



***SCHOOL DISTRICT***

**Brand Identity Guidelines  
HURON SCHOOL DISTRICT**



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For information about the specifications included in this guide or questions regarding specific use, please contact:

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Our brand identity is the face and personality we present to the community. The purpose of these guidelines is to explain the use of the new Huron School District brand and to reinforce consistent application of the visual elements in all communications. Guidelines on the use of the logos, brand colors and typefaces are included.

Our logos are important and valued graphic elements, and must be used consistently and appropriately. Even minor variations will undermine and compromise the image of the branding.

By following these guidelines, the materials created will represent our brand cohesively to the outside world, and reinforce the school's dedication to RESPECT, PRIDE AND EXCELLENCE FOR ALL.

# HURON SCHOOL DISTRICT LOGO & BRANDING IDENTITY POLICY

## Notification/Download Files

Because the success of our branding identity program depends on consistency, we ask that you use the attached form to notify the Office of the Superintendent of any proposed usage. The approval form must be completed by all parties applying to merchandise, school items or miscellaneous program materials.

The attached guidelines have been developed to provide clarification on the appropriate use of the Huron School District brand.

## Huron School District Branding Guidelines

The Huron School District Brand makes an important first visual impression of what the Huron Tigers stand for. The logos, colors, and name instantly identify that a communication or material is from, or part of, the school. The thoughtful use of the logos and our name reinforces and strengthens the school's image with every use. In addition, a logo is considered a primary, albeit intangible, asset of the school and can be attributed a value that proper use will enhance and increase. The logo and name, and what they appear upon, is as important as our actions and our words. Their use should always be consistent with the mission and image of the school.

## Property Rights

The use of the name, logos, logo marks, brand colors, and brand typefaces of the Huron School District or the names of any of its staff, students, or organizations is considered the property of the Huron School District. To publish this information on internal or external correspondence in any manner, including a website, is in violation of this policy. Prior approval is required for all vendors, students, staff, and administrators by the Office of the Superintendent before the use of the above-mentioned information.

## Use of the Huron School District Name or Logo

All publications representing Huron School District, whether electronically or in print, should be branded with the official logo; guidelines for using the Huron School District logo are below. Questions on usage, or mock-ups for which you would like approval should be directed to the Office of the Superintendent at 605-353-6990 or the Business Office at 605-353-6995.

- Logo Integrity: The proportional relationship may not be altered in any way. This includes using the symbol alone or changing/adding to the logos working to represent any other entity. Logos cannot be flipped or rotated, except for the paw print.
- Color: If the logos are to be used in color, the color must be the prescribed brand colors.
- Spacing: The logos and its lettering may not be confined within shapes or used in visually competitive areas; other entities should not look as if they are elements of the school's logo.
  - The logos must remain separate from other words or graphics.
  - The amount of separation must be equal to at least 25% of the size of the logo.
  - Example: A 4" logo must be at least 1" away from everything else.
- Other: The use of the logos are not permitted without the express consent of the Office of the Superintendent.

### Appropriate use of the logos includes:

- School endorsed, authored and/or produced communications (e.g. programs, posters, ads etc.)
- School sponsored events, items, uniforms, etc.
- The logos may be used in black and/or white.
- The logo may be used in the colors specifically listed.

### Inappropriate use of the logos includes

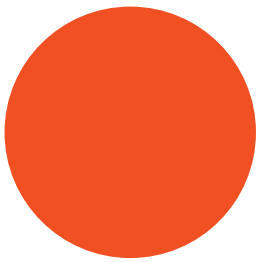
- Any use that distorts or covers image.
- Any use that involves improper typefaces or colors.
- Applying to any item not endorsed or approved by the school and its officers.

### Etching & Burning

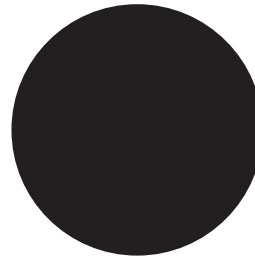
- Etching of the logos is allowed on metal or glass.
- When etching on metal is used, the logo must take the color of the metal.
- Colors allowed around the etching are the four approved brand colors or white.
- Burning of the logos is allowed on wood.

