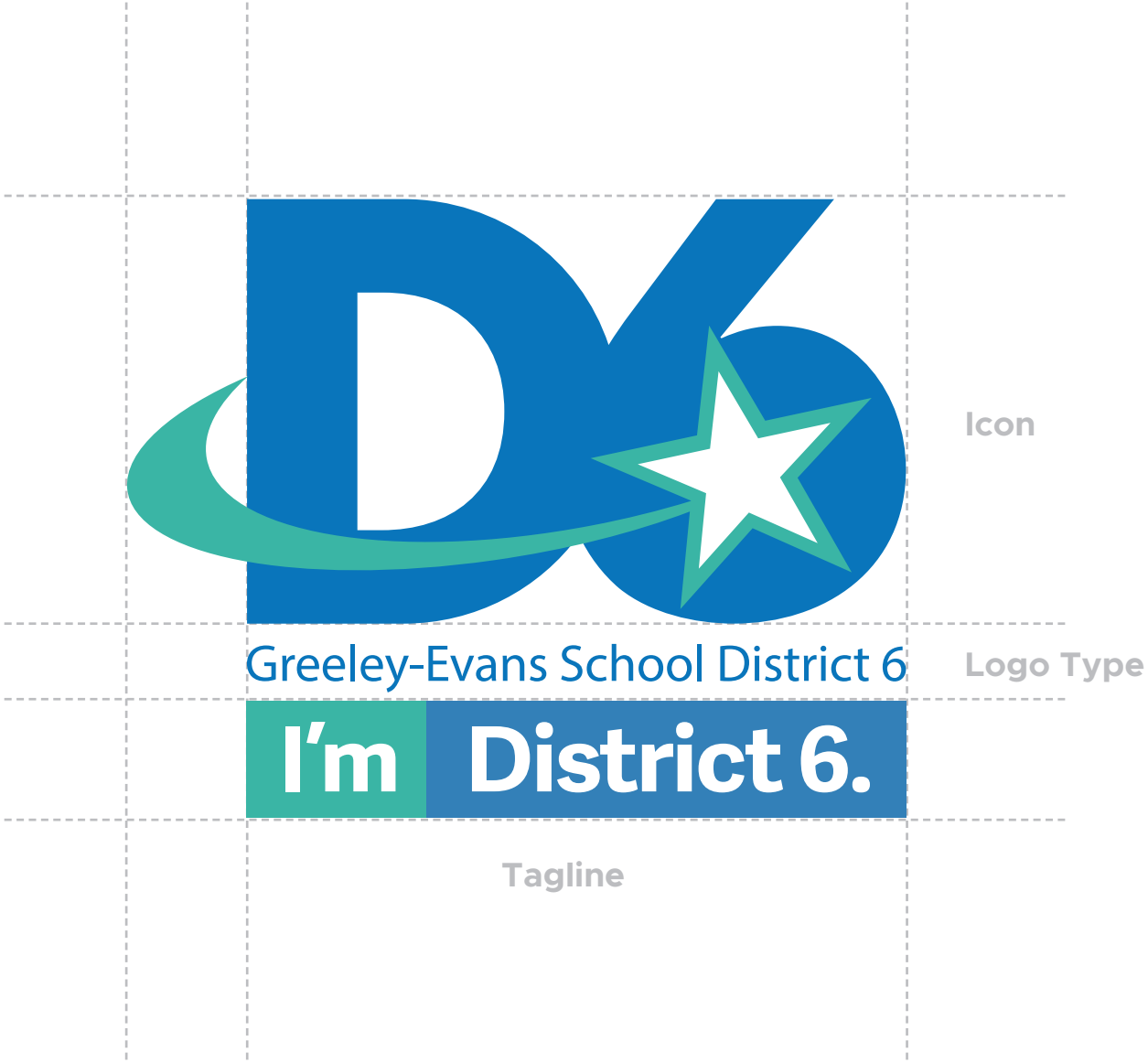


Identity Style Guidelines

v1.0 • September 2020

Greeley-Evans School District 6
Communications Department



Primary Logo

The logo is comprised of three main elements, The icon, logo type and tagline. Together, these three elements comprise the logo's final design.
This is the only way the logo should be displayed or printed.

