



BRAND GUIDE

PURPOSE	2
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DISTRICT LOGOS	3
----------------	---

USAGE RULES	4
-------------	---

USAGE EXAMPLES	5
----------------	---

TYPE & COLORS	6
---------------	---

MESSAGING	7
-----------	---

VIRTUAL ACADEMY	8
-----------------	---

PURPOSE

The purpose of this Brand Guide is to help secure a professional and consistent use of the Hockinson School District brand. This includes the district logos, color scheme, typography and other elements, all of which are exemplified in this guide.

All persons who work or volunteer creating materials for Hockinson School District should receive a digital copy of this Brand Guide, along with the fonts and logos.

These branding guidelines reflect Hockinson School District' commitment to excellence by reinforcing the correct usage of all visual elements throughout all forms of communication. This includes apparel, newsletters, press releases, publications, presentations and marketing materials both online and offline. Sending a consistent message is essential in making district communications clearly identifiable to stakeholders and community members.

Please follow these guidelines closely to ensure the brand is consistent across all communications. Only use logos that are complete and provided for that purpose. There are numerous logo files to ensure that the brand is flexible and usable in the many different mediums needed.

If you have any questions or have a special need, please contact:

Steve Marshall, *Superintendent*
(360) 448-6400 • steve.marshall@hocksd.org

DISTRICT LOGOS

The Hockinson School District logo is available with the district name (preferred), as well as a seal-only version without text. Both logos are available in single color white and black to allow for design flexibility and account for printing constraints



ALTERNATE LOGO:

CLASSIC DISTRICT SEAL

For use when the district name is desired outside of the logo, such as set horizontally on a website.



SINGLE COLOR OPTIONS FOR PRINTING:



WHITE

For single color printing on a dark background (for example, screen printed t-shirts).



BLACK/GRAYSCALE

For black-only printing (for example, forms that get photocopied).



LOGO USAGE RULES

LOGO FILE TYPE EXPLAINED:

Each of the logo styles are available in two file types: EPS (vector) and PNG (raster). The file names are the same between the two formats, so if you cannot open EPS files, just use the PNG files for reference on what they look like. For those unfamiliar with these graphic formats, here is a quick guide for when to use each:

EPS (vector)

- Sending to a professional printer
- Scaling very large
- Using in an Adobe design program

PNG (raster)

- Using within Microsoft Office programs
- Placing on a website or social media
- Placing in an email signature

GENERAL LOGO USAGE RULES:

The following pages shows examples of how to properly use the different Hockinson School District and individual Hockinson school logos. The many versions provided are to avoid the examples of what **NOT** to do below.



DO NOT change the logo color to a color not provided in the logo files (even if it's a color on the district color palette).



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



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



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

 *(Disappearing compass points)*

USAGE EXAMPLES

When choosing clothing for logo wear, try to choose color options that are as close to brand colors as possible, or a neutral option, like the water bottle below. Navy is a good background color that is easy to find for screen printing.



SOCIAL MEDIA COVER PHOTO

GRADUATION PODIUM BANNER



TYPE & COLORS

BRAND TYPEFACE:

Aa

Montserrat

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
1234567890

Montserrat is a well-rounded typeface with clean, straight edges, but overall circular design. Its wide, friendly forms in 22 weights are legible, professional and versatile. Used as the main typeface for all district and school materials. Download it for free from: fonts.google.com.

ACCENT FONT:

Aa

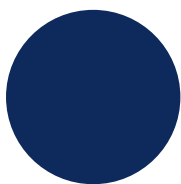
Home

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
1234567890

Home is a modern calligraphy font with alternate swash characters that make it look like hand lettering. It is used for a friendly, casual look in district marketing on key phrases and words. License it from: www.creativefabrica.com/product/home-46/ref/182378/.

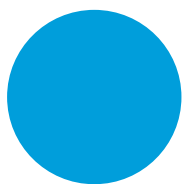
COLOR PALETTE:

Hockinson School District's color palette is a range of warm blues with white. Individual schools have their own color palettes on the following pages. The district and school colors are designed to work well together, in case the need should arise for a wider color range.



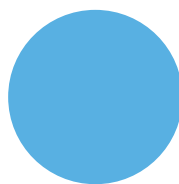
NAVY
BLUE

100/85/21/40
14/42/92
#0d295b



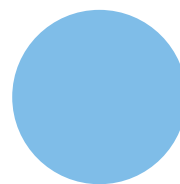
BRIGHT
CERULEAN

80/20/0/0
0/158/219
#009ddb



CAROLINA
BLUE

60/15/0/0
88/176/227
#58b0e2



LT. CAROLINA
BLUE

47/12/0/0
127/189/232
#7fbde7

MESSAGING

DISTRICT TAGLINE:

Hockinson School District and each of its schools should include the district tagline 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, such as that from the Unity Campaign, is being used.

**Preparing
all students
for lifelong
success.**

UNITY CAMPAIGN:

The Heart of the Community slogan was created based on feedback gathered from 20 Hockinson community members with the goal of unity between the district and the community. This slogan should be used in any district materials that are community-facing.

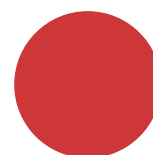


REVERSE COLOR OPTIONS (FOR COLORED BACKGROUNDS)



UNITY CAMPAIGN COLOR:

The campaign uses the district color palette with the addition of Warm Red as an accent. Warm Red should not be used as a background or main color.



WARM RED
13/93/83/3
206/55/57
#ce3639

HOCKINSON VIRTUAL ACADEMY

Hockinson Virtual Academy has a circular school logo in full color (preferred). It is also available in single color white and black to account for printing constraints.



SINGLE COLOR OPTIONS:



WHITE

For single color printing on a dark background (for example, screen printed t-shirts).

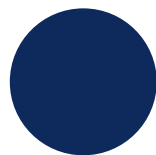


BLACK

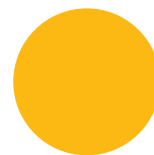
For black-only printing (for example, forms that get photocopied).

COLOR PALETTE:

Hockinson Virtual Academy's color palette is primarily Navy Blue with No. 2 Pencil Yellow and white accents.



**NAVY
BLUE**
100/85/21/40
14/42/92
#0d295b



**NO. 2 PENCIL
YELLOW**
0/30/100/0
253/185/19
#fdb813