# Logo Usage Standards

## For Auburn-Washburn School District

Auburn Washburn
Unified School District 437

*Inspiring, Challenging, and Preparing*

EVERY CHILD, EVERY DAY

## Color Usage

The primary color palette for the Auburn-Washburn Unified School District 437 logo utilizes two hues of blue and black. The Pantone colors (for non-process color applications) are listed below along with the process builds for 4-color projects and a black and white version.

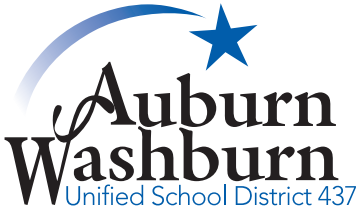
Whenever possible, the Auburn-Washburn logo should be reproduced in the two Pantone colors of PMS 286 blue and Process black.

### Two-color printing

PMS 286 | PMS Process Black

The Pantone® Color Matching System (PMS) is a largely standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone System to make sure colors match without direct contact with one another.

Two-color version




### Four-color process printing

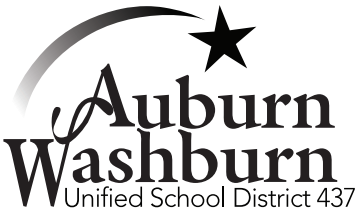
| | |
|---|---|
| **C** 100 | **C** 0 |
| **M** 72 | **M** 0 |
| **Y** 0 | **Y** 0 |
| **K** 0 | **K** 100 |

The CMYK process is a method of printing color by using four inks — cyan, magenta, yellow and black.

### One-color printing

When printing the logo in one color, black is preferred, but other colors can be used when absolutely necessary. For instance, if the logo were to be used on a flyer that is being printed in blue ink only, the one color logo could be reproduced in blue since black is not available.

One-color version



## Logo Usage

The logo is the most critical element of the Auburn-Washburn brand because it is highly visible and recognizable. It is the way people will "identify" with the brand, and therefore it cannot be altered or distorted in any way. The logos described and shown below reflect the ways in which the logo should be reproduced.

### Clear Space

The logo will have greater impact if it is not crowded by text or other graphic elements. The dotted line indicates the minimum space that should be kept clear around the logo. A clear space the width of the "X" box should be maintained on all sides, where "X" is defined as the combined height of the "n" in "Washburn" and the line height of "Unified School District 437."

Appropriate reproduction

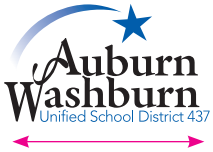
"X" is defined as the combined height of the "n" in "Washburn" and the line height of "Unified School District 437."

### Minimum Size

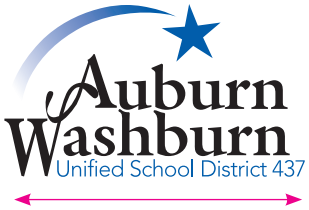
The logo should never be used smaller than 1" wide or it may not reproduce well. In cases where printing has a lower tolerance, such as newspaper or flexo printing, it should not be used smaller than 1-1/2."

- Do not stretch or squish it
  Tip for proportionately sizing a logo in Microsoft Word, Excel or Powerpoint: Hold the "shift" key while you drag a corner node of the picture box.
- Do not put it in a shape
- Do not reproduce the color version of the logo in any colors other than those specified in the standardized color palette: Pantone 286 blue and black
- Do not use the logo, or any part of the logo, to create a patterned background

