DESIGN AND BRAND GUIDELINES

Ready For Tomorrow

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>SECTION 0</th>
<th>INTRODUCTION</th>
<th>PAGE 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECTION 1</td>
<td>DISTRICT LOGO</td>
<td>PAGE 6</td>
</tr>
<tr>
<td>SECTION 2</td>
<td>DISTRICT TYPOGRAPHY</td>
<td>PAGE 12</td>
</tr>
<tr>
<td>SECTION 3</td>
<td>DISTRICT TAG LINE</td>
<td>PAGE 18</td>
</tr>
<tr>
<td>SECTION 4</td>
<td>DISTRICT COLOR SYSTEM</td>
<td>PAGE 21</td>
</tr>
<tr>
<td>SECTION 5</td>
<td>SUMMARY AND CONTACT</td>
<td>PAGE 29</td>
</tr>
</tbody>
</table>
THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Hilliard City Schools identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our district.

These guidelines reflect Hilliard City Schools commitment to quality, consistency and style.

The Hilliard City Schools brand, including the logo, name, colors and identifying elements, are valuable district assets.

Each of us is responsible for protecting the district’s interests by preventing unauthorized or incorrect use of the Hilliard City Schools name and marks.
SECTION 1
DISTRICT LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clear space and computations
Incorrect Logo Applications
LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Hilliard City Schools Logo comprises two elements, the logo symbol and logotype. The Logo Symbol is a powerful image evoking the culture of preparing our students to be Ready For Tomorrow.

The Logotype has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of uppercase letters. The typeface is Whitney Bold and has also been chosen to complement and balance perfectly with the logo symbol.

The district logo is presented through the use of color as well as shape and form. The two corporate colors are Dark Blue and Light Blue. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

THE LOGOTYPE

1) The Logo Symbol
Consists of a powerful element evoking the students moving through the school district and achieving their highest potential.

2) The Logo Title
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of uppercase letters in blue tone of the chosen district color. The font that is used here is Whitney Bold.

1) The general Logo
The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

LOGO ON LIGHT BACKGROUND

LOGO ON DARK BACKGROUND

3) The Logo Dark Version
will be used when the background color is light colored.

4) The Logo Light Version
will be used when the background color is dark colored.

Attention:
Use of any stylized, animated, hand drawn or other versions of an official logo is not permitted. This undermines the logo system and brand consistency. Please consult with Hilliard City Schools Communications Dept. If you have any questions or need further help.
LOGO CONSTRUCTION, CLEAR SPACE AND COMPUTATION

It is important to keep district marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

CLEAR SPACE

**Full Logo**

**Definition**
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

**Computation**
To work out the clear space take the height of the H in the logo symbol (Clear space = Height).

CLEAR SPACE

**Logo Symbol**

**Text Logo**
APPLICATION ON A BACKGROUND

MINIMUM LOGO SIZES

Full Logo
Minimum Size: 1.5 in x .261 in

Logo Symbol
Minimum Size: .25 in x .412 in

INCORRECT LOGO APPLICATIONS

DONT’S
1) Do not place the logotype on 2 lines
2) Do not invert the logo symbol
3) Do not alter the logo symbol
4) Do not alter the logotype style
5) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way
6) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way
LOGO VARIATION
EMBLEM

It is important to keep district marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be.

CLEAR SPACE

Definition:
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation:
To work out the clear space take half the width of the H in the logo symbol (Clear space = 1/2 Width).
APPLICATION
ON A BACKGROUND

MINIMUM LOGO SIZES
Full Logo
Minimum Size: .75 in x .75 in

INCORRECT LOGO APPLICATIONS

DONT’S

1) Do not add Hilliard City Schools to the emblem. It already contains the district name.

2) Do not add Hilliard City Schools to the emblem. It already contains the district name.

3) Emblem is a circle not an oval. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.

4) Emblem is a circle not an oval. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.
SECTION 2
DISTRICT
TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierarchy
THE DISTRICT FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Hilliard City Schools communications. We have selected Whitney and Gotham, which helps inject energy and enthusiasm into the entire Hilliard City Schools communications, as the primary and secondary corporate typefaces.

PRIMARY FONT
WHITNEY
BY: HOEFLER & CO.

TYPE EXAMPLES

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold</td>
<td>Whitney Bold</td>
</tr>
<tr>
<td>Regular</td>
<td>Whitney Regular</td>
</tr>
<tr>
<td>Figures</td>
<td>Whitney Numbers</td>
</tr>
<tr>
<td>Special Characters</td>
<td>Whitney Special Characters</td>
</tr>
</tbody>
</table>

FONT DOWNLOAD LINK

THE DISTRICT FONTS
WHITNEY SUBSTITUTE (FREE)

The font can be used as a free substitute for Whitney.

