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.
POLICY

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.

- **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.
- **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.
## 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 | 60
  - RGB: 128 | 130 | 133
  - #808284
- **Light Grey**
  - CMYK: 0 | 0 | 0 | 25
  - RGB: 199 | 200 | 202
  - #c6c8ca

## 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.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Fees

_____ $100 Local Vendor

_____ $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:____________________________________________________________
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
REVERSE

OUTLINED PAW LOGO

COLOR
BLACK & WHITE
REVERSE
ACTIVITY LOGOS

Activities

Athletics

Fine Arts

Basketball

Volleyball

Football
ACTIVITY LOGOS

RESPECT • PRIDE • EXCELLENCE FOR ALL

- SOCCER
- TENNIS
- GOLF
- WRESTLING
- CROSS COUNTRY
- TRACK
ACTIVITY LOGOS

YEARBOOK

JOURNALISM

DEBATE

ORAL INTERPRETATION

DRAMA

SPECIAL OLYMPICS

DESTINATION IMAGINATION

PEP CLUB
ACTIVITY LOGOS

- Spanish Club
- German Club
- International Club
<table>
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<tr>
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For information about the specifications included in this guide or questions regarding specific use, please contact:

Terry D. Nebelsick, ED.S
Superintendent of Schools
terry.nebelsick@k12.sd.us
(605) 353-6990