Minimum reproduction sizes



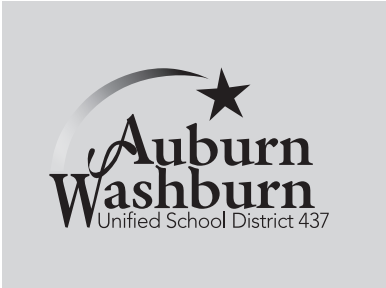

1 inch minimum width

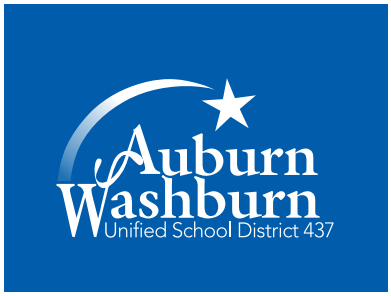


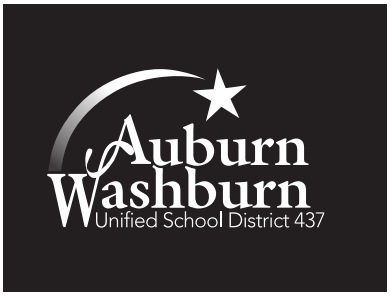

1 1/2 inch minimum width for newsprint or flexo

### Background Color

When used on top of a colored background, the Auburn-Washburn logo may appear in either all black or white, whichever creates the best contrast with the background. This applies to printed materials as well as electronic use and premium items.



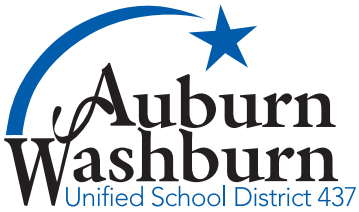



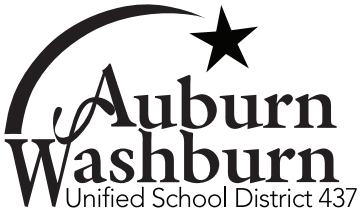



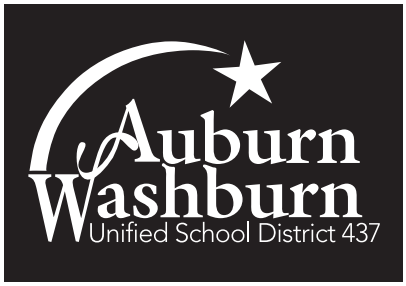

## Alternative Logo Usage

### Apparel and Engraved Items

When the gradient swoosh of the star cannot be used for apparel, engraving, or for other needs, it is appropriate to use a solid swoosh with the logo design as illustrated. However, you should use the gradient swoosh whenever possible.




## Tag line

The tag line, "Inspiring, Challenging, and Preparing Every Child, Every Day" is to be used separately from the logo, (as seen at the bottom of these pages).

Files for the tag line, star and key line graphics have been provided to use as shown to the right and at the bottom of this page.

Appropriate tag line reproduction

*Inspiring, Challenging, and Preparing*
EVERY CHILD, EVERY DAY

## Typography

To maintain a common visual look in marketing and advertising materials – the same family of typefaces (fonts) should be used consistently. Either font can be used for body copy in brochures, ads, etc. The family of typefaces for these purposes includes both a serif and sans serif fonts.

**Serif | Adobe Jenson Pro**

The Adobe Jenson Pro serif font family is to be used primarily for body copy. It should appear in solid black as follows:

- Flush left, ragged right
- 11/14 is the preferred type point size and leading (leading should be the font size plus 3 to 5 points depending upon available space)
- Set paragraphs apart by adding 6 to 8 points of space between them

**Sans Serif | Myriad Pro**

The sans serif Myriad Pro font family is to be used primarily for headlines, subheads, and captions/cutlines.

- Myriad Pro Black should be used for headlines, and a lighter weight for subsequent subheadings, such as Myriad Pro Roman.
- When using as body copy, Myriad Pro Roman should be used.
- Whenever possible, paragraph headings should be set in a bold weight such as Myriad Pro Bold.
- For cutlines and captions, an oblique option should be used, such as Myriad Pro Oblique.
- 8/10 points size and leading should be used for cutlines and captions

When Adobe Jenson Pro or Myriad Pro is not available, Times New Roman and Arial may be substituted in their place.

Serif font family

Adobe Jenson Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Sans serif font family

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Email Signatures

To strengthen the branding of the Auburn-Washburn school district it is recommended that a standard email signature format be implemented for all faculty and staff email signatures. As shown in the sample at right, the chosen typography, Helvetica, is a font that is universally recognized by most computers and closely ties to Myriad Pro.

