

# DESIGN AND BRAND GUIDELINES

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Ready For Tomorrow



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Hilliard City Schools  
Brand Guidelines

Version: v3// APRIL 2018

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HILLIARD CITY SCHOOLS

# DESIGN AND BRAND GUIDELINES

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# **SECTION 0 INTRODUCTION**

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## 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

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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.

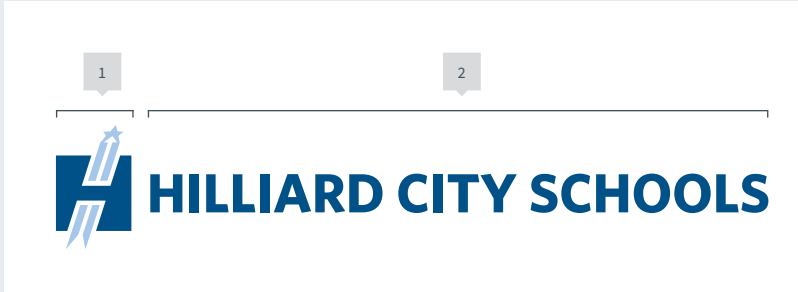
## THE FULL LOGOTYPE

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 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 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 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



3

## LOGO ON DARK BACKGROUND



4

### 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.

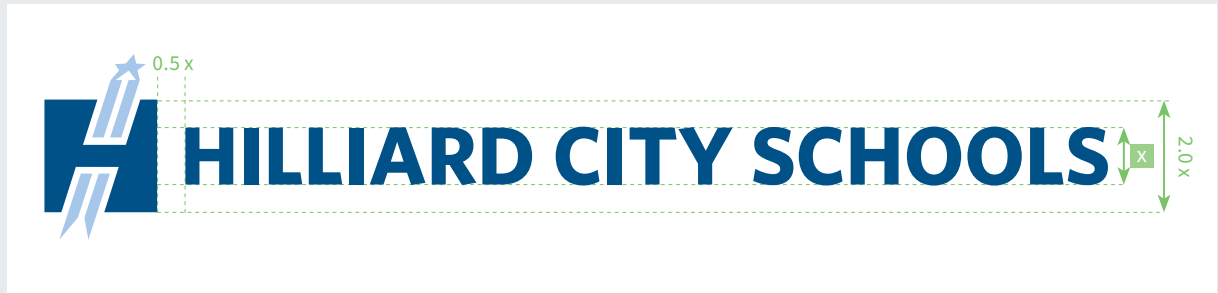
### Attention:

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.

