

BRAND GUIDE

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The purpose of this guide is to establish and maintain the consistent use of Holland Patent Central School District's logo, typography, and color scheme.

Branding is more than a logo. A well-developed brand is built on a foundation that represents the essence of the school's mission, vision, core values, attributes and qualities of its academic and extracurricular programming. Brands encourage loyalty and create a sense of pride. School departments/clubs ARE NOT to develop or use other logos without the approval of the building administrator. Any reproduction or use of Holland Patent Central School District logos, images, or branding must be done with the consent of the Holland Patent Central School District and in accordance with policy set forth in the District's branding guide.

If you have any questions about this Brand Guide please contact us at (315) 865-7200 or email vmarris@hpschools.org.

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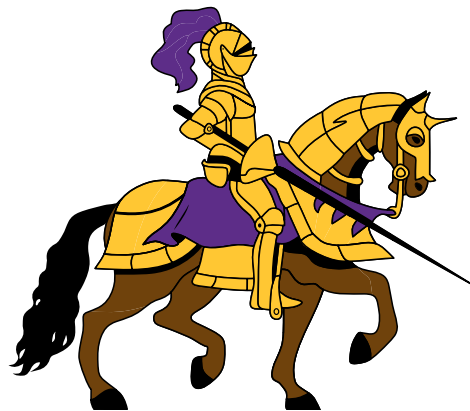
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Below and on the next page are what this guide will refer to as “Primary Logo” and “Secondary Logo.” These logos are what represent the Holland Patent Central School District. This Brand Guide will explain the proper way to display and use these logos along with the Do’s and Don’ts in order to maintain a consistent brand.

Primary Academic Logo



Secondary Logos



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The Primary Athletic Logo incorporates both the mascot and the typography. The secondary options are simplified versions, so you may choose what is most appropriate or most legible depending on the scenario.

Primary Athletic Logo



Secondary Athletic Logos

1



3



2





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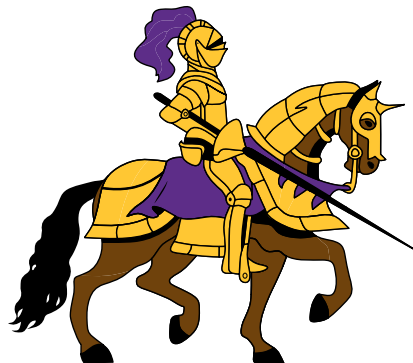
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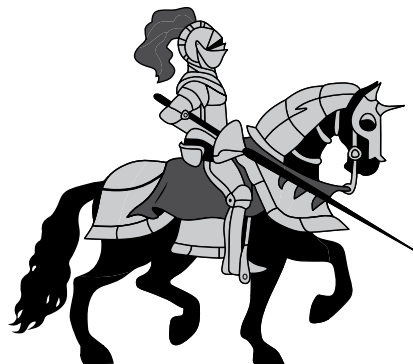
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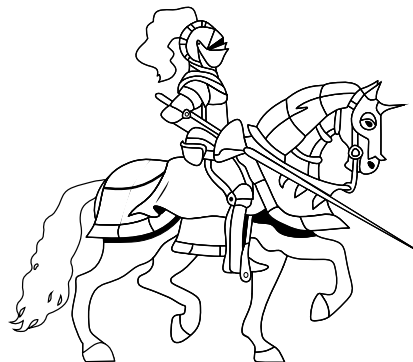
Consistency establishes trust. It is vital that our logos be used in a consistent manner by all departments, offices and divisions across Holland Patent Central School District. Our logos must not be altered in any way and should only appear in full color, grayscale or black or white.