<table>
<thead>
<tr>
<th>PRIMARY FONT SUBSTITUTE</th>
<th>SOURCE SANS PRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYPE EXAMPLES</td>
<td></td>
</tr>
<tr>
<td><strong>Bold</strong></td>
<td>A B C D E F G H I J K L M</td>
</tr>
<tr>
<td></td>
<td>N O P Q R S T U V W X Y Z</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td></td>
<td>n o p q r s t u v w x y z</td>
</tr>
<tr>
<td><strong>Regular</strong></td>
<td>A B C D E F G H I J K L M</td>
</tr>
<tr>
<td></td>
<td>N O P Q R S T U V W X Y Z</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td></td>
<td>n o p q r s t u v w x y z</td>
</tr>
<tr>
<td><strong>Figures</strong></td>
<td>0 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td><strong>Special Characters</strong></td>
<td>! “ § $ % &amp; / ( ) = ? ` ; :</td>
</tr>
<tr>
<td></td>
<td>i “ ¶ © [ ]</td>
</tr>
<tr>
<td></td>
<td>« Σ € ® ′ Ω ” / φ π • ± ’</td>
</tr>
<tr>
<td></td>
<td>æ ø å Δ ° a ã f θ , à ¥ ≈ ç</td>
</tr>
<tr>
<td></td>
<td>√ ~ µ ∞ ... - ≤ &lt; &gt; ≥ ‼ &gt; &lt;</td>
</tr>
</tbody>
</table>
THE DISTRICT FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Hilliard City Schools communications. We have selected Whitney and Gotham, which helps inject energy and enthusiasm into the entire Hilliard City Schools communications, as the primary and secondary corporate typefaces.

SECONDARY FONT
GOTHAM
BY: HOEFLER & CO

TYPE EXAMPLES

| 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 |

| 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 |

| Figures | 0 1 2 3 4 5 6 7 8 9 0 |

| Special Characters | ! “ $ $ % & / ( ) = ? ` ; : |
|                   | i “ q ç [ ] ] { } ≠ ĉ ‘ |
|                   | « ∑ Ø ® † ff ” / ø ⊗ • 3 ’ |
|                   | æ oe @ Δ ⊕ ⊗ © f ð , à ¥ ffi ç |
|                   | ffl ~ Q ∞ ... – ≤ < > ≥ ¬ > < ""
THE DISTRICT FONTS
GOTHAM SUBSTITUTE (FREE)

The font can be used as a free substitute for Gotham.

SECONDARY FONT SUBSTITUTE MONTSERRAT

<table>
<thead>
<tr>
<th>TYPE EXAMPLES</th>
<th>MONTSERRAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold</td>
<td>A B C D E F G H I J K L M</td>
</tr>
<tr>
<td></td>
<td>N O P Q R S T U V W X Y Z</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td></td>
<td>n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>Regular</td>
<td>A B C D E F G H I J K L M</td>
</tr>
<tr>
<td></td>
<td>N O P Q R S T U V W X Y Z</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td></td>
<td>n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>Figures</td>
<td>0 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>Special</td>
<td>! “ § $ % &amp; / ( ) = ? ` ; :</td>
</tr>
<tr>
<td>Characters</td>
<td>” _ ¶ © [ ]</td>
</tr>
<tr>
<td></td>
<td>« µ € ® † Ω “ / ø π · ± ‘</td>
</tr>
<tr>
<td></td>
<td>ä å ø @ ∆ ° a © f ð , à ¥ ≈ ç</td>
</tr>
<tr>
<td></td>
<td>√ ~ µ ∞ ... – ≤ &lt; &gt; ≥ ¬ » « ·</td>
</tr>
</tbody>
</table>

FONT DOWNLOAD LINK

Direct Link: http://www.hilliardschools.org/brand/montserrat.zip
TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Hilliard City Schools layouts.