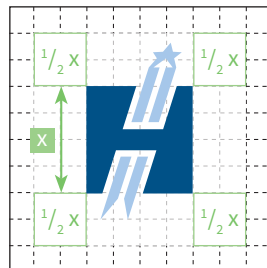
### Computation

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

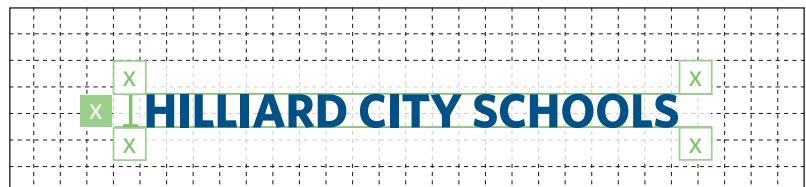


## CLEAR SPACE

Logo Symbol



Text Logo





# APPLICATION ON A BACKGROUND

**LOGO**  
Colored Version A



**LOGO**  
Colored Version B



**LOGO**  
Black & White Version



## MINIMUM LOGO SIZES

**Full Logo**  
Minimum Size: 1.5 in x .261 in



2.0 in



1.5 in

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



.5 in



.375 in



.25 in

## INCORRECT LOGO APPLICATIONS



1



2



3



4



5



6

## 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

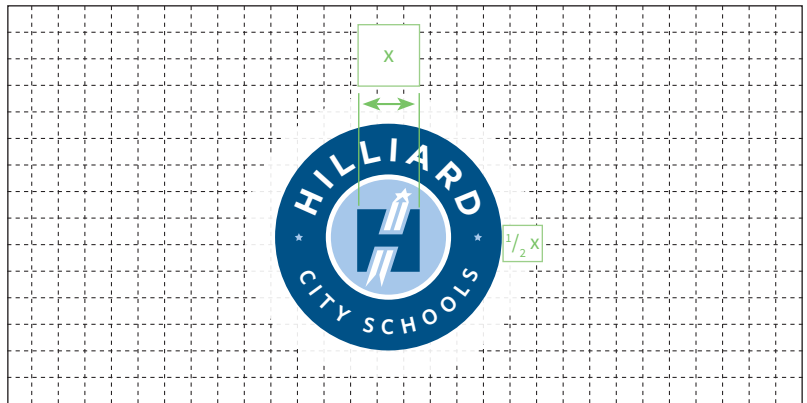
Emblem

#### 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

### LOGO

Colored Version A



### LOGO

Colored Version B



### LOGO

Black & White Version



## MINIMUM LOGO SIZES

### Full Logo

Minimum Size: .75 in x .75 in



1.5 in



.75 in

## INCORRECT LOGO APPLICATIONS



HILLIARD CITY SCHOOLS

1



HILLIARD CITY SCHOOLS

2



3



4

## 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**

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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.

**W H I T N E Y**

### 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 " ¶ ¢ [ ] | { } 3 ¿ '   
« W Ð ® † ff " / ø © • 4 '   
æ œ @ ■ ° ª © f Q , å ¥ ffi ç   
ffl ~ × a ... - M < > U ~ } < SM

### FONT DOWNLOAD LINK

Direct Link : <http://www.typography.com/fonts/whitney/overview/>



# THE DISTRICT FONTS

## WHITNEY SUBSTITUTE (FREE)

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

**PRIMARY FONT  
SUBSTITUTE  
SOURCE SANS PRO**

# SOURCE SANS PRO

### 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 “ ¶ ¢ [ ] | { } ≠ ÷ ‘  
« Σ € ® † Ω ” / ø π • ± ‘  
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç  
√ ~ μ ∞ … - ≤ < > ≥ ~ > < ■

### FONT DOWNLOAD LINK

Direct Link : [http://www.hilliardschools.org/brand/source\\_sans\\_pro.zip](http://www.hilliardschools.org/brand/source_sans_pro.zip)



# 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

# G O T H A M

### 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 “ ¶ ¢ [ ] | { } ≠ ÷ ‘  
« ∑ Ð ® † ff ” / ø © • 3 ‘  
æ œ @ Δ ° ¢ © f ð , å ¥ ffi ç  
ffl ~ Q ∞ ... - ≤ < > ≥ ~ > < ◇

### FONT DOWNLOAD LINK

Direct Link : <http://www.typography.com/fonts/gotham/overview/>



# THE DISTRICT FONTS

## GOTHAM SUBSTITUTE (FREE)

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

### SECONDARY FONT SUBSTITUTE MONTSERRAT

# MONTSERRAT

#### 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 “ ¶ ¢ [ ] | { } ≠ ÷ ‘  
« ∑ € ® † Ω ” / ø π • ± ‘  
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç  
√ ~ μ ∞ … - ≤ < > ≥ ~ > < ■

#### 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

Caption Text  
Hilliard City Schools  
-  
Source Sans Pro Regular  
7 pt Type / 9 pt Leading

Copy Text  
Hilliard City Schools  
-  
Source Sans Pro Regular  
10 pt Type / 12 pt Leading

Headlines  
Copy text  
**HILLIARD CITY SCHOOLS**  
-  
Montserrat Regular - Capital Letters  
12pt Type / 12pt Leading

### HEADLINES AND TYPO BREAKS

Subheads  
Sections  
**HILLIARD CITY SCHOOLS**  
-  
Montserrat Bold - Capital Letters  
16pt Type / 16pt Leading

Big Headlines  
and Title  
**HILLIARD  
SCHOOLS**  
-  
Montserrat Bold - Capital Letters  
34pt Type / 30 pt Leading

Sequencer  
and Title for  
Marketing  
**THE  
HEADER**  
-  
Montserrat Bold - Capital Letters  
48pt Type / 48 pt Leading



# **SECTION 3 DISTRICT TAG LINE**

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The District Tag Line

## DISTRICT TAG LINE

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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.

