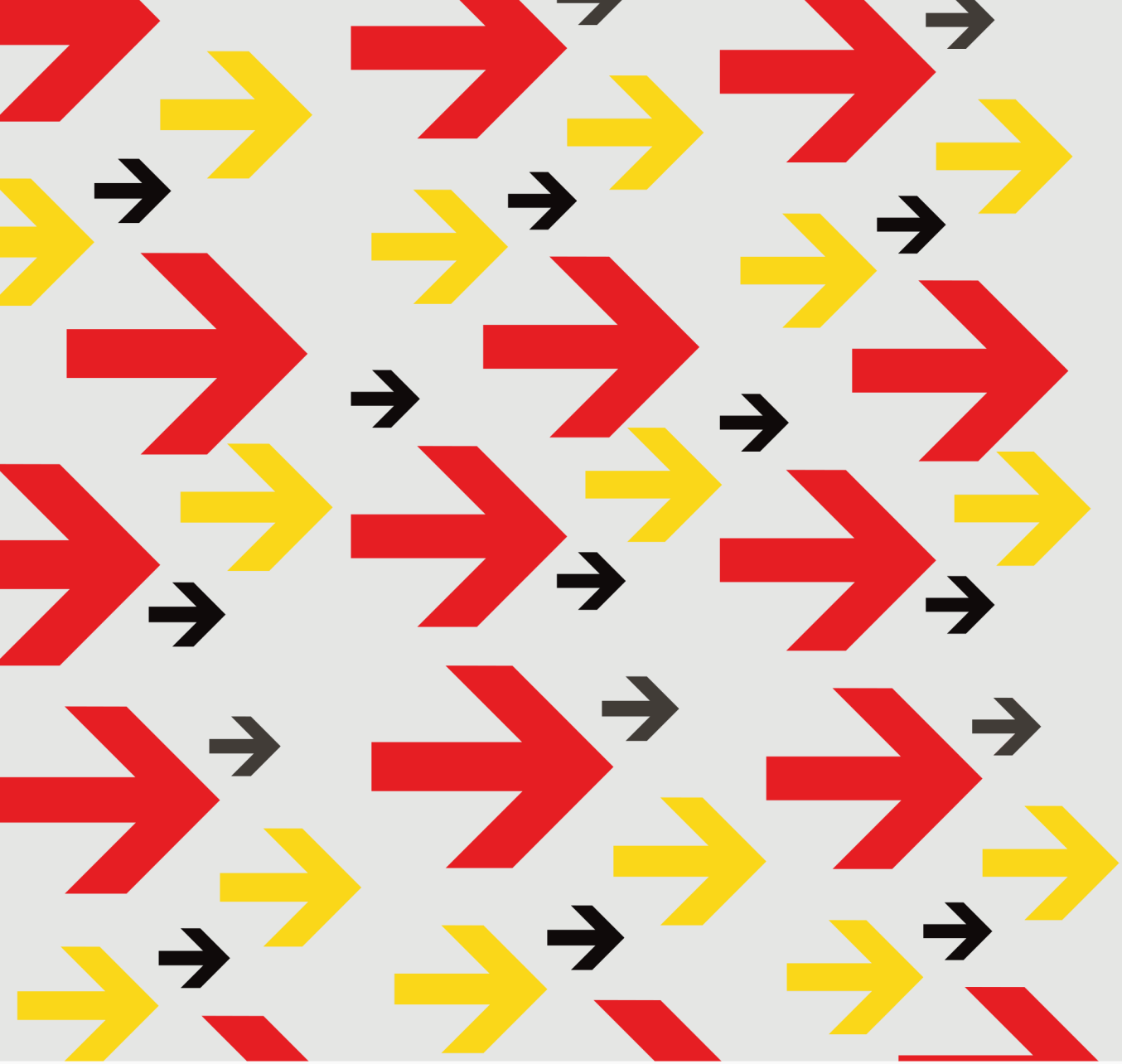


506
LABETTE COUNTY SCHOOLS

Brand Standards Guide

LABETTE COUNTY SCHOOLS DISTRICT LOGO

The Labette County 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.



THE FULL LOGOTYPE

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.

USD 506 PRIMARY LOGOS





INCORRECT LOGO USAGE

To maintain the integrity of the Labette County 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 page illustrates some of the common incorrect, non-approved logo variations and usages.



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
Use a low-resolution or pixelated version.



DO NOT
Rotate or use the logo on an angle.

PRIMARY COLOR PALETTE AND COLOR CODES

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. Brand colors should be used thoughtfully and consistently across communication materials.