- The signature block should be set in Helvetica Regular
- Names should be set in Helvetica Bold
- Titles should be set in Helvetica Oblique
- With regard to the tag line, "Inspiring, Challenging, and Preparing" should always be set in Helvetica Bold Oblique and underlined, with "Every Child, Every Day" set in Helvetica Regular in all caps

Sample email signature in Helvetica

**Dr. Scott McWilliams**
*Superintendent*
Shuler Education Center
5928 SW 53rd Street
Topeka, KS 66610-9451

785.339.4000
785.339.4025 fax
mcwilsco@usd437.net
www.usd437.net

*Inspiring, Challenging, and Preparing*
**EVERY CHILD, EVERY DAY**

## School Logos and Mascots

Each of the individual schools within the district has been given its own logo and mascot, shown at right, for use in promoting their school.

Each school logo/mascot has specific colors associated with it. Please see the following pages for acceptable logo usage and color breakouts for each of the individual school logos and mascots.

Individual school logos

WASHBURN RURAL
JR. BLUES

WASHBURN RURAL
FALCONS

TALLGRASS
STUDENT LEARNING CENTER

AUBURN
WILDCATS

FARLEY
FOXES

INDIAN HILLS
EAGLES

JAY SHIDELER
BLUE JAYS

PAULINE CENTRAL
JAGUARS

PAULINE SOUTH
PANTHERS

WANAMAKER
MUSTANGS

## School Logo Alternative at WRHS Only

### Athletic Uses

For the purposes of an athletic field or court at Washburn Rural High School, the alternative W Rural logo maybe be used.

## School Logo Specified Colors

Appropriate school logo color reproduction

**Washburn Rural High School**
PMS 286 Blue
Black

WASHBURN RURAL JR. BLUES

**Tallgrass Student Learning Center**
PMS 286 Blue
Black

TALLGRASS STUDENT LEARNING CENTER

**Washburn Rural Middle School**
PMS 286 Blue
Black

WASHBURN RURAL FALCONS

**Auburn Elementary**
PMS 286 Blue
Black

AUBURN WILDCATS

**Farley Elementary**
PMS 361 Green
Black

FARLEY FOXES

**Indian Hills Elementary**
PMS 312 Cyan
Black

INDIAN HILLS EAGLES

**Jay Shideler Elementary**
PMS 286 Blue
Black

JAY SHIDELER BLUE JAYS

**Pauline Central Primary School**
PMS 286 Blue
Black

PAULINE CENTRAL JAGUARS

**Pauline South Intermediate School**
PMS 2593 Purple
Black

PAULINE SOUTH PANTHERS

**Wanamaker Elementary**
PMS 207 Red
Black

WANAMAKER MUSTANGS

## Identity System

The Auburn-Washburn identity system incorporates the distinctive brand image.

Proper usage of the letterhead with consistent margins and use of typography will ensure that the Auburn-Washburn brand identity stays strong and is highly recognizable. Following are margin guidelines for use when printing on the District letterhead.

### Letterhead Minimum Margin Guidelines

Top Margin — 1.25”
Bottom Margin — 1”
Left Margin — 2.125”
Right Margin — 1”

For consistency, it is suggested that the above minimum margins be used on all second sheets, for longer letters.

### Memo Minimum Margin Guidelines*

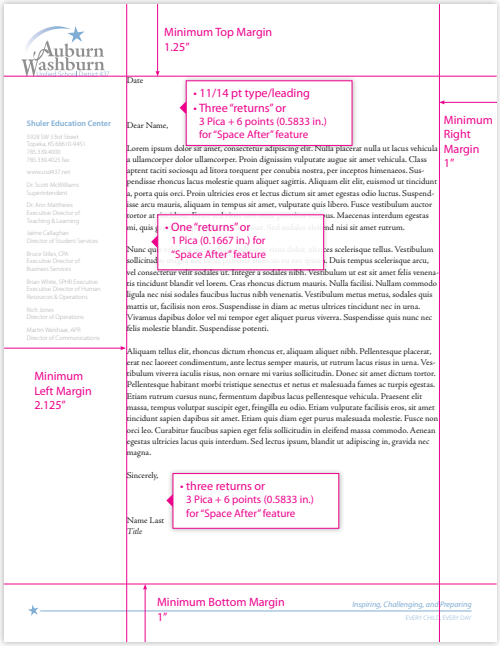
Top Margin — 3.5”
Bottom Margin — 1”
Left Margin — 2.125”
Right Margin — 1”

