



HASLETT
PUBLIC SCHOOLS

BRAND GUIDE

5593 Franklin Street, Haslett, MI 48840 / 517.339.8242 / haslettschools.org

HASLETT PUBLIC SCHOOLS **BRAND GUIDE**

TABLE OF CONTENTS

- 3 Haslett Primary Logo**
- 5 Haslett “H” Logo**
- 7 Haslett Stacked Logo**
- 9 Haslett One Line Logo**
- 11 Color Information**
- 12 Font Information**
- 13 Brand Graphics**
- 15 Common Misuse**
- 16 File Format Information**

HASLETT PUBLIC SCHOOLS **BRAND GUIDE**

HASLETT PRIMARY LOGO



HASLETT PUBLIC SCHOOLS BRAND GUIDE

HASLETT PRIMARY LOGO



2-Color



2-Color
(reversed)



1-Color
(blue)



1-Color
(yellow)



1-Color
(black)



1-Color
(white)

HASLETT PUBLIC SCHOOLS BRAND GUIDE

HASLETT “H” LOGO



HASLETT PUBLIC SCHOOLS BRAND GUIDE

HASLETT "H" LOGO



2-Color



2-Color (reversed)



1-Color (blue)



1-Color (yellow)



1-Color (black)



1-Color (white)

HASLETT STACKED LOGO



HASLETT
PUBLIC SCHOOLS

HASLETT PUBLIC SCHOOLS BRAND GUIDE

HASLETT STACKED LOGO



2-Color



2-Color
(reversed)



1-Color
(blue)



1-Color
(yellow)



1-Color
(black)



1-Color
(white)

HASLETT PUBLIC SCHOOLS **BRAND GUIDE**

HASLETT ONE LINE LOGO



HASLETT PUBLIC SCHOOLS **BRAND GUIDE**

HASLETT ONE LINE LOGO



2-Color



2-Color
(reversed)



1-Color
(blue)



1-Color
(yellow)



1-Color
(black)



1-Color
(white)

HASLETT PUBLIC SCHOOLS **BRAND GUIDE**

COLOR INFORMATION



Haslett Blue - Pantone® 295

C 100 M 63 Y 0 K 67

R 0 G 40 B 88

HTML 002858

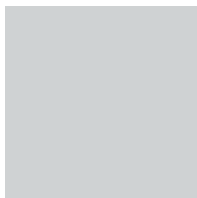


Haslett Yellow - Pantone® 136

C 0 M 22 Y 83 K 0

R 255 G 192 B 74

HTML ffc04a

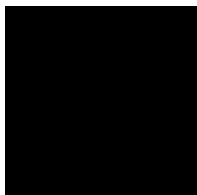


Haslett Gray - Pantone® 427

C 14 M 8 Y 4 K 0

R 208 G 212 B 227

HTML d0d4e3



Haslett Black - Pantone® Process Black

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

HTML 000000

Notes on Color Usage:

- Colors used in the marks should never be altered.
- Due to the inconsistent nature of computer monitors and printers the colors depicted within this guide may not match the actual Pantone®, Madeira® or Robison-Anton® colors. When specifying colors please refer to the Pantone®, Madeira® or Robison-Anton® standards for accurate color reproduction.

Pantone® is a registered trademark of their respective trademark holder.

FONT INFORMATION

Headline Font - Protest Strike

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()**

Body Copy Font - Montserrat

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()**

Notes on Font Usage:

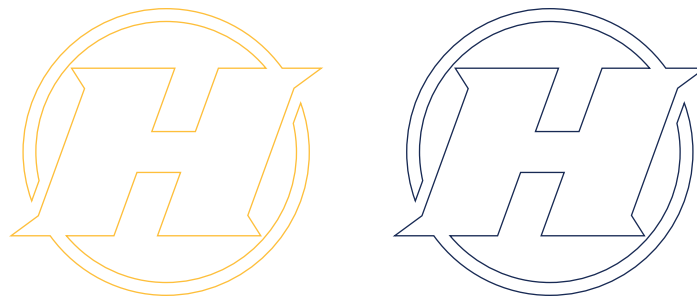
- Fonts are available on fonts.google.com
- Protest Strike is only available in a single weight. (Only use for primary and/or large headlines.)
- Montserrat is available in a variety of weights. (Use for smaller, informational copy. Use various weights for emphasis or hierarchy.)

HASLETT PUBLIC SCHOOLS **BRAND GUIDE**

BRAND GRAPHICS



Abstract "V" Backgrounds



Stroked "H" Logo



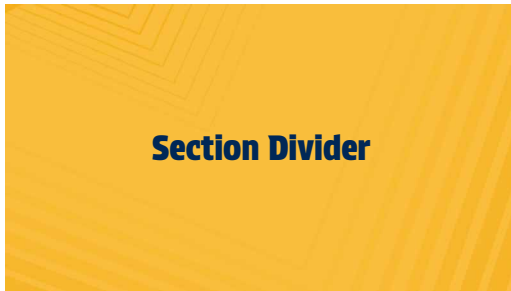
Viking Pattern Line

Notes on Brand Graphics:

- These elements are intended to create branded consistency across media. (From internal documents to public announcements and presentations.)
- Use these graphics to help with document composition or to add branded, visual interest (where needed).
- Do not overuse and distract from the primary focus of a document or presentation.

HASLETT PUBLIC SCHOOLS BRAND GUIDE

BRAND GRAPHICS



Abstract "V" Background Examples



Stroked "H" Logo Examples



Viking Pattern Line Examples

HASLETT PUBLIC SCHOOLS **BRAND GUIDE**

COMMON MISUSE



Never mirror or flip the logo.



Never use colors outside of the approved color palette



Never reverse or transpose colors



Never rotate the mark



Never alter the proportions of the mark



Never skew the mark



Never add additional graphic components

FILE FORMAT INFORMATION

Vector vs. Bitmap Files

When available, always use a vector based file (eps) before using a bitmap based file (png, jpg) when creating anything using these marks. Vector based files can be scaled up or down indefinitely without losing image quality, unlike bitmap files.

A vector file's visual information is saved as a series of points connected by lines. Example, point A is connected to point B by a line, with the shape of that line defined by an angle or curve. More points and more lines make more complex images. It is this reliance on mathematical points and lines that allow vector files to be scaled up or down without losing image quality.

A bitmap (sometimes called "raster") file's visual information is made up of a large grid of colored squares. The larger the grid (resolution) of the file, the better the image will look. However, since the size of the grid is finite, bitmaps do not scale to larger sizes effectively.

Vector File Formats Provided:

EPS

Bitmap File Formats Provided:

PNG and JPG



Example Vector File Detail



Example Bitmap File Detail