



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.

Required Use

Authorized logos, logo marks, brand colors and brand typefaces in this Branding Guide are required to be used in all publications, on apparel, uniforms, digital media, buildings, equipment or anything else affiliated with school operations. Any unauthorized logos, logo marks, brand colors and brand typefaces are prohibited in all aforementioned uses and may be subject to a \$500 fine.

Use of the Huron School District Name or Logo

All publications representing Huron School District, whether electronically or in print, shall 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.
 - If there is a design that violates these policies, contact the Superintendent's Office or Business Office for approval.
- Other: The use of the logos are not permitted without the express consent of the Office of the Superintendent or Business Office.
- Apparel: Please see pages 52-59.

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

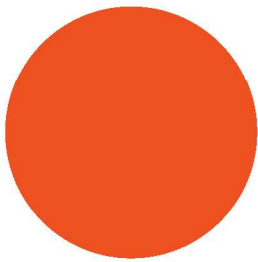
- Any use that distorts or covers image.
- Any use that involves improper typefaces or colors.
- Applying to any item not endorsed or approved by the school and its officers.

Etching & Burning

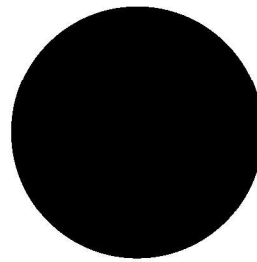
- Etching of the logos is allowed on metal or glass.
- When etching on metal is used, the logo must take the color of the metal.
- Colors allowed around the etching are the four approved brand colors or white.
- Burning of the logos is allowed on wood.

BRAND COLORS

PRIMARY COLORS

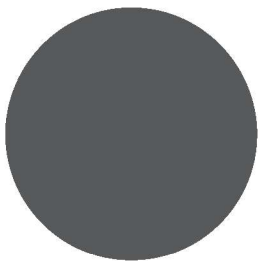


Pantone 1655 C
CMYK: 0 | 84 | 100 | 0
RGB: 240 | 81 | 35
#f05022

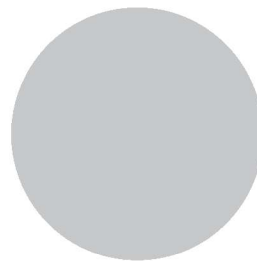


Black
CMYK: 0 | 0 | 0 | 100
RGB: 0 | 0 | 0
#000000

SECONDARY COLORS

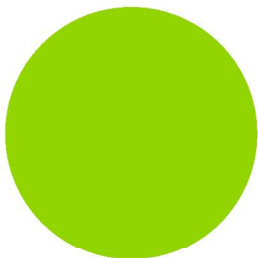


Dark Grey
CMYK: 0 | 0 | 0 | 80
RGB: 128 | 130 | 133
#808284



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

LICENSE APPLICATION

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 \$500. It is the vendor's responsibility to read and understand the Brand Identity Guidelines.

Check payable to: Huron School District
PO Box 949
150 5th St. SW
Huron, SD 57350

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

Printed Name: _____

Signature: _____ Date: _____

DISTRICT LOGOS

PRIMARY DISTRICT LOGO

COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE



HURON "H" WITH TAG 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



DISTRICT LOGOS

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 these colors 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



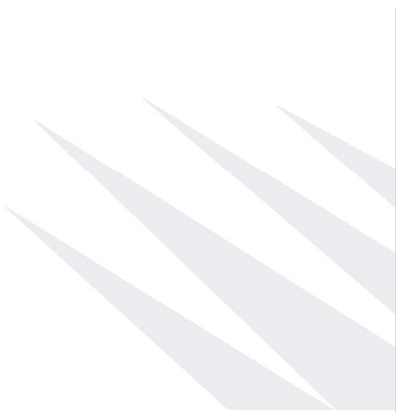
NEVER change or
alter typography



NEVER use inappropriate
or unapproved taglines

WATERMARK & PAW PRINT LOGOMARKS

WATERMARK



PAW LOGO

COLOR



BLACK



WHITE



OUTLINED PAW LOGO

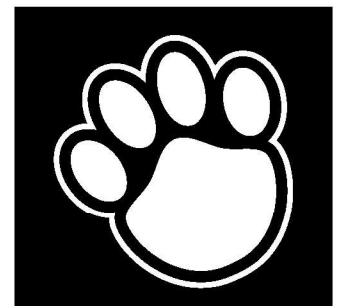
COLOR



BLACK & WHITE



BLACK & WHITE - REVERSE



ATHLETIC WORDMARK LOGOS

WORDMARK (COLOR)



