RGB: 252, 185, 20
CMYK: 0.00, 0.27, 0.92, 0.01

Spring Wood Middle School

Primary Logo



Logo Application



Primary Color Palette

Hex: #004890
RGB: 11, 102, 35
CMYK: 1.00, 0.50, 0.00, 0.44

Hex: #FCB914
RGB: 252, 185, 20
CMYK: 0.00, 0.27, 0.92, 0.01