Typography

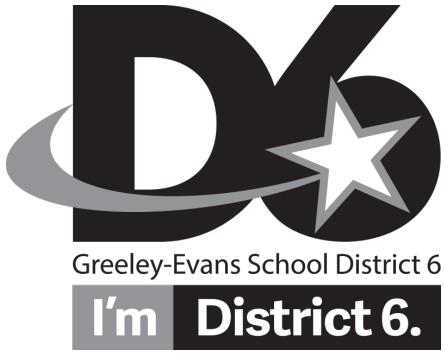
Icon: **Futura Extra Bold**

Logo Type: Myriad Pro

Tagline: **Adelle Sans**



Color



Black & White



Reverse White



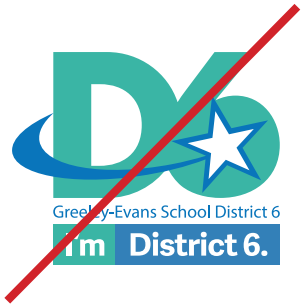
Color



Black & White

Logo Variations

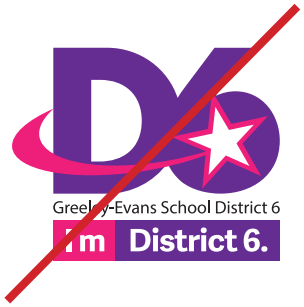
These are the acceptable variations for the logo in both horizontal and vertical formats. With the vertical variation being the preferred option to be used whenever appropriate.



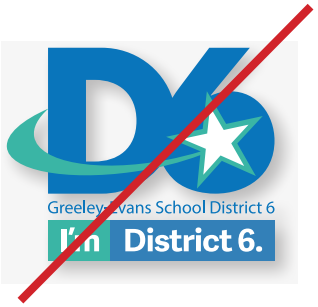
Do not change the colors even if they look similar. Use the specifications detailed in these guidelines.



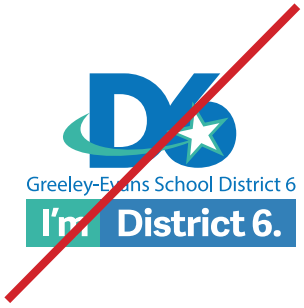
Do not distort the logo. Always scale proportionately.



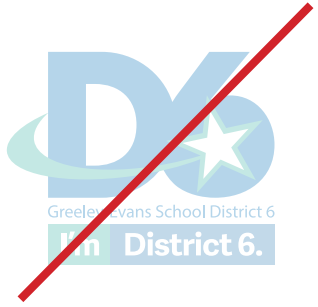
Do not use the logo in colors other than the specific teal and blue.



Do not use graphic effects (e.g. drop shadows) or outlines.



Do not resize the position of the logomark



Do not use screens (tint percentages) of the approved color palette in positive or reverse logo usage.

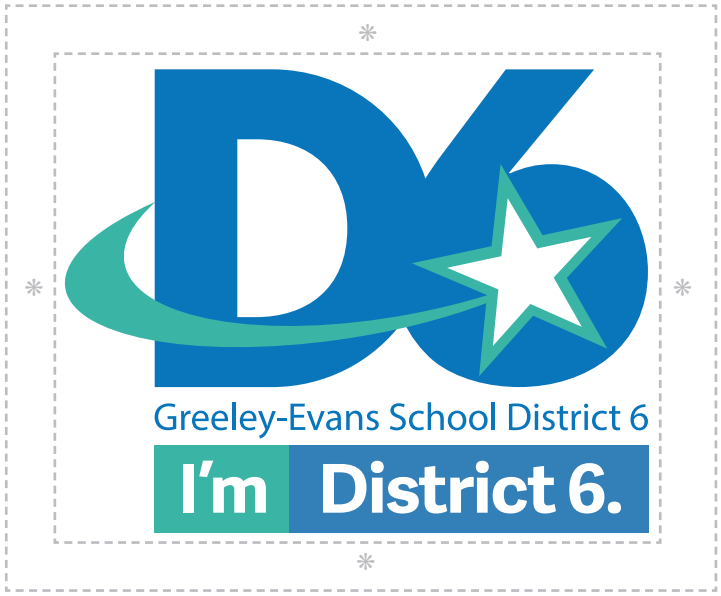
Incorrect Logo Usage

The examples on this page demonstrate incorrect use. If there is a question about proper use, consult with other sections of these guidelines or contact the District 6 communications department.

The integrity of the signatures must be respected at all times. The basic rule is to not alter or distort the logo in any way. Do not stretch, squeeze or otherwise morph or manipulate any element of the logo. Never redraw the logo, alter the placement, change the size relationship, or recreate the logotype.

Be particularly careful that the logo is not applied on background colors, patterns, or photographs that visually compete with the logo.

Electronic files of logos are available to ensure the consistent and proper use.





Logo Spacing

Maintaining a clear area around the extreme points of the logo helps ensure our logo's visibility and clarity. This is the area around the logo that nothing should encroach upon.

	PANTONE	CMYK	RGB	HEX
	7461C	87/50/1/0	12/117/186	#0C75BA
	7472C	64/7/34/0	87/182/178	#57B6B2

Color Specifications

Color is an important part of our identity. Using our color palette throughout web and printed materials will maintain our visual consistency which is essential to a strong brand identity.

When the logo is reproduced, please adhere to these color specifications.