



Logo and Visual Standards Guide



OUR IDENTITY

This Logo and Visual Standards Guide prescribes how the district's name, logo and logo marks are to be used.

San Benito Schools recognizes that the district's name, logo and logo marks, when used as prescribed, are an invaluable asset to the district and the greater San Benito community. Along with the district mission and vision statements, they are essential in establishing the San Benito Schools brand. That brand inspires unity and pride among students, staff members and the community.

When there is no prescribed or consistent use of a district's name, logo and logo marks, the brand asset (school pride and community unity) is diminished, and may be lost entirely.

Consistency and quality are the keys to creating a strong brand asset for the school district and surrounding community. All staff and students are required to abide by this guide. Outside groups that are affiliated with San Benito Schools (PTA, boosters, etc), should abide by this guide when selling merchandise or purchasing items that use or refer to San Benito Schools or any of its component parts (schools, sports teams, clubs, etc).

The district logo and logo marks are the property of San Benito Schools. This artwork is solely intended for the promotion of the district. Distortions, alterations or use of this artwork in ways contrary to the standards put forth in this manual are prohibited.

A current electronic version of this guide may be found on the district website. Users of this guide are asked to direct all vendor requests for logo and logo mark artwork to the Communications Office to ensure quality artwork reproduction.

Users are also strongly encouraged to contact the Communications Office for advice regarding compliance with this guide.

OUR NAME

The traditional name for the San Benito school district is "San Benito Consolidated Independent School District or S.B.C.I.S.D. This will continue to be the legal name of our district. To simplify and create a more cohesive brand, the San Benito school district will use the name "San Benito Schools" or S.B.S. across all publications and communications.

ACCEPTABLE NAME USAGE

If the "Consolidated Independent School District" portion of the traditional name is to be used, it should be used as follows:

San Benito Schools - A consolidated independent school district

SAN BENITO SCHOOLS

OUR LOGO

Main Logo



Official and main logo for San Benito Schools (SBS). This logo is to be used for official district business and communications and should be used whenever possible.

[This guide uses this logo for all standards, but all allowances and restrictions apply to all logos; Main, Variant and Logo Mark.]

Variant Logo



Variant logo should be used only when the official logo does not fit in a given space, or a vertical version of SBS identity is required.

Logo Mark



Logo mark may only be used when either the main logo or variant logo is also present on the same communication. (Print, Screen, Item)

BRAND PROFILE

CORE BRAND ELEMENTS

The San Benito Schools brand is made up of core elements—the name, logo, and colors—that work together to communicate the intended brand, vision and personality to employees, brand affiliates, and the public at large. It is important that these core elements remain consistent throughout all communication to create unity.



LOGO

A logo is the visual representation of a brand and is meant to capture and evoke the overall brand essence. To create a solid brand image, it is important that the logo be used consistently across all communication materials.

COLOR

Color can carry a great deal of emotion and serves as a key element in the overall brand image. It sets the tone of the brand and helps tie various communication pieces together. It is important to utilize color in a thoughtful and consistent manner.

TYPOGRAPHY

Consistent use of brand typography helps establish a unique San Benito Schools “look” that greatly increases recognizability and memorability of the brand.

SIZE AND SPACE

In order to ensure the appropriate visibility, prominence and strength of the San Benito Schools logo, an area of isolation and a minimum size have been determined. These guidelines apply to both print and digital usage, as well as any other instance the logo may be used.



AREA OF ISOLATION

A minimum space requirement around the logo is required to ensure prominence of the mark and to prevent interference from other elements in a design. This space is defined as the area of isolation and is indicated by X in the figure above. X is equal to the height shown.

MINIMUM ISOLATION

A distance of X should be maintained between the San Benito Schools logo and all other design elements, including: images, typography, photos, graphics, rules, and the raster, or page edge.

PREFERRED ISOLATION

The area of isolation is a minimum space recommendation. Increase the area of isolation whenever possible.

SCALE

To maintain recognizability, the San Benito Schools logo must not be made smaller than 2" wide by .5" high. This is the minimum size and should be used larger in every possible instance. Contact the Communications Department for exceptions to size requirements.



LOGO USAGE

LOGO PRIMARY COLORS

This is the primary color combination that should be used on all communication materials whenever possible. A white background is preferred and recommended, but if not possible, use the “Logo Color Variations” listed below.



Primary Color

C:83.08 M:100 Y:31.77 K:35.31
PANTONE 2627 C

Secondary Color

C:27.28 M:42.54 Y:100 K:5.24
PANTONE 7556 C

Accent Color

C:70.19 M:57.05 Y:61.31 K:44.46
PANTONE 446 C

Accent color is for special purposes. Contact the Communications Department for usage.

LOGO COLOR VARIATIONS

Because not all display mediums and modes of reproduction have the same color requirements, multiple color options have been developed for the San Benito Schools logo. The approved color options, listed below, include the necessary specifications for 2-color (the primary color combination), 4-color, gray scale, and reverse (white). These options should accommodate most situations. The full-color logos are also available with a white background border– these are the only approved color variations. Deviation from these options is not allowed as it will weaken the overall brand image.