WORDMARK HORIZONTAL (COLOR)



WORDMARK
(BLACK, GREY & WHITE)



WORDMARK HORIZONTAL
(BLACK, GREY & WHITE)



ATHLETIC TIGER LOGOS

TIGER HEAD WITH WORDMARK
(COLOR)



TIGER HEAD WITH WORDMARK
(BLACK, GREY & WHITE)



FULL BODY WITH WORDMARK
(COLOR)



FULL BODY WITH WORDMARK
(BLACK, GREY & WHITE)



SPIRIT LOGOS

FULL BODY WITH WORDMARK
AND TAGLINE (COLOR)



FULL BODY WITH WORDMARK
AND TAGLINE (BLACK, GREY & WHITE)



TIGER HEAD (COLOR)



FULL BODY-BLACK CIRCLE (COLOR)



FULL BODY (COLOR)



TIGER HEAD
(BLACK, GREY & WHITE)



FULL BODY-BLACK CIRCLE
(BLACK, GREY & WHITE)



FULL BODY
(BLACK, GREY & WHITE)











SCHOOL LOGOS



BUCHANAN



BUCHANAN K-1 CENTER



MADISON



MADISON 2-3 CENTER



WASHINGTON



WASHINGTON 4-5 CENTER



MIDDLE SCHOOL



HIGH SCHOOL



HURON COLONY



RIVERSIDE COLONY



OUR HOME



TIGERS



SUPERINTENDENT OF SCHOOLS



BUSINESS OFFICE



ACTIVITIES OFFICE



SPECIAL SERVICES



ESL



**INSTRUCTIONAL
PLANNING CENTER**



TRANSPORTATION



SCHOOL NUTRITION



HS COUNSELING SERVICES



BOARD OF EDUCATION



GTE



**CAREER & TECHNICAL
EDUCATION**

SCHOOL LOGOS



BUCHANAN



BUCHANAN K-1 CENTER



MADISON



MADISON 2-3 CENTER



WASHINGTON



WASHINGTON 4-5 CENTER

SCHOOL LOGOS



MIDDLE SCHOOL



HIGH SCHOOL



HURON XC

All approved buildings, departments and activities may be used as well.

SCHOOL LOGOS



BUCHANAN



BUCHANAN K-1 CENTER



MADISON



MADISON 2-3 CENTER



WASHINGTON



WASHINGTON 4-5 CENTER

SCHOOL LOGOS



MIDDLE SCHOOL



HIGH SCHOOL

All approved buildings, departments and activities may be used as well.



