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Logo Usage Guidelines



Logo With Tagline

The formal version of the logo to be used when expression of the pillars is important in the communique.

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Logo Without Tagline

The logo can be displayed without the tagline where deemed appropriate.

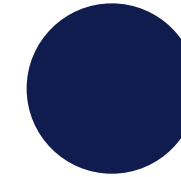


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Minimum Height

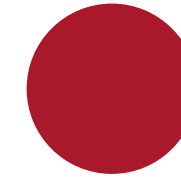
The smallest the logo should be represented is 1" high.

Logo Color Palette



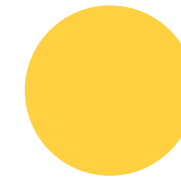
Blue

Pantone: 2766C
CMYK: C 100, M 96, Y 37, K 39
RGB: R 17, G 28, B 78
Hex: 141B4D



Red

Pantone: 187C
CMYK: C 23, M 100, Y 88, K 15
RGB: R 170, G 208, B 44
Hex: A6192E



Yellow

Pantone: 122C
CMYK: C-0, M-17, Y 85, K 0
RGB: R 255, G 208, B 64
Hex: FED141

Typography

Logo and Tagline Font:

Rockwell

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

One Color Logo Options



Black & White Option
 The logo may be shown using 100% black with or without the tagline

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Blue Logo Option
 The logo may also be displayed with or without the tagline using one of the blue color formats outlined in the Logo Color Palette section.

Clear Space



Clear Space
 To ensure legibility and prominence, always keep a minimum clear space around the logo. Doing so isolates the logo from other competing graphics, logos or text.
 The minimum clear space is defined as the height of the "SB" in the center of the logo.





A.



B.



Clear Zone Violation

C.

Usage Guidelines

- A. Do not rotate logo
- B. Do not stretch or distort logo
- C. Do not place elements in clear area around logo
- D. Do not resize any single part
- E. Do not add graphics to logo
- F. Do not add or change official colors
- G. Do not contain the logo in a box when placed on a background
- H. Do not place logo with tagline on busy or dark backgrounds



D.



E.



F.

Incorrect

Correct

Incorrect



G.



F.

Official Seal Guidelines

The seal will continue to be used for official school corporation business and documents (e.g. diplomas). It will be used on a limited basis at the discretion of the superintendent.