Hex # EA2127
C0 M86 Y83 K8
R234 G33 B39

Hex # FDDA1C
C0 M14 Y89 K1
R253 G218 B28

SECONDARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a secondary color palette has been established for all print (CMYK values) and web (RGB values) applications. This color scheme is based on the Labette County School District primary color scheme. The correct use of the Labette County Schools color palette is essential to the success of the brand's recognition.



Hex # E5E6E4
C0 M0 Y1 K10
R229 G230 B228

Hex #423E3B
C0 M6 Y11 K74
R66 G62 B69

Hex # 0F0E0E
C0 M7 Y7 K94
R15 G14 B14

SCHOOL DISTRICT FONTS AND TYPOGRAPHY

Consistent use of brand typography helps establish a unique USD 506 “look” that greatly increases recognizability and memorability of the brand. Three typographic families have been selected for the Labette County School brand: Source Sans Pro, Poppins, and Arial. Source Sans Pro should be used for headlines, subheads, and other display text. Design decisions regarding color selection, type size, leading, and formatting should follow the communication materials already produced. Arial should be used primarily as body copy, captions, and digital/ web applications, as well as for web applications.

WEB-SAFE TYPOGRAPHIC STANDARDS

In order to ensure that the Labette County Schools brand will be consistently represented across various electronic platforms, the Source Sans Pro, Arial and Poppins font families have been specified as the primary web-safe font. Use these fonts in the implementation of any Labette County Schools branded electronic materials.

Source Sans Pro download link:
https://fonts.google.com/specimen/Source+Sans+Pro

Poppins download link:
https://fonts.google.com/specimen/Poppins

Source Sans Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Extra Light | Light | Normal | **Semi Bold** | **Bold** | **Black**

Poppins Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Thin | Extra Light | Light | Normal | Medium | **Semi Bold** |

Bold | Extra Bold | Black

Arial

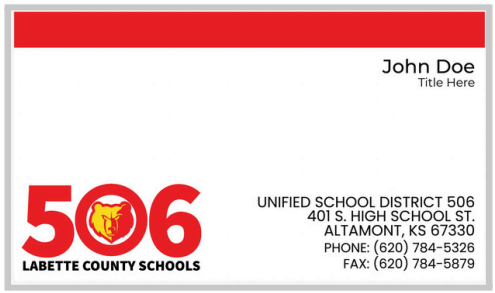
A B C D E F G H I J K L M N O P Q R S T U V W X

Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Normal | **Bold** | *Italic* | ***Bold Italic***

LETTERHEAD AND BUSINESS CARDS

In order to maintain the brand standard, it is crucial that brand fonts, colors, and other elements be used consistently across all printed correspondence. A letterhead template has been developed that sets the formatting style for margins, fonts, colors, line spacing, and other brand elements that should be used when developing a printed document. An example of this template and the business card template is pictured here. These templates should be used for all correspondence intended to be printed on the Labette County Schools branded letterhead and business cards. Arial is only to be used in the body copy of the letterhead. This is to ensure consistency as everyone has access to this font.







ADDITIONAL INFORMATION USAGE

Below is an example of how to use the Labette County Schools logo with additional information. All guidelines and recommendations (size requirements, area of isolation, logo, usage, etc.) established for the Labette County Schools logo remain consistent.



UNIFIED SCHOOL DISTRICT 506 — Poppins Regular 8pt.
401 S. HIGH SCHOOL ST. — Poppins Regular 8pt.
ALTAMONT, KS 67330 — Poppins Regular 6pt.
PHONE: (620) 784-5326
FAX: (620) 784-5879 — Poppins Regular 6pt.

EMAIL SIGNATURE

Shown is an example of how to use the Labette County Schools email signature. All guidelines and recommendations (size requirements, area of isolation, logo, usage, etc.) established for the USD 506 logo remain consistent.



NAME — **Arial Bold 10pt. (Black)**
TITLE — Arial 10 pt. (Black)
SCHOOL — Arial 10 pt. (Black)
Phone Number | www.usd506.org — Arial 10 pt. (Black)

THE LABETTE COUNTY HIGH SCHOOL BRAND

The Labette County Schools branding successfully captures and evokes our overall brand essence of:

- Relevance
- Rigor
- Relationships
- Responsive Culture
- Results



Communication of the vision and personality of the Labette County Schools brand will be experienced through brand communication materials and our commitment to “living the brand,” ensuring that all students, staff, the community, and brand stakeholders consistently experience the essence of the Labette County Schools brand. The effective collaboration and unity in brand usage from the various brand entities is essential for successful messaging and perception to those interacting with the various units. This unification will also help eliminate brand confusion.

