



Hockinson Heights Brand Quick Reference

The purpose of this Brand Quick Reference is to help secure a professional and consistent use of the Hockinson Heights Elementary School brand. All persons who work or volunteer creating materials for Hockinson Heights should receive a copy of this reference guide, along with the fonts and logos. For more details on branding, please refer to the [Hockinson School District Style Guide](#).

SCHOOL LOGO

The circular school logo (shown above) is available in full color, as well as two single color options to account for printing constraints.



BLACK VERSION
for black-only printing or
single screen printing on a
light background



WHITE VERSION
for single screen printing
on a dark background

TAGLINE

The district tagline shown below should be used in all formal/academic materials used internally and externally (for example: letterhead, business cards, and messages to staff or parents). The tagline is not required if the message is casual (an event flyer, for example) or if other messaging is being used.

**Preparing all
students for
lifelong success.**

SPIRIT LOGO

HHES also has a horizontal Hornets mascot logo, which corresponds to the district [Unity Campaign](#). This logo should be used for school spirit campaigns only (not official school business). It is available in color only, with and without the school name.



TYPOGRAPHY

The Hockinson Heights brand follows the Hockinson School District Style Guide for Typography. Montserrat is the font family used for all district correspondence, web site, and body copy. Montserrat is available for free at: fonts.google.com

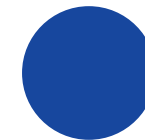
Aa

Montserrat

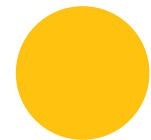
Aa Bb Cc Dd
Ee Ff Gg Hh Ii
1234567890

COLOR PALETTE

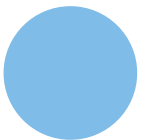
Hockinson Heights Elementary School's color palette is primarily Royal Blue with Sunflower Yellow, Light Carolina Blue, white and black accents. For background colors, lighter tints of Sunflower Yellow and Lt. Carolina Blue are allowed (as shown above).



ROYAL BLUE
100/85/0/0
23/71/158
#16469d



SUNFLOWER YELLOW
0/25/100/0
255/194/14
#fec10d



LT. CAROLINA BLUE
47/12/0/0
127/189/232
#7fbde7

IMPROPER LOGO USAGE EXAMPLES

Below are examples of what **NOT** to do with the HHES logo:



DO NOT change the logo color to a non-official color or reverse the mascot artwork (use the white logos provided for dark backgrounds).



DO NOT choose a logo that doesn't have enough contrast with the background.



DO NOT rotate the logo or apply effects like drop shadows, mirroring, etc.



DO NOT use a non-brand font with the logo or separate elements of a logo.



DO NOT stretch the logo. Always keep the original proportions.

EXAMPLES OF LOGO USAGE

Below are some ideas of how to use the Hockinson Heights Elementary logo in brand collateral and SWAG.

