

The guidelines below describe the visual elements that represent the brand identity of Albertville City Schools. This includes our **name**, **logo**, and other elements such as **color**, **type** and **graphics**.

Maintaining a **consistent, controlled message** of who we are is essential to presenting a strong, unified image of our system. These guidelines are a reflection of ACS Board of Education's commitment to quality, consistency, and style.

The Albertville City Schools brand, including our logos, name, colors, and identifying elements, are valuable system assets, for which each of us has a responsibility to protect by ensuring **only authorized and correct use**.

This brand guide has been officially approved by the Board of Education and serves as the standard for all internal and external communications. All employees are expected to adhere to these guidelines to ensure consistency and integrity across the school system.

SYSTEM COLORS

Color plays an important role in the Albertville City School System identity. Color codes are listed to the side for various media.

Please check with your designer or printer when using these brand colors to ensure consistency across all platforms.

PRIMARY COLOR: RED

CMYK: C024 M100 Y100 K023
Pantone: 2350C
HKS: 15K
RGB: R157 G009 B009
HEX: #9d0909

SECONDARY COLORS: BLACK + WHITE

CMYK: C075 M068 Y067 K090
(true black - 30, 30, 30, 100)
Pantone: 6C
HKS: 88K
RGB: R000 G000 B000
HEX: #000000

CMYK: C000 M000 Y000 K000
Pantone: 11-0601 TCX
HKS: 71K
RGB: R255 G255 B255
HEX: #ffffff

The Albertville City School System has **three official colors**: Red, Black, and White. These colors have become a recognizable identifier for the school system.

Use these colors as the dominant color palette for all internal and external visual presentations of our school system.

SYSTEM FONTS, TYPOGRAPHY, + USAGE

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Albertville City Schools communications. We have selected Tangent Regular as our logo font, Georgia as our serifed font, and Trebuchet as our sans-serif font. This combination of type works well to unify and streamline our communications in every aspect. Please scan the Brand Assets QR code below to access download links to our system fonts.

Typographic hierarchy presents the most important words with the most impact, allowing users to scan text for key info. The figure below illustrates how our three brand fonts interact to provide typographic hierarchy.

Tangent Regular: *This distinctive typeface is used in our official system logos, and is not used elsewhere in system marketing materials and communiqués.*

USAGE:

This font is reserved by the PR & Marketing Department for logo use

Trebuchet: *Our primary use of this as a legible typeface for headings, titles, and short captions that require special attention.*

USAGE:

HEADERS AND TITLES
PRIMARY HEADLINES
SECTION HEADERS
SUB-HEADLINES

Call-out text and calls to action

Georgia: *This modern, classic serif typeface was designed to be highly legible in digital and print use. We use Georgia for copy (body/paragraph) text, as well as captions.*

USAGE:

Copy (Paragraph) Text
Caption Text



SYSTEM LOGOS + PROPER USAGE

PRIMARY



Our primary logo (above), presented against a white background. The other acceptable use for white/light backgrounds is this variation:



When displaying our logo against a dark, non-black background, the version below is used:



When the background is black, nearly black, or otherwise too dark to provide contrast for the black square in the example above, then the following versions may be used:



SECONDARY/ATHLETIC



Our new secondary/athletic logo (above), updates our previous Aggies A with a variation of our System logo's blackletter-style "A". This visual cue signals to the viewer a direct connection to the Albertville City School System.

SCHOOLS + DEPARTMENTS



Kindergarten & Pre-K, Elementary, Intermediate, Middle, & High Schools, and the Aggie Advocacy Center & Virtual Academy departments use logos that match our Primary Logo and therefore are allowed the same variations, and are bound by the same usage rules.



Bound by similar principles as the primary and tertiary logos, the Albertville Innovation Academy (AIA) logo may exist in these formats, depending on the background required. **Remember:** do not pair red and black logos and backgrounds.

SYMBOLS



The system "A" (left), may be displayed on its own in white, black or red. The Albertville Innovation Academy (AIA) symbol (right) may be displayed alone in red or white.



FORMER LOGOS NOT TO BE USED

Any former system, athletic, or department logos must remain retired. Former logos may include, but are not limited to, the following examples.



ALBERTVILLE
CITY SCHOOL SYSTEM

IMPROPER USAGE

See rule explanations in red, below these images.

- 1 Red against black does not provide enough contrast to be legible.
- 2 Do not place the logotype on three lines.
- 3 The logotype must not be isolated from the symbol.
- 4 Brand colors may not be altered.
- 5 The size of the logotype in relation to the symbol must not change.
- 6 Elements of the logo must not be rotated or altered in any way.
- 7 The logo must not be stretched vertically or horizontally.
- 8 Brand fonts must not be changed.
- 9 The system "A" symbol in the official logo is always enclosed in a square.

BRAND ASSETS:



For more information on how to properly use our brand assets, please contact:

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