**A template has been created with the above mentioned margins with pre-set form fields for names, date and subject for the district memo.*

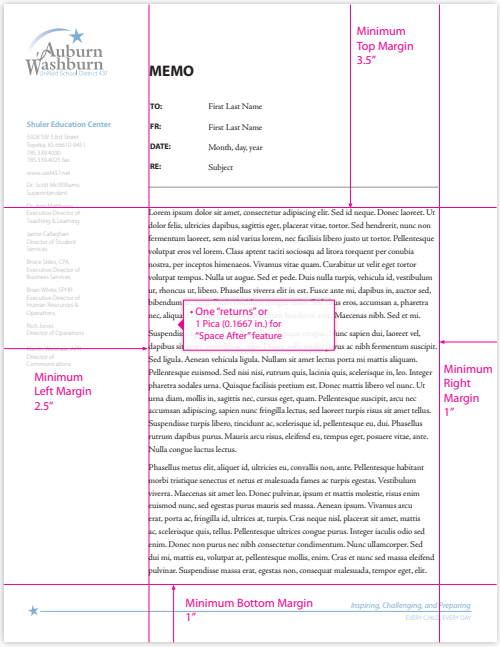
### Typographic Usage Guidelines for Letters & Memos

- 11/14 pt type and leading
- Space between date and salutations – three “hard returns” or 3 Pica + 6 points (.5833 in) for the “Space After” feature in InDesign
- Space between paragraphs – one “hard return” or 1 Pica (.1667 in) for the “Space After” feature in InDesign
- Space between closing and name/title – three “hard returns” or 3 Pica + 6 points (.5833 in) for the “Space After” feature in InDesign

Suggested minimum margins




letterhead sample




memo sample

**Identity System (continued)**

As part of the identity system, brochures provide a tool of communication for the district beyond the letterhead identity package. When used with the established guidelines for margins and use of typography, the tri-fold brochure will ensure that the Auburn-Washburn distinct brand identity stays strong and highly recognizable.

Following are guidelines for use when printing tri-fold brochures.

## Brochure Guidelines

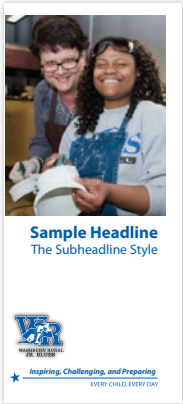
To ensure a professional appearance, when creating a tri-fold brochure, to be printed in-house—whether in color or black and white, a .25" margin should be maintained on all outer edges of the document. Number of panels can vary depending on the initial size of sheet used. Typically, a tri-fold should be printed on a standard 8.5" x 11" sheet and folded in thirds. (All measurements are based on this standard.)

Folded panel width — 3.667"
Outer Margins — .25"
Panel copy column width — 3"

## Typographic Usage Guidelines for Tri-Fold Brochures

- Brochure title headlines should be set in Myriad Pro Bold, at a maximum size of 26 pts. Sub-heads, if used, should be set in Myriad Pro Regular, at a maximum size of 21 pts. (Headlines may vary in size and number of lines used, from sample shown, based on brochure title length.)
- Body copy–headings should be set in Myriad Pro Bold, at a maximum size of 18 pts. A minimum size of 10/16 pts type and leading should be used for the body copy set in Myriad Pro Regular, with 6 pts (.0833 in) of spacing between the paragraphs, set flush-left, rag-right.
- Paragraphs should not be indented.
- Bulleted lists should be indented 1 pt (.1667 in.) from the left, with subsequent lines indented behind the bullet as well.
- Quotes should be set in Myriad Pro Bold Italic, at a maximum size of 12/16 pts. Title cutlines should be set in Myriad Pro Light Italic separated from the quote with an em dash. They may also be set in color for added emphasis on the page. (Sample shown in PMS 286 blue.)
- Call-out copy may be reversed out of a solid block of color (shown in PMS 286 blue) at a maximum size of 15/18 pt in Myriad Pro Bold.
- Copy on the "intro panel" may vary from the rest of the brochure copy to call attention to it. Headlines may be larger on this panel than the rest of the brochure but not larger than the brochure headline itself. Body copy on the intro panel should not exceed 14/18 pt type in size, and should be at least .25" smaller in width than color on panel.
- Address information should be set in Myriad Pro Light at a minimum size 8/10 pts; colored black at 85% tint.