ACTIVITY LOGOS

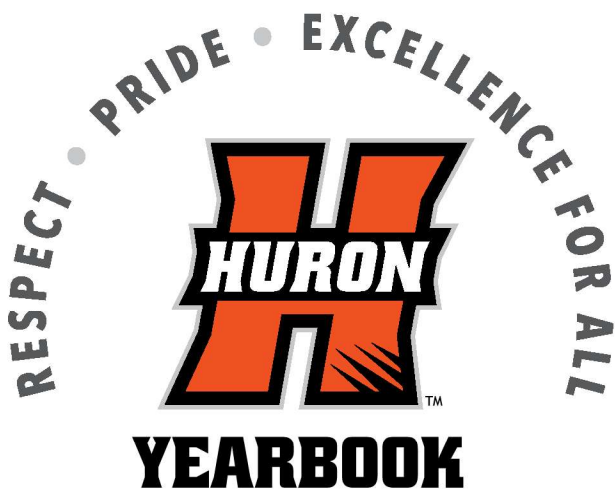


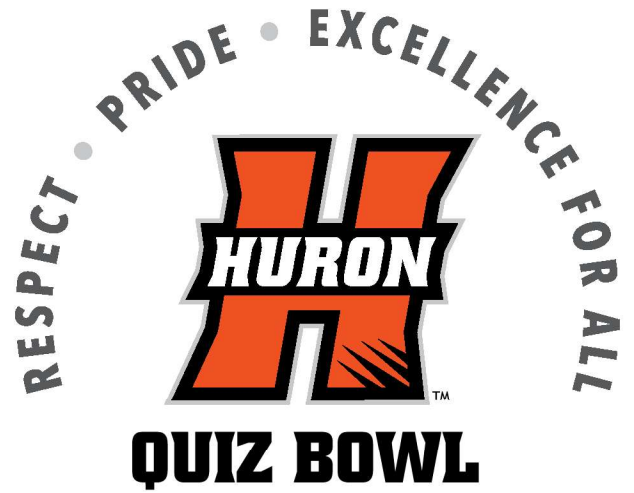
ACTIVITY LOGOS





ACTIVITY LOGOS





ACTIVITY LOGOS







ATHLETICS



TIGER ATHLETICS



ACTIVITIES



FINE ARTS



VOLLEYBALL



FOOTBALL



BASKETBALL



WRESTLING

ACTIVITY LOGOS



SOCCER



TENNIS



TRACK & FIELD



CROSS COUNTRY



GOLF



CHEER & DANCE



CHEER



DANCE

ACTIVITY LOGOS



GYMNASTICS



FFA



ORCHESTRA



CHOIR



BAND



JAZZ BAND



**TIGER
MARCHING BAND**



**NATIONAL
HONOR SOCIETY**

ACTIVITY LOGOS



STUDENT COUNCIL



SPEECH & DEBATE



ORAL INTERPRETATION



DEBATE



YEARBOOK



DRAMA



JOURNALISM



FBLA

ACTIVITY LOGOS



DESTINATION IMAGINATION



INTERNATIONAL CLUB



QUIZ BOWL



GERMAN CLUB



SPECIAL OLYMPICS



SPANISH CLUB



TIGER CUB BAND



TIGER NETWORK

ACTIVITY LOGOS













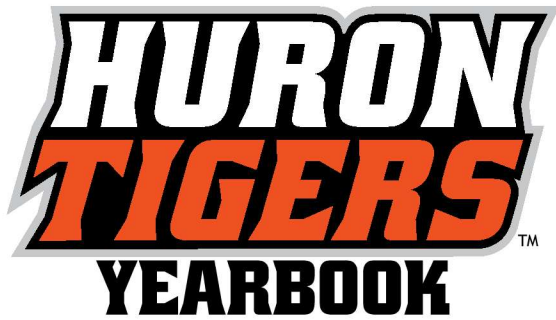
















HURON

HURON

HURON

TIGERS

TIGERS

TIGERS

HURON

TIGERS

HURON

TIGERS

HURON

TIGERS

HURON

TIGERS

HURON

TIGERS

HURON

TIGERS

The logos on the following pages are only to be used on apparel or items that will be one or two color print due the increase of prices using more colors.

- The logos may be printed on any color, as long as both colors are printed.
- The logos may be printed as one color, as long as the secondary color is the color of the shirt.
- These color changes may be made to the corresponding building, department and activity logos.

Exception: The following 2 logos.

- May be printed as single color (black, white or orange)
- Any color shirt may be used and have the color of the shirt show through.