CONTEXT TEXT AND INNER HEADLINES

<table>
<thead>
<tr>
<th>Caption Text</th>
<th>Hilliard City Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Source Sans Pro Regular</td>
</tr>
<tr>
<td></td>
<td>7 pt Type / 9 pt Leading</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Copy Text</th>
<th>Hilliard City Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Source Sans Pro Regular</td>
</tr>
<tr>
<td></td>
<td>10 pt Type / 12 pt Leading</td>
</tr>
</tbody>
</table>

Headlines

<table>
<thead>
<tr>
<th>Copy text</th>
<th>HILLIARD CITY SCHOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Montserrat Regular - Capital Letters</td>
</tr>
<tr>
<td></td>
<td>12pt Type / 12pt Leading</td>
</tr>
</tbody>
</table>

Subheads

<table>
<thead>
<tr>
<th>Sections</th>
<th>HILLIARD CITY SCHOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Montserrat Bold - Capital Letters</td>
</tr>
<tr>
<td></td>
<td>16pt Type / 16pt Leading</td>
</tr>
</tbody>
</table>

Big Headlines and Title

<table>
<thead>
<tr>
<th>HILLIARD SCHOOLS</th>
<th>Montserrat Bold - Capital Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>34pt Type / 30 pt Leading</td>
</tr>
</tbody>
</table>

Sequencer and Title for Marketing

<table>
<thead>
<tr>
<th>THE HEADER</th>
<th>Montserrat Bold - Capital Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>48pt Type / 48 pt Leading</td>
</tr>
</tbody>
</table>
SECTION 3
DISTRICT
TAG LINE

The District Tag Line
DISTRICT TAG LINE

Official tag line of the district. The Board approved mission of the Hilliard City School District is to ensure that every student is Ready For Tomorrow. Our tag line simplifies the statement to be a concise and direct statement.

Ready For Tomorrow

TYPOGRAPHY

Whitney Regular

Whitney Book

Source Sans Pro Regular

Monsterrat Regular

Font

The tag line is traditionally set in Whitney Book, but Source Sans Pro or Monsterrat can be used as substitutes. The words should be set in upper and lowercase with the first letter capitalized in each word.

Any size font is acceptable.
SECTION 4
DISTRICT COLOR SYSTEM

The District Colors
Primary Color System
Secondary Color System
THE PRIMARY COLOR SYSTEM
AND COLOR CODES

Color plays an important role in the Hilliard City Schools identity program. The colors below are recommendations for various media. A palette of primary colors has been developed which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Hilliard City Schools brand identity across all relevant media. Check with your designer or printer when using the district colors to ensure that they will be always be consistent.

**PRIMARY COLOR SYSTEM**

- **Explanation:**
The Hilliard City School District has two official colors: Dark Blue and Light Blue. These colors have become a recognizable identifier for the district.

- **Usage:**
Use them as the dominant color palette for all internal and external visual presentations of the district.

### PRIMARY COLOR - DARK BLUE

- **COLOR CODES**
  - CMYK : C100 M045 Y000 K037
  - Pantone : 2955C
  - RGB : R000 G056 B101
  - Web : #003865

### COLOR TONES

<table>
<thead>
<tr>
<th>100%</th>
<th>80%</th>
<th>60%</th>
<th>40%</th>
<th>20%</th>
</tr>
</thead>
</table>

### PRIMARY COLOR - LIGHT BLUE

- **COLOR CODES**
  - CMYK : C039 M014 Y000 K000
  - Pantone : 278C
  - RGB : R166 G199 B234
  - Web : #A5C6EA

### COLOR TONES

<table>
<thead>
<tr>
<th>100%</th>
<th>80%</th>
<th>60%</th>
<th>40%</th>
<th>20%</th>
</tr>
</thead>
</table>
### THE SECONDARY COLOR SYSTEM AND COLOR CODES

#### SECONDARY COLOR SYSTEM

---

**Explanation:**
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Hilliard City Schools. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

**Usage:**
Use them to accent and support the primary color palette.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>PANTONE</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRAY</td>
<td>C078 M061 Y049 K050</td>
<td>432</td>
<td>R051 G062 B072</td>
<td>#333D47</td>
</tr>
<tr>
<td>ROYAL BLUE</td>
<td>C100 M075 Y000 K000</td>
<td>286</td>
<td>R000 G051 B160</td>
<td>#0033A)</td>
</tr>
<tr>
<td>PINK</td>
<td>C004 M089 Y000 K000</td>
<td>RHODAMINE RED</td>
<td>R228 G052 B139</td>
<td>#E3348B</td>
</tr>
<tr>
<td>RED</td>
<td>C000 M090 Y086 K000</td>
<td>RED 032</td>
<td>R230 G051 B041</td>
<td>#E63328</td>
</tr>
<tr>
<td>ORANGE</td>
<td>C000 M053 Y100 K000</td>
<td>ORANGE 021</td>
<td>R242 G140 B000</td>
<td>#F18B00</td>
</tr>
<tr>
<td>YELLOW</td>
<td>C000 M004 Y100 K000</td>
<td>YELLOW 012</td>
<td>R255 G031 B000</td>
<td>#FFE700</td>
</tr>
<tr>
<td>LIME</td>
<td>C029 M000 Y100 K000</td>
<td>382</td>
<td>R202 G212 B000</td>
<td>#CAD400</td>
</tr>
<tr>
<td>GREEN</td>
<td>C080 M000 Y090 K000</td>
<td>354</td>
<td>R004 G166 B075</td>
<td>#04A64A</td>
</tr>
</tbody>
</table>
BRADLEY HS / MEMORIAL MS
COLOR SYSTEM AND COLOR CODES

