

August 2023

Style and Design Guide

Developed by the Hillsboro School District Communications Department

Style and Design Guide

This organizational style guide applies to Hillsboro School District’s public/external communications where district branding is used. A style and design guide is a set of standards, rules, and best practices for the design and writing of documents, websites, signage, and any other communications.

Why are standards important? Think of famous consumer brands. What would happen if the Starbucks logo, Target bullseye and McDonald’s “golden arches” had their shapes or colors changed? The whole branding effort behind the logos is no longer effective. Even subtle differences could create confusion—*is that really the reputable company you think it is?* Knockoffs are particularly good at manipulating established associations. So, whether we realize it or not, branding and style are critical to organizational identity.

Standards help to ensure consistency in style and formatting so that the branding is readily identifiable. Style guides help to maintain a consistent look so that students, staff, and the community can immediately associate the brand and communications with whoever produced them. This is especially important as things are published and shared online.

Editorial style is also important for consistency in writing text copy and in applying usage rules. In general, Hillsboro School District uses Associated Press style for external communications.

The following pages will provide you information on:

Organizational identity and style

- Logo usage
- Preferred fonts
- Primary and complementary (accent) colors
- Photography/Videography
- Design Considerations
- Templates

Getting ready for publication

- Planning
- Timing
- Preparing copy
- Communications development process



Logo Usage

Hillsboro School District’s logos have evolved from a traditional “apple on books” design to one where the apple is outlined in a more stylized, modern look. This reflects the district’s own progression beyond traditional offerings to 21st-century curriculum as well as the incorporation of modern technology in the classroom.

**Current
HSD
Logos**



Note that taglines, mission statements, or other text are not added as part of the logo. To maintain the stylized appearance of the logo, use the mission statement, tagline, or other text as a separate line nearby.

Do not dilute the brand identity by creating logo variations.

Proper and aesthetic use of the logo is very important in establishing HSD brand identity and maintaining a harmonious, clean look of the logo and your document. Here are some examples of wrong and right ways to use the HSD logos.

The logo standards set out to follow also apply to school and program logos, as well as school, department, and program letter head.

RIGHT Usage



Use the reverse logo against a solid background color. Size the logo so that there is enough contrast to show the logo clearly against the background color




Size the logo at least:
square logo—approx. 0.75” square
horizontal logo—2”W x 0.4”H



Logo’s proportions stay the same when resized



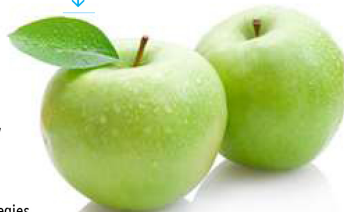
Logo is aesthetically proportionate to the other elements on the page and has enough space around it (minimum 0.25 inches).



min. 0.25" all around

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. User generated content in real-time will have multiple touchpoints for offshoring.



WRONG Usage



Do not use the color logo against a solid background color and/or if the background does not provide enough contrast with the logo


Do not size the logo so that it is too small to be clearly visible or if the mission text is unreadable. Depending on print quality, the apple also may disappear on the printed document as the color washes out.



Do not stretch or skew the logo.




Do not cram too many elements, including the logo, on the page so there is no longer a balance with white/negative space.



Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. User generated content in real-time will have multiple touchpoints for offshoring.



Font Usage

Consistent use of fonts also upholds organizational identity. This especially applies to long passages of text in, for example, reports, brochures, and other standard communications. Flyers, posters and other quick attention-getting documents, where more creativity is desired and expected, have much more leeway in the use of fonts.

You will want to avoid using too many fonts. Keep your fonts to two font families, and use different



font weights or styles within those families to provide variety.

The font families listed are selected as district standards because they are widely available to all users and across Chromebook, PC, and Mac platforms.