# BRAND COLORS

## PRIMARY COLORS

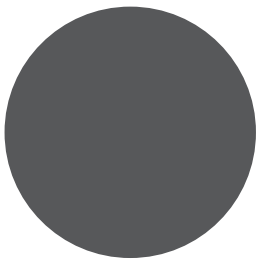


Pantone 1655 C  
CMYK: 0 | 84 | 100 | 0  
RGB: 240 | 81 | 35  
#f05022

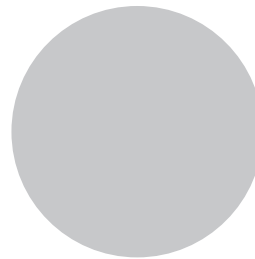


Black  
CMYK: 0 | 0 | 0 | 100  
RGB: 0 | 0 | 0  
#000000

## SECONDARY COLORS

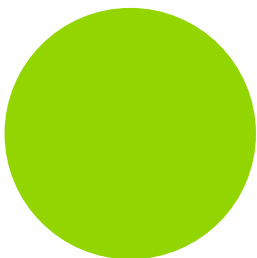


Dark Grey  
CMYK: 0 | 0 | 0 | 80  
RGB: 128 | 130 | 133  
#808284



Light Grey  
CMYK: 0 | 0 | 0 | 25  
RGB: 199 | 200 | 202  
#c6c8ca

## FOR TIGER EYES ONLY



Pantone 375 C  
CMYK: 47 | 0 | 100 | 0  
RGB: 147 | 213 | 0  
#93d500

# BRAND TYPEFACES

## HEADLINE/LOGO TYPEFACE

### **ALLEY-OOP (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**  
**0 1 2 3 4 5 6 7 8 9**

## CONTENT TYPEFACE

### Trebuchet MS (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  
0 1 2 3 4 5 6 7 8 9

### *Trebuchet MS (Italic)*

*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*  
*0 1 2 3 4 5 6 7 8 9*

### Trebuchet MS (Bold)

**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**  
**0 1 2 3 4 5 6 7 8 9**

### ***Trebuchet MS (Bold Italic)***

***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***  
***0 1 2 3 4 5 6 7 8 9***

Huron School District  
Trademark Usage  
Non-Exclusive Vendor Application

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Description of how the logos/name will be used and what products you are requesting to license.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Annual License Fees

\_\_\_\_\_\$100 Local Vendor (Vendor Business pays property taxes in the Huron School District)

\_\_\_\_\_\$200 Other Vendor

Anyone who violates the Brand Identity Guidelines may be fined \$250. It is the vendor's responsibility to read and understand the Brand Identity Guidelines.

I acknowledge and agree that I have read the Brand Identity Guidelines and will follow them.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

# DISTRICT LOGOS

## PRIMARY DISTRICT LOGO

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE



## SECONDARY DISTRICT LOGO

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE



## HURON "H" LOGO

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE





## Approved Colors May Be Used For Tag Lines

- These color changes may be used on corresponding Department and Activity Logos.
- Grey outline on the H may be changed to white when “Orange Letters” and “White Letters” Logos are used.
- On apparel only, the outline of the H may be removed if difficult to produce.

### BLACK LETTERS



***SCHOOL DISTRICT***



***SCHOOL DISTRICT***

### ORANGE LETTERS



***SCHOOL DISTRICT***



***SCHOOL DISTRICT***

### WHITE LETTERS



***SCHOOL DISTRICT***

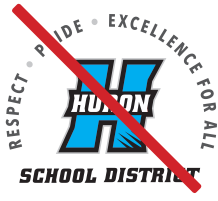


***SCHOOL DISTRICT***

# COMMON LOGO MISUSE & VIOLATIONS



NEVER distort marks



NEVER use unapproved colors



NEVER change or alter typography



NEVER use inappropriate or unapproved taglines

# WATERMARK & PAW PRINT LOGOMARKS

## WATERMARK



## PAW LOGO

### COLOR



### BLACK



### WHITE



## OUTLINED PAW LOGO

### COLOR



### BLACK & WHITE



### BLACK & WHITE - REVERSE



## ATHLETIC WORDMARK LOGO

COLOR



SINGLE COLOR - BLACK, WHITE OR ORANGE  
(or) BLACK AND WHITE (AS SHOWN OR REVERSE)



MAY BE APPLIED ON ANY COLOR BACKGROUND  
THIS LOGO ONLY

## ATHLETIC TIGER LOGOS

TIGER HEAD (COLOR)



TIGER HEAD  
(BLACK AND WHITE)



FULL BODY-BLACK CIRCLE (COLOR)



FULL BODY-BLACK CIRCLE  
(BLACK AND WHITE)



