EST. 1844

HEBER SPRINGS
· SCHOOLS ·

BRAND STANDARDS & STYLE GUIDE, V. 2.0

This brand standards & style guide includes everything needed for visual communication of Heber Springs Schools' identity and vision.

It serves as a toolbox filled with visual components and guidelines to deliver a consistent range of visual expressions.

Significant time has been spent refining Heber Springs Schools' brand. This brand guide, used with consideration and creativity, will ensure that the Heber Springs Schools' image and message retain their power and consistency.

BRAND BRIEF

Heber Springs School District aims to reestablish their reputation and reaffirm their vision as positive, financially responsible, academically excellent, and the best choice for each family.

BRAND GOALS

Goals

- A cohesive, unique visual identity that accurately represents the district

- Unite the community behind one identity rather than using multiple images

- Visually represent the academic & extracurricular excellence that characterizes the district

AUDIENCES

1. Student & Parent Body

2. Teachers & Staff

3. Broader Community

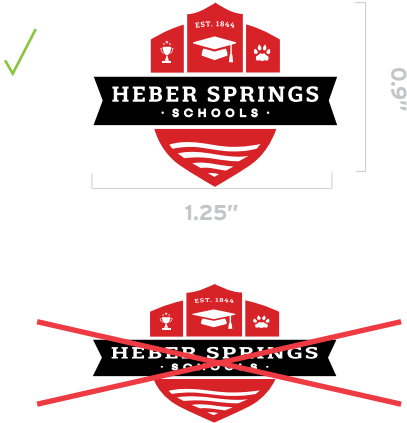**4.** Prospective Community Members

VISUAL IDENTITY OVERVIEW

PRIMARY BRAND MARK

SIZING

0.9"

1.25"

Minimum Size
To preserve legibility, avoid reducing any version of the brand mark to less than 0.5 inches in height

Resizing
Never stretch the brand mark When resizing, always hold down the shift key to maintain proportions.

PRIMARY BRAND COLORS

TYPEFACES

HEADLINES, TITLES, & EMPHASIS	**LATO BLACK** **ALL CAPS, TRACKING 50**
SUB-HEADLINE	**ROBOTO SLAB BOLD** **ALL CAPS, TRACKING 200**
BODY TEXT	Lato Regular **TRACKING**
BODY TEXT	Roboto Slab Regular **TRACKING**

TYPOGRAPHY

PRIMARY TYPEFACES

HEADLINE

TRACKING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub-Headline

TRACKING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Text

TRACKING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Text

TRACKING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

USAGE

What font should I use?

- Use Lato for all large headlines

- Use Roboto Slab for all sub-headlines, pull quotes, and points of emphasis in body copy, and in cases where body copy is set in a light color against a dark background (i.e., white on blue), to provide extra contrast & legibility.

- Use Lato or Roboto Slab for all body copy and/or whenever you're dealing with a large amount of text.

ALTERNATIVE CASES

In some web-based applications, Lato is not always an option. In that case, use Roboto Sans instead.

COLOR

PRIMARY BRAND COLORS

MAXIMUM RED	BLACK	DAVYS GRAY	SILVER
CMYK 9, 99, 98, 1	**CMYK** 0, 11, 9, 86	**CMYK** 0, 4, 4, 68	**CMYK** 0, 1, 1, 29
RGB 215, 34, 40	**RGB** 35, 31, 32	**RGB** 81, 78, 78	**RGB** 181, 180, 180
WEB D72228	**WEB** 231F20	**WEB** 514E4E	**WEB** B5B4B4
PANTONE 1795 C	**PANTONE** Neutral Black C	**PANTONE** Cool Gray 11 C	**PANTONE** 421 C

BRAND MARK SYSTEM OVERVIEW

PRIMARY ACADEMIC LOGO

ATHLETIC

Use the academic logos to represent HSS in all and only academic contexts. For example, you would use the academic logo for official documents such as district letterhead, but not for athletic scenarios such as jerseys.

Each academic logo structure has a version directly linked to specific schools and academic clubs at HSS. Use the appropriate logo in every scenario.

Use the athletic logos to represent HSS in all and only athletic contexts. For example, you would use the athletic logo for any sports teams such as baseball and softball, but not for academic clubs such as debate.

Each athletic logo structure has a version directly linked to each sport offered and specific school at HSS. Use the appropriate logo in every scenario.

BRAND MARK SYSTEM CONT.