Sans Serif Fonts

Sans serif, or “without line,” means that the font does not have projecting features at the end of each letter stroke and usually has a fairly uniform stroke width. Sans serif fonts are typically used as headlines and subheads versus body text in print documents. Websites typically use sans serif fonts because the serifs don’t always render well on displays.

The Arial font family, with its different weights, is the district’s sans serif standard.

Arial

Regular: a b c d e f g h i j A B C D E F G H I J
Bold: a b c d e f g h i j A B C D E F G H I J
Italic: a b c d e f g h i j A B C D E F G H I J
Bold Italic: a b c d e f g h i j A B C D E F G H I J

Arial Narrow

Regular: a b c d e f g h i j A B C D E F G H I J
Bold: a b c d e f g h i j A B C D E F G H I J
Italic: a b c d e f g h i j A B C D E F G H I J
Bold Italic: a b c d e f g h i j A B C D E F G H I J

Arial Black

Regular: a b c d e f g h i j A B C D E F G H I J

Serif Font

Serif fonts have projecting features or lines at the end of each letter stroke that help lead the eye to the next letters and lines. These are best for long passages of text. In general, serif fonts should be sized between 10 to 12 points for best readability in long passages of text.

The Times New Roman family is the district’s standard serif font family.

Times New Roman

Regular: a b c d e f g h i j A B C D E F G H I J
Bold: a b c d e f g h i j A B C D E F G H I J
Italic: a b c d e f g h i j A B C D E F G H I J
Bold Italic: a b c d e f g h i j A B C D E F G H I J

Whether you use a sans serif or serif font for a headline is generally a matter of personal or artistic choice. However, readability is a primary consideration for long text passages.

A decorative font may be added for accent pieces. Decorative fonts can be unique and lovely, but they are not intended for more than one word or two. They are great for treating the eye to some accent pieces, but can be very difficult to read if used for longer text. These limits will help avoid the “ransom letter” look and keep your work product harmonious and readable.

Scriptina

can be hard to read as longer text

*limit your use of decorative fonts
to just accent pieces*

Color Usage

If colors are used in documents, the standard colors for the district include primary and complementary (accent) colors. Main design elements such as covers, headlines and subheads should stick to the primary color palette. Primary tints and complementary colors may be used to provide accents or differentiation, or as they fit within a cohesive, harmonious design.

Formulas for each color are defined in CMYK (print output), RGB and Hex (displays) below. Note that colors may render slightly differently from actual colors on a display as well as between different displays. For printed documents, use Pantone or CMYK formulas to define colors; this helps to ensure the closest and most consistent rendering of the actual colors.

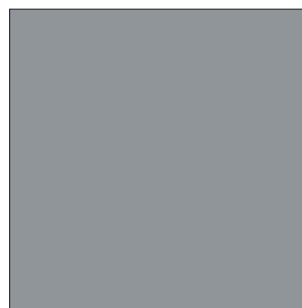
Primary HSD Colors



HSD Blue (*our traditional, legacy color*)
 Pantone: 288C
 CMYK: 100C88M27Y19K
 RGB: R30 G55 B108
 Hex: 001e63



Copper (*representative of our earthy, agricultural history*)
 Pantone: 8942C
 CMYK: 13C65M100Y12K
 RGB: R194 G105 B35
 Hex: c26923



Silver (*representative of our modern, technological future*)
 Pantone: 877C
 CMYK: 46C 34M 34Y 3K
 RGB: R142 G148 B152
 Hex: 8e9498