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# Ready For Tomorrow

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### TYPOGRAPHY

Whitney Regular

Ready For Tomorrow

Whitney Book

Ready For Tomorrow

Source Sans Pro Regular

Ready For Tomorrow

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**

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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.

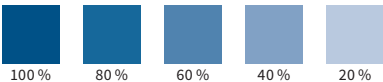


## PRIMARY COLOR DARK BLUE

-

### COLOR CODES

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



## COLOR TONES

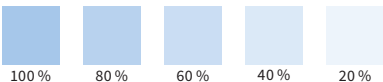


## PRIMARY COLOR LIGHT BLUE

-

### COLOR CODES

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



## COLOR TONES

# THE SECONDARY COLOR SYSTEM AND COLOR CODES

## SECONDARY COLOR SYSTEM

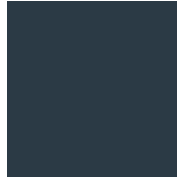
-

### 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.



Tones

### GRAY

CMYK : C078 M061 Y049 K050  
PANTONE : 432  
RGB : R051 G062 B072  
WEB : #333D47



Tones

### ROYAL BLUE

CMYK : C100 M075 Y000 K000  
PANTONE : 286  
RGB : R000 G051 B160  
WEB : #0033A)



Tones

### PINK

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



Tones

### RED

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



Tones

### ORANGE

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



Tones

### YELLOW

CMYK : C000 M004 Y100 K000  
PANTONE : YELLOW 012  
RGB : R255 G031 B000  
WEB : #FFE700



Tones

### LIME

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



Tones

### GREEN

CMYK : C080 M000 Y090 K000  
PANTONE : 354  
RGB : R004 G166 B075  
WEB : #04A64A



## **SCHOOL COLORS**

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# BRADLEY HS / MEMORIAL MS COLOR SYSTEM AND COLOR CODES

## VIEW BRADLEY HS / MEMORIALMS

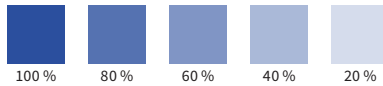
### FULL DESIGN GUIDE



**PRIMARY COLOR**  
**ROYAL BLUE**

#### COLOR CODES

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



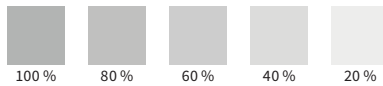
#### COLOR TONES



**SECONDARY COLOR**  
**SILVER**

#### COLOR CODES

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



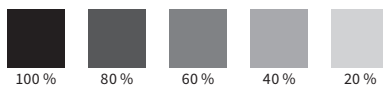
#### COLOR TONES



**SECONDARY COLOR**  
**BLACK**

#### COLOR CODES

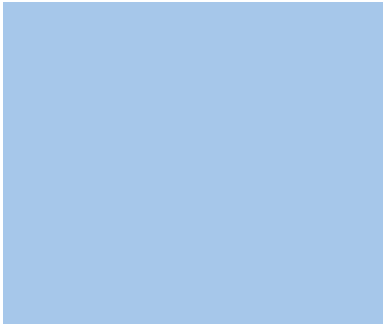
CMYK : C013 M008 Y011 K026  
Pantone : Black  
RGB : R000 G000 B000  
Web : #000000



#### COLOR TONES



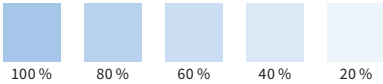
# DARBY HS / HERITAGE MS COLOR SYSTEM AND COLOR CODES



### PRIMARY COLOR LIGHT BLUE

#### COLOR CODES

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



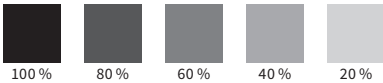
#### COLOR TONES



### 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

[VIEW DAVIDSON HS / WEAVER MS](#)