Suggested brochure reproduction



sample brochure

### Identity System (continued)

Another communication tool in the identity system is the school newsletters. When used with the established guidelines for margins, use of typography and grid system, the school newsletters will provide regular and consistent exposure for the Auburn-Washburn distinct brand identity.

Following are guidelines for use when printing school newsletters.

## Newsletter Guidelines

To ensure a professional appearance, when creating a school newsletter, to be printed in-house—whether in color or black and white—a .5" margin should be maintained on all outer edges of the document. The number of columns in the newsletter grid will always be based off of a 3-column system. Individual articles can vary in width based off of this system to best utilize the space. The school newsletters should be printed on a standard 8.5" x 11" sheet. (All measurements are based on this standard.)

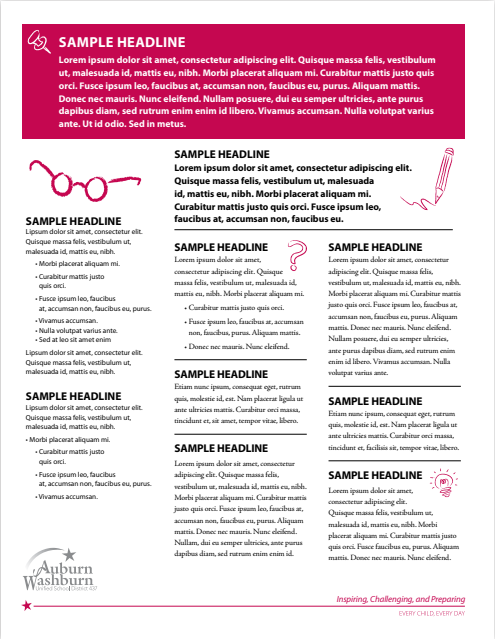
Outer Margins — .5"
Column width — 2.375"
Gutter width — .1875"

## Typographic Usage Guidelines for School Newsletters

- Newsletter masthead should remain consistent from issue to issue. Date and address information should be included in the masthead. School name at a maximum size of 8/10 pt in Myriad Pro Bold. Date at a maximum size of 11/14 pt in Myriad Pro Light set in all caps with 100 pt letter-spacing.
- Headlines should be set in Myriad Pro Bold, at a maximum size of 18 pts.
- Body copy–for articles should be set in Adobe Jenson Pro Regular, at a maximum size of 12 pts. A minimum size of 10/14 pts type and leading should be used for the body copy set in Myriad Pro Regular, with 6 pts (.0833 in) of spacing between the paragraphs, set flush-left, rag-right.
- Paragraphs should not be indented.
- Bulleted lists should be indented 1 pt (.1667 in.) from the left, with subsequent lines indented behind the bullet as well.
- Call-out copy—meant to highlight or draw special attention to the copy, may be set in Myriad Pro Bold, at amaximum size of 12 pts. A minimum size of 10/14 pts type and leading should be used for larger amounts of copy set in Myriad Pro Regular, with 6 pts (.0833 in) of spacing between the paragraphs, set flush-left, rag-right.
- Call-out copy may also be reversed out of a solid block of color (as shown at right) at a maximum size of 15/18 pt in Myriad Pro Bold.
- The district logo and tag line should be present on all newsletters. When printing a single-paged newsletter it should be positioned at the bottom of the page. For newsletters that are more than one page, the Auburn-Washburn logo and tag line should be positioned on the bottom of the last printed page.

Suggested newsletter reproduction

newsletter sample with 3-column grid overlay –first page




newsletter sample grid–second page

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Unified School District 437

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