Primary HSD Color Tones



HSD Blue
90%



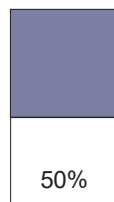
80%



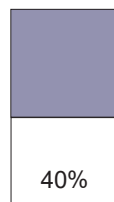
70%



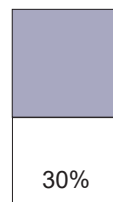
60%



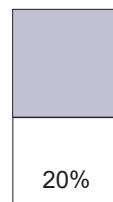
50%



40%



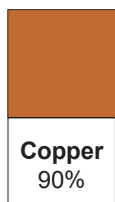
30%



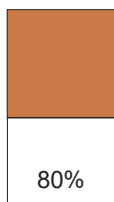
20%



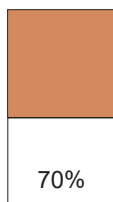
10%



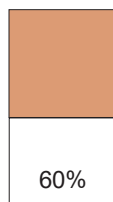
Copper
90%



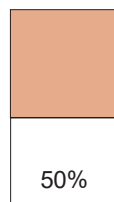
80%



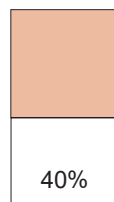
70%



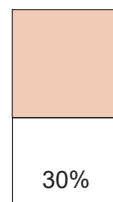
60%



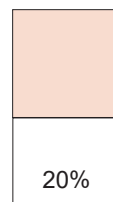
50%



40%



30%



20%



10%



Silver
90%



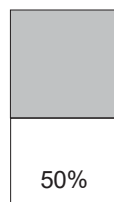
80%



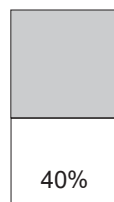
70%



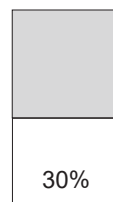
60%



50%



40%



30%



20%



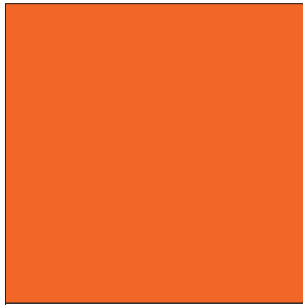
10%

Complementary (Accent) Colors (for use with HSD Blue)



Red

CMYK: 8C 96M 95Y 4K
RGB: R213 G45 B42
Hex: d52d2a



Orange

CMYK: 0C 74M 96Y 0K
RGB: R242 G103 B39
Hex: f26727



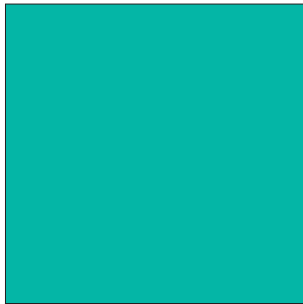
Lime

CMYK: 50C 0M 97Y 0K
RGB: R140 G198 B67
Hex: 8cc643



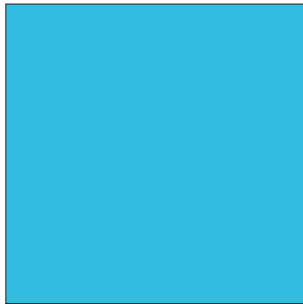
Green

CMYK: 75C5M100Y20K
RGB: R51 G145 B60
Hex: 33913c



Teal

CMYK: 76C 1M 43Y 0K
RGB: R0 G181 B167
Hex: 00b5a7



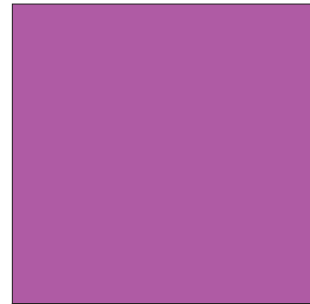
Aqua

CMYK: 60C 0M 14Y 25K
RGB: R53 G187 B224
Hex: 35bbe0



Medium Blue

CMYK: 74C 8M 0Y 10K
RGB: R0 G162 B212
Hex: 00a2d4



Violet

CMYK: 32C 77M 0Y 0K
RGB: R176 G91 B93
Hex: b05b5d

For information on your school colors, please check with Communications.



HILLSBORO SCHOOL DISTRICT

Communications Department

3083 NE 49th Place, AC-201

Hillsboro, OR 97124

503.844.1500

www.hsd.k12.or.us/Departments/Communications.aspx

06.01.2016