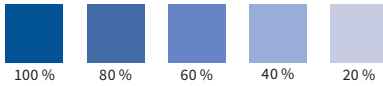
[FULL DESIGN GUIDE](#)



**PRIMARY COLOR**  
**ROYAL BLUE**

**COLOR CODES**

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



**COLOR TONES**

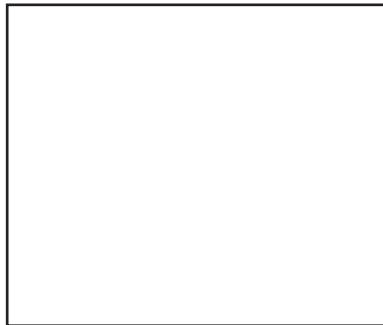
100% 80% 60% 40% 20%



**SECONDARY COLOR**  
**WHITE**

**COLOR CODES**

CMYK : C000 M000 Y000 K000  
Pantone : White  
RGB : R255 G255 B255  
Web : #FFFFFF



# ELEMENTARY SCHOOLS

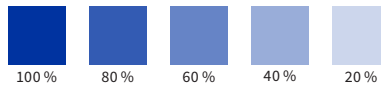
## COLOR SYSTEM AND COLOR CODES



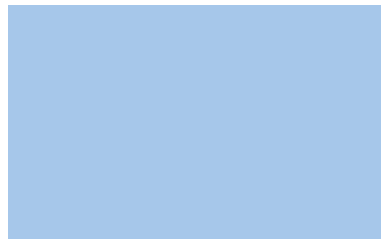
### PRIMARY COLOR ROYAL BLUE

#### COLOR CODES

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



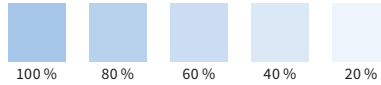
#### COLOR TONES



### PRIMARY COLOR LIGHT BLUE

#### COLOR CODES

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



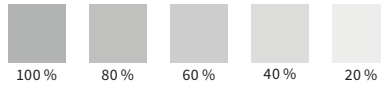
#### COLOR TONES



### SECONDARY COLOR SILVER

#### COLOR CODES

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



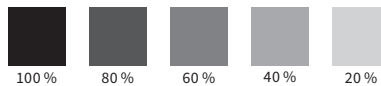
#### COLOR TONES



### SECONDARY COLOR BLACK

#### COLOR CODES

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



#### COLOR TONES

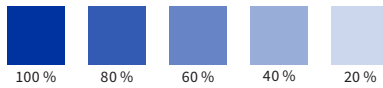
# INNOVATIVE LEARNING CAMPUS COLOR SYSTEM AND COLOR CODES



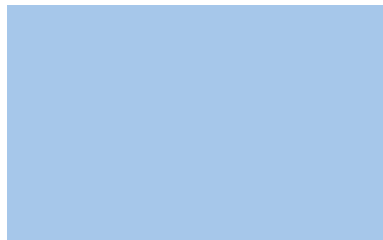
## PRIMARY COLOR ROYAL BLUE

### COLOR CODES

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



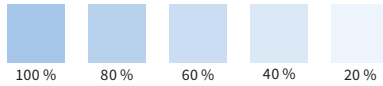
### COLOR TONES



## PRIMARY COLOR LIGHT BLUE

### COLOR CODES

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



### 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





# **SECTION 5 SUMMARY AND CONTACT**

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Summary  
Contact

## 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.

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## CONTACT

**For further information, please contact:**

Stacie Raterman  
Director of Communications  
Hilliard City Schools

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P: 614-921-7012



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

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WWW.HILLIARDSCHOOLS.ORG

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# HILLIARD CITY SCHOOLS

Ready For Tomorrow


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## CONTACT

**Hilliard City Schools**  
2140 Atlas Street  
Columbus, OH 43228  
United States



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## DOWNLOAD

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

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