WORDMARK



WORDMARK HORIZONTAL



APPAREL ONLY LOGOS

PRIMARY DISTRICT LOGO

ORANGE & WHITE



ORANGE & WHITE - REVERSE



BLACK & ORANGE



BLACK & ORANGE - REVERSE



HURON "H" WITH TAG LOGO

ORANGE & WHITE



ORANGE & WHITE - REVERSE



BLACK & ORANGE



BLACK & ORANGE - REVERSE



APPAREL ONLY LOGOS

SECONDARY DISTRICT LOGO

ORANGE & WHITE



ORANGE & WHITE - REVERSE



BLACK & ORANGE



BLACK & ORANGE - REVERSE



HURON "H" LOGO

ORANGE & WHITE



ORANGE & WHITE - REVERSE



BLACK & ORANGE



BLACK & ORANGE - REVERSE



APPAREL ONLY LOGOS

TIGER HEAD
(BLACK & WHITE)



FULL BODY-BLACK CIRCLE
(BLACK & WHITE)



FULL BODY
(BLACK & WHITE)



TIGER HEAD
(ORANGE & WHITE)



FULL BODY-BLACK CIRCLE
(ORANGE & WHITE)



FULL BODY
(ORANGE & WHITE)



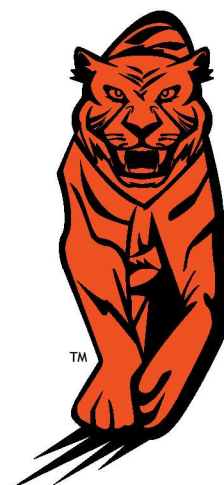
TIGER HEAD
(BLACK & ORANGE)



FULL BODY-BLACK CIRCLE
(BLACK & ORANGE)



FULL BODY
(BLACK & ORANGE)



APPAREL ONLY LOGOS

WORDMARK (BLACK & WHITE)



WORDMARK HORIZONTAL
(BLACK & WHITE)



WORDMARK (BLACK & WHITE - REVERSE)



WORDMARK HORIZONTAL
(BLACK & WHITE - REVERSE)



WORDMARK (ORANGE & WHITE)



WORDMARK HORIZONTAL
(ORANGE & WHITE)



WORDMARK (ORANGE & WHITE - REVERSE)



WORDMARK HORIZONTAL
(ORANGE & WHITE - REVERSE)



WORDMARK (BLACK & ORANGE)



WORDMARK HORIZONTAL
(BLACK & ORANGE)



WORDMARK (BLACK & ORANGE - REVERSE)



WORDMARK HORIZONTAL
(BLACK & ORANGE - REVERSE)



APPAREL ONLY LOGOS

TIGER HEAD WITH WORDMARK
(BLACK & WHITE)



TIGER HEAD WITH WORDMARK
(BLACK & WHITE - REVERSE)



TIGER HEAD WITH WORDMARK
(ORANGE & WHITE)



TIGER HEAD WITH WORDMARK
(ORANGE & WHITE - REVERSE)



TIGER HEAD WITH WORDMARK
(BLACK & ORANGE)



TIGER HEAD WITH WORDMARK
(BLACK & ORANGE - REVERSE)



APPAREL ONLY LOGOS

FULL BODY WITH WORDMARK
(BLACK & WHITE)



FULL BODY WITH WORDMARK
(BLACK & WHITE - REVERSE)



FULL BODY WITH WORDMARK
(ORANGE & WHITE)



FULL BODY WITH WORDMARK
(ORANGE & WHITE - REVERSE)



FULL BODY WITH WORDMARK
(BLACK & ORANGE)



FULL BODY WITH WORDMARK
(BLACK & ORANGE - REVERSE)



APPAREL ONLY LOGOS

FULL BODY WITH WORDMARK
AND TAGLINE (BLACK & WHITE)



FULL BODY WITH WORDMARK
AND TAGLINE (BLACK & WHITE - REVERSE)



FULL BODY WITH WORDMARK
AND TAGLINE (ORANGE & WHITE)



FULL BODY WITH WORDMARK
AND TAGLINE (ORANGE & WHITE - REVERSE)



FULL BODY WITH WORDMARK
AND TAGLINE (BLACK & ORANGE)



FULL BODY WITH WORDMARK
AND TAGLINE (BLACK & ORANGE - REVERSE)