FULL BODY (COLOR)



FULL BODY  
(BLACK AND WHITE)



TIGER WITH WORDMARK (COLOR)



TIGER WITH WORDMARK (BLACK AND WHITE)



FULL BODY WITH WORDMARK (COLOR)



FULL BODY WITH WORDMARK (BLACK AND WHITE)



FULL BODY WITH WORDMARK AND TAGLINE (COLOR)



FULL BODY WITH WORDMARK AND TAGLINE (BLACK AND WHITE)









SCHOOL LOGOS



**BUCHANAN**



**BUCHANAN K-1 CENTER**



**MADISON**



**MADISON 2-3 CENTER**



**WASHINGTON**



**WASHINGTON 4-5 CENTER**



**HIGH SCHOOL**



**MIDDLE SCHOOL**





**HURON COLONY**



**RIVERSIDE COLONY**



**OUR HOME**



**SUPERINTENDENT OF SCHOOLS**



**BUSINESS OFFICE**



**ACTIVITIES OFFICE**



**ESL**



**INSTRUCTIONAL  
PLANNING CENTER**



**TRANSPORTATION**



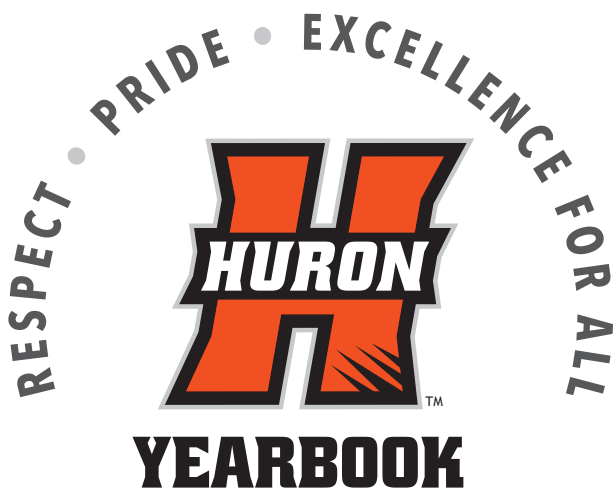
**TIGERS**

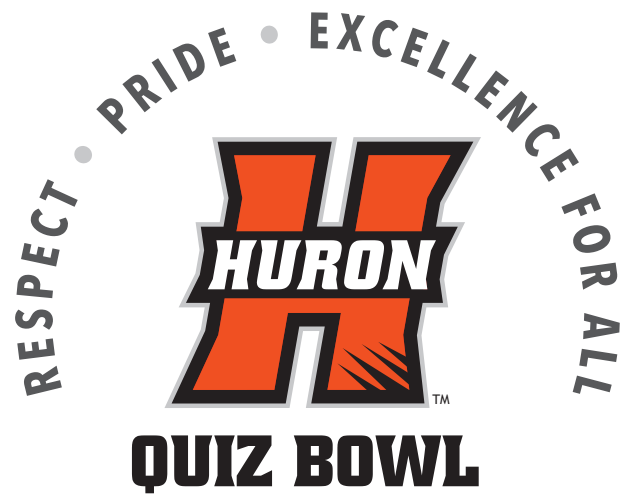














ACTIVITY LOGOS





**ATHLETICS**



**TIGER ATHLETICS**



**ACTIVITIES**



**FINE ARTS**



**VOLLEYBALL**



**FOOTBALL**



**BASKETBALL**



**WRESTLING**



**SOCCER**



**TENNIS**



**TRACK & FIELD**



**CROSS COUNTRY**



**GOLF**



**CHEER & DANCE**



**CHEER**



**DANCE**

ACTIVITY LOGOS



**GYMNASTICS**



**FFA**



**ORCHESTRA**



**CHOIR**



**BAND**



**JAZZ BAND**



**DRAMA**



**NATIONAL HONOR SOCIETY**



**STUDENT COUNCIL**



**SPEECH & DEBATE**



**DEBATE**



**ORAL INTERPRETATION**



**KEY CLUB**



**H-CLUB**



**PEP CLUB**



**YEARBOOK**



**JOURNALISM**



**FBLA**



**DESTINATION IMAGINATION**



**INTERNATIONAL CLUB**



**QUIZ BOWL**



**GERMAN CLUB**



**SPECIAL OLYMPICS**



**SPANISH CLUB**



**TIGER CUB BAND**



**TIGER NETWORK**































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