Primary Color Logo on White



Primary Color Logo on Secondary Color Background



C:83.08 M:100 Y:31.77 K:35.31
PANTONE 2627 C

C:27.28 M:42.54 Y:100 K:5.24
PANTONE 7556 C

Using this logo is acceptable to achieve variety, but is to be used sparingly.

Secondary Color Logo on White



Secondary Color Logo on Primary Color Background



C:83.08 M:100 Y:31.77 K:35.31
PANTONE 2627 C

C:27.28 M:42.54 Y:100 K:5.24
PANTONE 7556 C

Using this logo is acceptable to achieve variety, but is to be used sparingly.

Gray Scale Logo



Gray scale Logo on Accent Color Background



C:0 M:0 Y:0 K:100
PANTONE Black C

C:0 M:0 Y:0 K:50
PANTONE Black C at 50% Tint

C:0 M:0 Y:0 K:25
PANTONE Black C at 25% Tint

The gray scale logo works well with most background colors.

LOGO COLOR VARIATIONS

Continued



If any background color other than the primary or secondary is used, use the black, white, gray scale or accent color logo.

INCORRECT LOGO USAGE

To maintain the integrity of the San Benito Schools brand, it is essential that the logo be used consistently and correctly. Correct usage will ensure that the brand stakeholders and public at large experience a clear representation of the brand through all communication materials. This section illustrates some of the common incorrect, non-approved logo variations.



DO NOT

Rearrange elements of the logo.



DO NOT

Alter the proportions of the logo.



DO NOT

Incorporate unapproved colors or fonts.



DO NOT

Distort the logo in any way.



DO NOT

Breach the area of isolation.



DO NOT

Rotate or use the logo on an angle.



DO NOT

Use a low-resolution or pixelated version of the logo.



DO NOT

Use the logo type independently to represent the logo.



DO NOT

Resize unproportionally

COLOR PALETTE STANDARDS

PRIMARY BRAND COLORS

To ensure the consistency of the visual identity, a color palette has been established for all print (Pantone® Matching System and CMYK values) and web (RGB values) applications. The correct use of the San Benito Schools color palette is essential to the success of the brand's recognition. Below is a list of the approved colors for the San Benito Schools brand.



This is the essential color in conveying the essence of the San Benito Schools identity and should be used as the primary color in most communication materials. Use for headlines, subheads, call-outs, graphic elements, and background color.

Print - PANTONE and CMYK
Web - RGB



C:83.08 M:100 Y:31.77 K:35.31
PANTONE 2627 C
R:62 G:17 B:81



C:0 M:0 Y:0 K:100
PANTONE Black C
R:35 G:31 B:32



C:27.28 M:42.54 Y:100 K:5.24
PANTONE 7556 C
R:184 G:140 B:29



C:0 M:0 Y:0 K:50
PANTONE Black C at 50% Tint
R:147 G:149 B:152



C:70.19 M:57.05 Y:61.31 K:44.46
PANTONE 446 C
R:62 G:69 B:67



C:0 M:0 Y:0 K:25
PANTONE Black C at 25% Tint
R:199 G:200 B:202

TYPOGRAPHY PALETTE STANDARDS

PRINT TYPOGRAPHY STANDARDS

Consistent use of brand typography helps establish a unique San Benito Schools “look” that greatly increases recognizability and memorability of the brand. Two fonts have been selected for the San Benito Schools brand logo and one for general purpose typography: Vibrocentric and New Academy for the logo and Eurostile for general copy. Vibrocentric and New Academy should be used for headlines, subheads, and other display text. It can also be used for captions, call outs, and can be used to add variety to subheads or display text. Design decisions regarding color selection, type size, leading, kerning, and other formatting issues should follow the communication materials already produced. Eurostile should be used primarily for body and general copy on all official communications.

Vibrocentric

SAN BENITO

New Academy

SCHOOLS

Eurostile

For General Copy

HOW TO USE FONTS

FONTS

Use Vibrocentric and/or New Academy for headers, headlines or titles

Use Eurostile for general writing when possible. **Use Eurostyle Bold for emphasis.** (May be used for headlines and titles)

When you want to use a Serif font, use the Times New Roman type family, or use Garamond type family.

Do not use “cute” or decorative fonts like **Chalkboard**, Papyrus or **calligraphy** or *handwriting* fonts for school or district materials such as handbooks, brochures, newsletters, calendars or email signatures.

You may use decorative fonts for fliers or materials for extracurricular activities.

This is a guide for general use of the San Benito Schools brand logos, colors and fonts. Exceptions may be made based on specific use and should be approved by the Communications Department.

PROMOTIONAL MATERIAL

AD SPECIALTIES AND 3D APPLICATIONS

Branded apparel and other advertising specialties are an effective method of increasing brand awareness, promoting brand loyalty, and encouraging internal brand buy-in. The examples below illustrate ways in which the logo can be applied to various media. When applying the logo to these types of media, all rules for logo usage described herein still apply. In those instances where the size of the specialty item is too small to meet the minimum logo size requirement, such as for pens, golf balls, and pins, that size may be adjusted. However, in these special instances it is imperative that proper care be taken to maintain readability and recognizability of the San Benito Schools mark. The recommended shirt colors are purple, gold, light gray, dark gray or white. All of these colors should match the colors in the logo.