Full Color



Greyscale



Black and White

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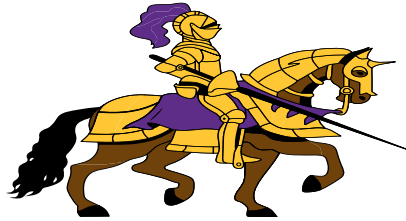
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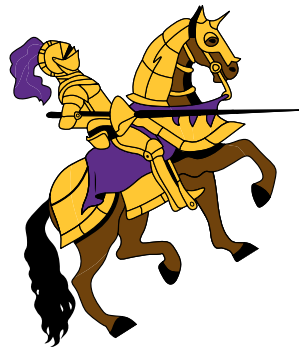
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Unacceptable Uses of the Logos

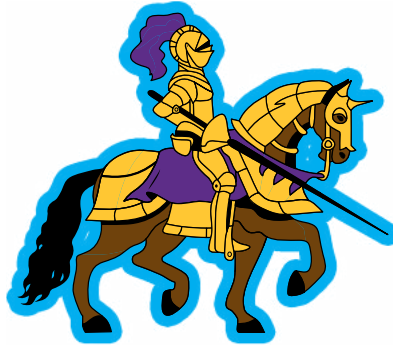
Improper Scaling



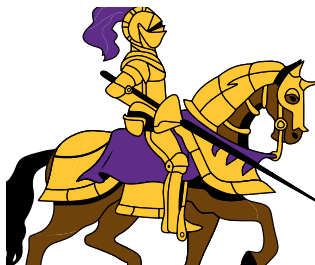
Improper Rotation



Improper Coloration



Improper Crop



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Colors are often used in the terms of CMYK or Pantone (used for print media), RGB (used in electronic media). It is important to understand color distinction between the two. In summary:

CMYK refers to the 4-color process (cyan, magenta, yellow and black) used on a commercial printing press. The 4-color process for Holland Patent Purple is C=81 M=97 Y=26 K=13. CMYK images may display inaccuracies in electronic media.

Pantone refers to the specific ink color used on a printing press or ink transfer process such as silk screening. The Holland Patent Pantone color for purple is Pantone 269 C and is referred to by vendors using processes in which the Pantone color is matched to a paint or ink color. Other printing methods, such as using a laser printer or a digital press, may require test prints to determine which color mix works best on individual devices.

RGB refers to the color on a computer screen or monitor (red, green, blue). These colors are usually listed as a number between 0 and 255 of each value. For instance, the RGB value of Holland Patent Purple is 81/45/109, which means 81 red, 45 green and 109 blue. Files in RGB format may be inaccurate in commercial printing, so they should be converted to CMYK. Here are the breakdowns of each approved color.

Marketing



CMYK 81/97/26/13
Pantone 269 C
RGB 81/45/109
#512D6D



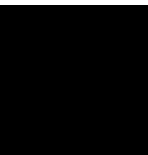
CMYK 0/22/92/0
Pantone 123 C
RGB 255/199/44
#FFC72C

Wall Paint

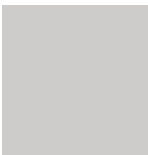


CMYK 81/97/26/13
Pantone 269 C
RGB 81/45/109
#512D6D

CMYK 0/22/92/0
Pantone 123 C
RGB 255/199/44
#FFC72C



CMYK 0/0/0/100
RGB 0/0/0
#000000



CMYK 19/15/16/0
RGB 204/204/204
#CCCCCC

Black should be used as the default color for fonts. Avoid using yellow on a white background because it can be hard to read.

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Holland Patent Central School District uses Avenir and Times New Roman. As a bolder, fresher, more welcoming font, Avenir should be used more prominently in our communications. Times New Roman plays a supportive role and functions better as a font used for body paragraphs. Times New Roman can also be used in contexts where we want to emphasize our academic strength.

Avenir

Holland Patent Central School District

Times New Roman

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These fonts have a variety of weights and italics, offering flexibility for a wide range of applications and contexts. Heavier weights or italics should be used sparingly for emphasis. Emphasizing everything in a design dilutes the impact, causing nothing to stand out.

Stratum1

KNIGHTS

Stratum1 is an Adobe Font, available through an Adobe Creative Cloud subscription. This font is used exclusively for the athletic Golden Knights logo. It is a sans serif typeface that is easily legible and is a bold, contemporary font. It is not to be used for anything except the words “Knights” and should not be used for body text.

Eurostile Extd

GOLDEN

Eurostile Extd is an Adobe Font, available through an Adobe Creative Cloud subscription. This font is used exclusively for the athletic Golden Knights logo. It is a sans serif typeface that is easily legible and its extended width nicely fills the space above “Knights.” It is not to be used for anything except the words “Golden” and should not be used for body text.