BARNESVILLE
PUBLIC SCHOOLS

Barnesville Public Schools - Minnesota
Brand Guidelines 2026

Barnesville Public Schools Brand Guidelines

INTRODUCTION

The Barnesville Public Schools Brand Guidelines documents our identity and is to be adhered to rigorously and updated only when changes are required and officially approved. It is to be used to foster understanding of our brand, including but not limited to logo, palettes and to guide their use and implementation, and to enable consistent and correct communications.

To maintain professionalism and consistency, this style guide contains attributes and guidelines for use by suppliers, graphic artists, marketing and communications specialists, Barnesville Public Schools staff and printers. This guide contains relevant standards, requirements and recommendations surrounding the Barnesville Public School brand and helps users understand and correctly represent it.

Access to these logos can be found on the Barnesville School website under Useful links: https://www.barnesville.k12.mn.us/useful-links

If you have any logos that need to be converted to black or white, most local printers should be able to help convert color logos from the link here.

Barnesville Public Schools Logo & Usage

CURRENT LOGO AND ACCEPTABLE USE

The Barnesville Public School official logo in horizontal and vertical formats.
This also shows the correct usage of the logo when it is reversed out of the correct purple background and when it is the purple logo on a white or lighter color background. The purple helmet referred to as “Logo 2” is to be used for gym floors, jerseys and helmets. The white helmet referred to as “Logo 1” is for use on collateral such as business cards, letterhead, envelopes, admin/staff use.



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LOGO 1



LOGO 2



LOGO 1



LOGO 2

TROJAN ICON USE: This can be used on a gymnasium floor, jerseys and football helmets.
Note: The Trojan logo must always face left. The only exception is when it is applied to a football helmet. In that case, the logo may be mirrored so that one side faces right and the other faces left, ensuring the mark faces forward on both sides of the helmet.

Barnesville Public Schools Logo & Usage

CLEAR SPACE

Provided the logos have the clear space required by these guidelines, they can be used on different solid backgrounds, always surrounded by the white line outline.





Correct amount of clear space around logo (the “X Height”) shown here.





UNACCEPTABLE LOGO USAGE

The Barnesville Public School logo, should only be used in the manner shown above. Do not change any imagery, colors or typefaces, stretch or otherwise distort its shape, add any design effects such as drop shadows, nor show on non-solid colored backgrounds.







Barnesville Public Schools Additional Logos

DIVISION LOGOS

In addition to the main Barnesville Public School logo, there are additional versions for the other sub-divisions of the school: Barnesville Community Education, Atkinson Elementary School, Barnesville High School, Barnesville Elementary School. The same rules apply to these logos as do to the main logo.



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BARNESVILLE
COMMUNITY EDUCATION



BARNESVILLE
COMMUNITY EDUCATION



BARNESVILLE
HIGH SCHOOL



BARNESVILLE
HIGH SCHOOL



BARNESVILLE
ELEMENTARY SCHOOL



BARNESVILLE
ELEMENTARY SCHOOL

Barnesville Public Schools Other Applications

BARNESVILLE TROJAN LOGO

In the event the name “Trojans” is used with the logo, like social media, the examples shown below how that text can be formatted in Canva for social posts.

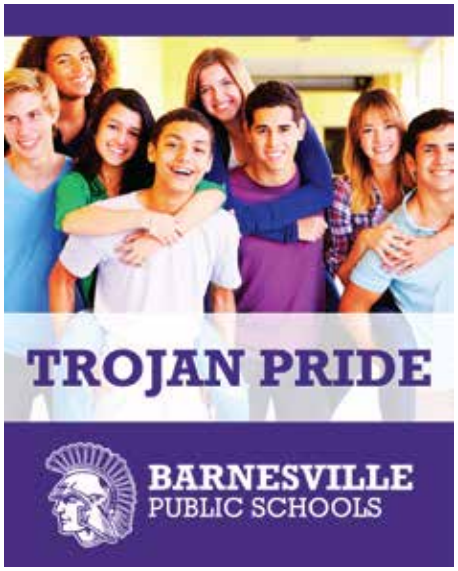
BARNESVILLE
TROJANS

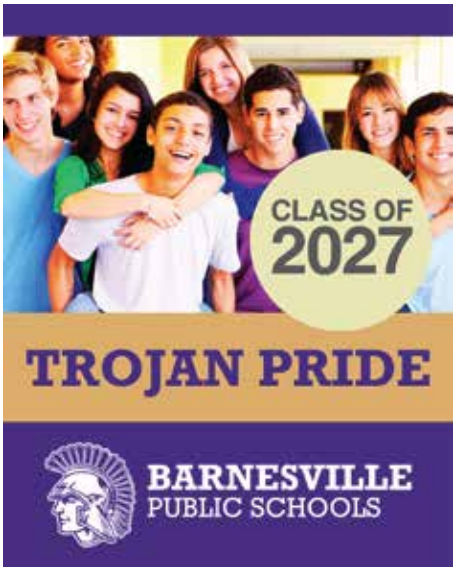
BARNESVILLE
TROJANS

SOCIAL MEDIA

Social media templates offer two choices, one in school colors with the Rockwell font in Canva and one template with the same fonts but additional accent colors. Both are acceptable for use.

Social Post Template 1: https://canva.link/ejv4u7vyfrcofqs
Social Post Template 2: https://canva.link/z27r78z36d3ptqu





EMAIL SIGNATURE FORMAT

The email signature has the icon larger on the left with the school text and staff member information to the right in the font Avenir.

Email Signature Template: https://canva.link/a2ql1map4zq0obf

BARNESVILLE
PUBLIC SCHOOLS

John Smith
Job Title One • Job Title Two
(218) 354-2217 ext 307

Barnesville Public Schools Color Palette & Fonts

BARNESVILLE PRIMARY PALETTE

Purple
Pantone: #Violet C
Hex: #472281
CMYK: 89 / 100 / 13 / 4
RGB: 71 / 34 / 129

Black
Hex: #000000
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0

White
Hex: #FFFFFF
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255

BARNESVILLE ACCENT PALETTE

Sunlit Clay
Hex: #DBAD6A
CMYK: 14 / 32 / 67 / 0
RGB: 220 / 174 / 107

Vanilla Custard
Hex: #E9E3B4
CMYK: 9 / 6 / 34 / 0
RGB: 233 / 226 / 180

Medium Gray
Hex: #A8AAAD
CMYK: 0 / 0 / 0 / 40
RGB: 168 / 170 / 173

Charcoal Gray
Hex: #58595B
CMYK: 0 / 0 / 0 / 80
RGB: 89 / 90 / 92

BARNESVILLE PUBLIC SCHOOL TYPEFACES

The font Rockwell is used in the Barnesville logos with the town in Rockwell bold weight and the division or segment of school in Rockwell regular weight. Rockwell bold can be used for headlines and titles while another san serif font like Arial, Avenir, Helvetica, Verdana can be used for body copy on items such as the website, newsletter or flyers.

Rockwell Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Rockwell Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Other Uses

Headlines in Rockwell Bold

Body copy in the font Avenir shown here, but Arial or Helvetica can also be substituted if you do not have access to that font.