ATHLETIC EXPANSION
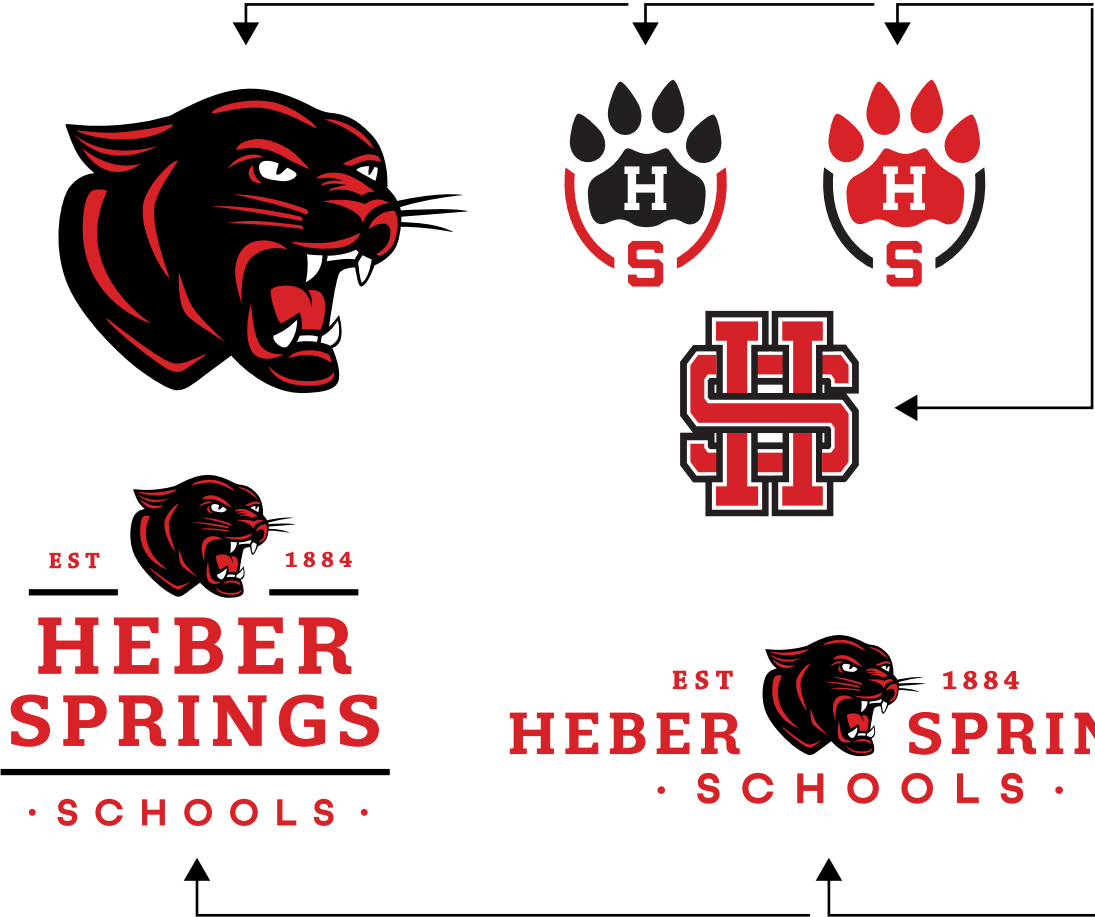
MASCOT & MONOGRAM

Because the mascot and monogram do not make it immediately obvious who they represents, only use them as accents in relevant materials when the primary brand mark is already present OR in a context that makes it clear.

For example, the use of the mascot is acceptable by itself on the football field because the context makes it clear who it represents.

In contrast, using the Mascot alone in a magazine advertisement would not be useful because the context does not immediately point to Heber Springs Schools.

ALTERNATE LOCKUPS

Use these logo structure in a largely vertical or horizontal context where the main logo does not fit effectively.

BRAND EXECUTION

PRIMARY COLORS

BLACK & WHITE

To prevent the brand mark from appearing washed out or faded, use the monotone logo when color printing is not available.

REVERSED OUT

To prevent the brand mark from disappearing, use a white version of the logo when placed on a dark background or a dark photo.

BRAND EXECUTION

PHOTO OVERLAY

When placing any of the brand marks on top of photos, be sure that the logo is visible and effective.

For photos with consistent, almost solid areas where the logo will stand out, the brand mark canoften go directly on the photo.

For photos with a lot of color and light variance, a partially transparent color layer will be needed tp provide more contrast to keep the logo a focal point.

BRAND EXECUTION

ONE COLOR MASCOT

✓

 ✓

 ✗
⌐NOT VISIBLE ENOUGH

 ✓

 ✓

 ✓

 ✗
⌐FILE SHOULDN'T EXIST

✓

 ✓

 ✗
⌐FILE SHOULDN'T EXIST

 ✓

 ✗
⌐NOT VISIBLE ENOUGH

 ✗
⌐NOT VISIBLE ENOUGH

In order for the one color mascot to be an effective and visible brand mark, there must be high contrast. Also, the details and highlights on the panther MUST be visiually brighter than the rest of the panter.

When needing a one color white or red mascot, DO NOT just change the other files, but instead use the designated reversed out white or red mascots.

BRAND EXPANSION TYPOGRAPHY

WHAT TO DO

MOST IMPORTANT INFO LARGEST

PARTIALLY TRACKED OUT

HEADER
Sub-Headline

GOOD SPACING BETWEEN SECTIONS

GOOD SPACING BETWEEN LINES

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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ALL TYPE READABLE SIZE

WHAT NOT TO DO

HEADER

WAY TOO TRACKED OUT

Sub-Headline

TOO MUCH SPACING BETWEEN SECTIONS

SUB-HEADLINE IS LARGER THAN HEADLINE

NOT ENOUGH SPACING BETWEEN LINES

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRIL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI.
LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT.
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DON'T USE ALL CAPS IN PARAGRAPHS

NOT READABLE SIZE