One-page style guide to the Sauk Rapids-Rice Public Schools brand.

It's not just green-it's Storm Green. It symbolizes passion for education, a bold perspective of the future, and a promise to our students and faculty to help them find success. Using these approved colors and recommendations in all communications will strengthen the Sauk Rapids-Rice identity, create impact, and help differentiate information.

LOGOS

Contact srrsocialmedia@isd47.org for assistance

Primary Logo

The Sauk Rapids-Rice school district has a primary logo that will be used consistently for all aspects of our school

Signature Logo

SAUK RAPIDS-RICE PUBLIC SCHOOLS

A path for every student.

Use for formal business purposes, presentations, and in communications materials

Logo

CROSS COUNTRY

Use for activities. departments, and buildings

Secondary Logo

MATH LEAGUE

Use for activities. departments, and buildings

Not recommened for formal use

Initial Logo

Use for formal certificates and awards

Circlel Logo

Use for social media profile picture

Mascot/Symbol

Use for activities. and buildings decorative image

***DO NOT** change the colors, rotate, use tint or opacity, crop, add shadows or effects, or put graphics over the logo*

COLOR PALETTE

STORM GREEN! To symbolize passion for education and community, a bold perspective of the future, and a promise to our students and faculty to help them find their path.

PRIMARY

GREEN
PMS: 357
CMYK: 71/10/76/61
RGB: 24/87/52
HEX: 185734

GOLD
PMS: 123
CMYK: 0/20/90/0
RGB: 255/204/50
HEX: FFCC32

SECONDARY

GRAY
PMS: Cool Ray #8
CMYK: 0/0/0/40
RGB: 167/169/172
HEX: A7A9AC

YELLOW
PMS: Process Yellow
CMYK: 0/0/100/0
RGB: 255/242/0
HEX: FFF200

YELLOW
PMS:157
CMYK: 0/45/76/0
RGB: 248/158/81
HEX: F89E51

ACCESSIBILITY AND OUR BRAND COLORS

- It's important to use strong contrasting colors in designs to make sure they can be easily read, especially for people with visual impairments.
- If you are using the SRR School Green, use white as the font to make sure you have a strong contrast.
- Logos and graphics need alt text when being used in a digital format.

This passes WCAG contrast guidelines with a contrast of 10.14 to 1.

BRAND FONTS

The fonts listed are for both PRINT and WEB use and should be throughout all brand content.

Avenir, Primary

Light, Book, Roman, Medium, Black, Heavy; Oblique

Helvetica, Alternative

Extra Light, Light,Regular, Semi-Bold, Bold, Extra Bold, Black; Oblique

Nunito, Alternative

Light, Regular, Bold; Obligue

Official Typography

Avenir is the approved typeface to be:

- used for the overlines and underlines that make up our signature.
- A program or activity should appear in Avenir Bold Uppercase.
- The tagline should be set in Avenir Roman Oblique, upper and lowercase.
- Use the Visual Style Guide when typesetting underlines.

Recommended Canva fonts to try with Avenir or Helveticish

Aa Bodoni FLF Bold

Aa Best Light

Aa Handy Casual

Aa Playfair Display