PRIMARY COLOR
ROYAL BLUE

COLOR CODES

CMYK  :  C100 M055 Y000 K005
Pantone  :  293C
RGB  :  R000 G080 B186
Web  :  #0051BA

SECONDARY COLOR
SILVER

COLOR CODES

CMYK  :  C000 M000 Y000 K035
Pantone  :  421 C
RGB  :  R178 G179 B178
Web  :  #B2B3B2

COLOR TONES

SECONDARY COLOR
BLACK

COLOR CODES

CMYK  :  C013 M008 Y011 K026
Pantone  :  Black
RGB  :  R000 G000 B000
Web  :  #000000

COLOR TONES
DARBY HS / HERITAGE MS
COLOR SYSTEM AND COLOR CODES

PRIMARY COLOR
LIGHT BLUE
- COLOR CODES
CMYK : C039 M014 Y000 K000
Pantone : 278C
RGB : R166 G199 B234
Web : #A5C6EA

COLOR TONES

SECONDARY COLOR
BLACK
- COLOR CODES
CMYK : C000 M000 Y000 K100
Pantone : Black
RGB : R000 G000 B000
Web : #000000

COLOR TONES
DAVIDSON HS / WEAVER MS
COLOR SYSTEM AND COLOR CODES

PRIMARY COLOR
ROYAL BLUE

COLOR CODES
CMYK : C100 M075 Y000 K000
Pantone : 286C
RGB : R000 G051 B160
Web : #0033a0

COLOR TONES

SECONDARY COLOR
WHITE

COLOR CODES
CMYK : C000 M000 Y000 K000
Pantone : White
RGB : R255 G255 B255
Web : #FFFFFF
ELEMENTARY SCHOOLS
COLOR SYSTEM AND COLOR CODES

**PRIMARY COLOR**
ROYAL BLUE

**COLOR CODES**

- CMYK: C100 M075 Y000 K000
- Pantone: 286C
- RGB: R000 G051 B160
- Web: #0033a0

**COLOR TONES**

**SECONDARY COLOR**
BLACK

**COLOR CODES**

- CMYK: C000 M000 Y000 K100
- Pantone: Black
- RGB: R000 G000 B000
- Web: #000000

**COLOR TONES**

**SECONDARY COLOR**
LIGHT BLUE

**COLOR CODES**

- CMYK: C039 M014 Y000 K000
- Pantone: 278C
- RGB: R166 G199 B234
- Web: #A5C6EA

**COLOR TONES**

**SECONDARY COLOR**
SILVER

**COLOR CODES**

- CMYK: C013 M008 Y011 K026
- Pantone: 421C
- RGB: R178 G180 B178
- Web: #99cc99

**COLOR TONES**
INNOVATIVE LEARNING CENTER
COLOR SYSTEM AND COLOR CODES

PRIMARY COLOR
ROYAL BLUE
COLOR CODES
CMYK : C100 M075 Y000 K000
Pantone : 286C
RGB : R000 G051 B160
Web : #0033a0

COLOR TONES

SECONDARY COLORS

LIME
CMYK : C029 M000 Y100 K000
PANTONE : 382
RGB : R202 G212 B000
WEB : #CAD400

RED
CMYK : C000 M090 Y086 K000
PANTONE : RED 032
RGB : R230 G051 B041
WEB : #E63328

ORANGE
CMYK : C000 M053 Y100 K000
PANTONE : ORANGE 021
RGB : R242 G140 B000
WEB : #F18B00

PINK
CMYK : C004 M089 Y000 K000
PANTONE : RHODAMINE RED
RGB : R228 G052 B139
WEB : #E3348B
A SHORT SUMMARY

The Hilliard City Schools brand is the sum of everything we do. It embodies who we are. It represents what we do. It conveys our mission to our community.

Contact

For further information, please contact:

Stacie Raterman
Director of Communications
Hilliard City Schools

E: stacie_raterman@hboe.org
P: 614-921-7012

Link: http://www.hilliardschools.org/brand/hcs-logos.zip