The guidelines and recommendations of the Brand Standards Guide ensure that a consistent message and brand perception is conveyed through future communication materials and branding opportunities.

LABETTE COUNTY HIGH SCHOOL LOGO

The Labette County High School brand is made up of core elements—the name, logos, 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.



THE FULL LOGOTYPE

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 Labette County High School logos be used consistently across all communication materials.





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 Labette County High School logo. It is important to use the correct logo for the given situation so as to remain consistent with the overall brand. For example, when placing the logo on the web, make sure to use the digital version of the logo.





OTHER APPROVED COLORS

Two color and single color options are available for use when budget, application type, or material needs warrant their use.









INCORRECT LOGO USAGE

To maintain the integrity of the Labette County High School brand, it is essential that the logo be used consistently and correctly. Correct usage will ensure that the brand stakeholders and public experience a clear representation of the brand through all communication materials. This page illustrates some common incorrect logo uses/variations.



DO NOT
Distort the logo in any way.



DO NOT
Rotate or use the logo
on an angle.



DO NOT
Incorporate unapproved
colors or fonts.



DO NOT
Use a low-resolution or pixelated version.

PRIMARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a color palette has been established for all print (CMYK values) and web (RGB values) applications. The correct use of the Altamont Grade School color palette is essential to the success of the brand's recognition.



Hex # EA2127
C0 M86 Y83 K8
R234 G33 B39

Hex # FDDA1C
C0 M14 Y89 K1
R253 G218 B28

SECONDARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a secondary color palette has been established for all print (CMYK values) and web (RGB values) applications. This color scheme is based on the Labette County School District primary color scheme. The correct use of the Labette County Schools color palette is essential to the success of the brand's recognition.



Hex # E5E6E4
C0 M0 Y1 K10
R229 G230 B228

Hex #423E3B
C0 M6 Y11 K74
R66 G62 B69

Hex # 0F0E0E
C0 M7 Y7 K94
R15 G14 B14

ALTAMONT GRADE SCHOOL LOGO

The Altamont Grade School 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.



THE FULL LOGOTYPE

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 Altamont Grade School logos should be used consistently across all communication materials.





PRIMARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a color palette has been established for all print (CMYK values) and web (RGB values) applications. The correct use of the Altamont Grade School color palette is essential to the success of the brand's recognition.



Hex # 465F98
C32 M22 Y0 K40
R70 G95 B152

Hex # 0F0E0E
C0 M7 Y7 K94
R15 G14 B14

Hex # FFFFFF
C0 M0 Y0 K0
R255 G255 B255

SECONDARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a secondary color palette has been established for all print (CMYK values) and web (RGB values) applications. This color scheme is based on the Labette County School District primary color scheme. The correct use of the Labette County Schools color palette is essential to the success of the brand's recognition.



Hex # E5E6E4
C0 M0 Y1 K10
R229 G230 B228

Hex #423E3B
C0 M6 Y11 K74
R66 G62 B69

BARTLETT GRADE SCHOOL LOGO

The Bartlett Gade School 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.



THE FULL LOGOTYPE

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 Bartlett Grade School logos should be used consistently across all communication materials.





PRIMARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a color palette has been established for all print (CMYK values) and web (RGB values) applications. The correct use of the Bartlett Grade School color palette is essential to the success of the brand's recognition.



Hex # 174C4F	Hex #0F0E0E	Hex #FFFFFF
C71 M4 Y0 K69	C0 M7 Y7 K94	C0 M0 Y0 K0
R23 G76 B73	R15 G14 B14	R255 G255 B255

SECONDARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a secondary color palette has been established for all print (CMYK values) and web (RGB values) applications. This color scheme is based on the Labette County School District primary color scheme. The correct use of the Labette County Schools color palette is essential to the success of the brand's recognition.



Hex # E5E6E4	Hex #423E3B
C0 M0 Y1 K10	C0 M6 Y11 K74
R229 G230 B228	R66 G62 B69

EDNA GRADE SCHOOL LOGO

The Edna Grade School 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.



THE FULL LOGOTYPE

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 Edna Grade School logos should be used consistently across all communication materials.





PRIMARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a color palette has been established for all print (CMYK values) and web (RGB values) applications. The correct use of the Edna Grade School color palette is essential to the success of the brand's recognition.



Hex # 0055A6
C65 M32 Y0 K35
R0 G85 B166

Hex # 0F0E0E
C0 M7 Y7 K94
R15 G14 B14

Hex # FFFFFF
C0 M0 Y0 K0
R255 G255 B255

SECONDARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a secondary color palette has been established for all print (CMYK values) and web (RGB values) applications. This color scheme is based on the Labette County School District primary color scheme. The correct use of the Labette County Schools color palette is essential to the success of the brand's recognition.



Hex # E5E6E4
C0 M0 Y1 K10
R229 G230 B228

Hex #423E3B
C0 M6 Y11 K74
R66 G62 B69

MEADOW VIEW GRADE SCHOOL LOGO

The Meadow View Grade School 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.



THE FULL LOGOTYPE

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 Meadow View Grade School logos should be used consistently across all communication materials.





PRIMARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a color palette has been established for all print (CMYK values) and web (RGB values) applications. The correct use of the Meadow View Grade School color palette is essential to the success of the brand's recognition.



Hex # 0F0E0E
C0 M7 Y7 K94
R15 G14 B14

Hex # EA2127
C0 M86 Y83 K8
R234 G33 B39

Hex # FFFFFF
C0 M0 Y0 K0
R255 G255 B255

SECONDARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a secondary color palette has been established for all print (CMYK values) and web (RGB values) applications. This color scheme is based on the Labette County School District primary color scheme. The correct use of the Labette County Schools color palette is essential to the success of the brand's recognition.

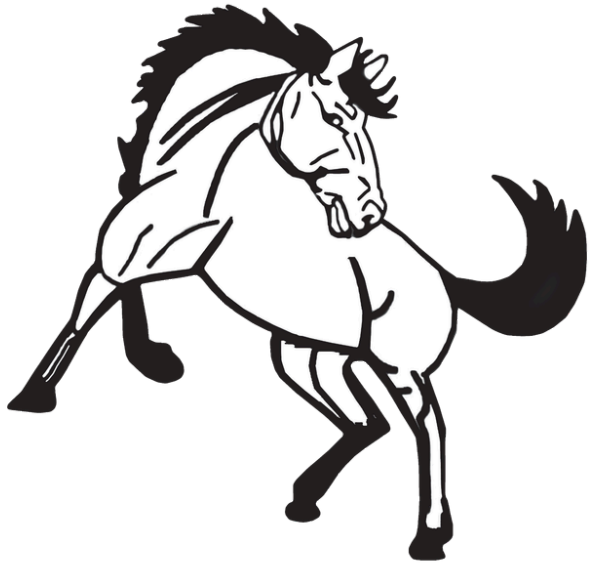


Hex # E5E6E4
C0 M0 Y1 K10
R229 G230 B228

Hex #423E3B
C0 M6 Y11 K74
R66 G62 B69

MOUND VALLEY GRADE SCHOOL LOGO

The Meadow View Grade School 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.



THE FULL LOGOTYPE

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 Mound Valley School logos should be used consistently across all communication materials.





PRIMARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a color palette has been established for all print (CMYK values) and web (RGB values) applications. The correct use of the Mound Valley Grade School color palette is essential to the success of the brand's recognition.



Hex #0F0E0E	Hex #FDDA1C	Hex #FFFFFF
C0 M7 Y7 K94	C0 M14 Y89 K1	C0 M0 Y0 K0
R15 G14 B14	R253 G218 B28	R255 G255 B255

SECONDARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a secondary color palette has been established for all print (CMYK values) and web (RGB values) applications. This color scheme is based on the Labette County School District primary color scheme. The correct use of the Labette County Schools color palette is essential to the success of the brand's recognition.



Hex # E5E6E4	Hex #423E3B
C0 M0 Y1 K10	C0 M6 Y11 K74
R229 G230 B228	R66 G62 B69

LETTERHEAD STANDARDS

In order to maintain the brand standard,it is crucial that brand fonts, colors, and other elements be used consistently across all printed correspondence. A letterhead template has been developed for each Labette County School that sets the formatting style for margins, fonts, colors, line spacing, and other brand elements that should be used when developing a printed document. An example of this template and the business card template is pictured here. These templates should be used for all correspondence intended to be printed on the Labette County Schools branded letterhead and business cards. Arial is only to be used in the body copy of the letterhead. This is to ensure consistency as everyone has access to this font.



506
LABETTE COUNTY SCHOOLS

MOUND VALLEY GRADE SCHOOL
402 WALNUT ST.
MOUND VALLEY, KS 67354
PHONE: (620) 328-3121

John Doe
123 ABC Street
Altamont, KS 67330

Dear John,

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat."

Sincerely,

John Doe
Title Here

For more information or questions, please contact:

Elsie Clevenger
Marketing & Communications Director

USD 506 - Labette County Schools
401 S. High School St.
PO Box 189
Altamont, KS 67330

Ext: 883
Cell: 620.778.4592