

BRANDING STANDARDS *for*



Hempfield
School District

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LOGO ANATOMY: Descriptions

Logotype or Wordmark



Icon



Icon with Logotype



Complementary Assets: Knights



Complementary Assets: Shields



ABOUT THE LOGO

A logo refresh was completed in 2023 to include a logotype, icon, and complementary assets. These elements can be used individually or in combinations as outlined in the pages that follow. Original artwork was created for the icon and the Hempfield Knight and Shield options, and **they may not be altered**.

A **logotype** is a brand name that is displayed in strategically chosen typography or specially crafted lettering that serves as an identity for that brand.

The Hempfield horizontal logo is used in conjunction with the complementary assets.



An **icon** is a graphic representation that captures the features of a brand and accompanies a logotype. The icon can be used to represent the full logo when space is limited (i.e.: clothing, small promotional items, PowerPoint slide template). The icon exists in 2 formats: regular and 3D shadow.

HSD H initial



HSD H initial blk



HSD H initial shdw



HSD H initial shdw blk



The **icon** is used with the logotype to create the official full version of the logo. The horizontal and stacked orientations below are the preferred logo for general use.

HSD H horz



HSD H shdw horz



HSD H horz blk



HSD H shdw horz blk



HSD H stkd



HSD H stkd blk



HSD H shdw stkd



HSD H shdw stkd blk



LOGOS: School Building Versions

Official school building logos have been created using both the logotype and the icon/logotype combination by replacing “School District” with each individual school building name. These logos are for use on school letterhead and school-specific communications, banners, web pages, etc.

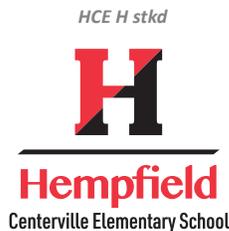
Hempfield Logotype, horizontal



Hempfield with Initial Icon, horizontal



Hempfield with Initial Logo, stacked



COMPLEMENTARY ASSETS: Knight and Shields

These complementary assets are original art and **cannot be altered** from the original format represented below. In most cases, these graphics are to be used with the official Hempfield School District logotype.*

Hempfield Knight Mascot with Initial Icon*

HSD Knight 1



HSD Knight 1 gray



HSD Knight 1 blk



Hempfield Shields with Initial Icon*

HSD Shield Helmet H



HSD Shield Helmet H gray



HSD Shield H



HSD Shield H gray



Hempfield Shields with Logotype

HSD Shield H HSD



HSD Shield H HSD gray



HSD Shield Helmet HSD



HSD Shield Helmet HSD blk



*RULES FOR ASSET USAGE:

Knight and Shield assets without the full Hempfield name must be used in conjunction with the Logotype.

COMPLEMENTARY ASSETS: Program and Sports Shields

These complementary assets are original art and **cannot be altered** from the original format represented below. These graphics are to be used with the official Hempfield School District logotype.*

The sports and arts programs depicted below represent a sampling of what can be created for additional programs. All requests for a shield with a specific sport or program **MUST** be made through the Communications Department; no exceptions.

Hempfield Shield Assets for Sports*

HSD Shield Football H



HSD Shield Football H gray



HSD Shield Soccer H



HSD Shield Soccer H gray



Hempfield Shield Assets for Programs*

HSD Shield Music H



HSD Shield Music H gray



HSD Shield Theatre H gray



HSD Shield Theatre H gray



—See page 7 for all shield available.—

*RULES FOR ASSET USAGE:

Assets that contain the “H” icon only must be used in conjunction with the Logotype.

COMPLEMENTARY ASSETS: Program and Sports Shields

These complementary assets are original art and **cannot be altered** from the original format represented below. These graphics are to be used with the official Hempfield School District logotype.*

All sports and arts program shields available below:

Hempfield Shield Assets for Sports*



Hempfield Shield Assets for Programs*



***RULES FOR ASSET USAGE:**

Assets that contain the "H" icon only must be used in conjunction with the Logotype.

COMPLEMENTARY ASSETS: Departments and Sports

These complementary assets are original art and **cannot be altered** from the original format represented below. The sports and department programs depicted below represent a sampling of what can be created for additional programs. All requests with a specific programs or sport images **MUST** be made through the Communications Department; no exceptions.

Hempfield Assets for Sports*

HSD H Logo Softball



HSD H stkd Softball



Hempfield Specialty Assets for Programs*

Hempfield Happenings logo was created specifically for Hempfield AV usage.



PREFERRED LOGO USAGE:

The “H” initial icon/logotype combination is the preferred logo.

The horizontal format is the preferred presentation of Hempfield logo. Using the preferred presentation adds to the consistency of our visual identity. Use the alternative stacked logo when allocated space is limited.



The logotype should only be used with complementary asset images, i.e., the knight mascot image, shield icons with the “H” initial, and shield assets for sports and programs.



DO'S AND DON'TS:

Tips when using the logo branding.

- DO** contact communications@hempfieldsd.org
- DO NOT** change colors from Red and Black. White is available when logo is reversed out of red or black.
- when you are not sure which logo to use.
- DO NOT** outline, screen or tint the logo.
- when you need a logo to be knocked out of black or red.
- DO NOT** stretch or resize outside of the original proportions.
- to request a complementary sports or program logo not currently available.
- DO NOT** write out Hempfield as the logotype, only use provided logotype.
- DO NOT** use all black or gray/black logo when printing in color.
- DO NOT** use the Hempfield logo without the “School District” or school building name.
- DO NOT** add elements or a tagline to the logo.

HOW TO USE: Logotype & Complementary Assets

See examples of using Icons and Complementary Assets in conjunction with the Logotype.



“HSD Shield H” Hempfield Shield with initial icon

“HSD horz” Hempfield Logotype, horizontal



SPECIAL LOGO USAGE: Black & Red backgrounds

There are situations when the logo must be adjusted when being placed on a red or black background. Contact the communications department when special logo versions are needed.

Icon with Logotype & Logotype & stacked

HLMS H horz red wht



HLMS H stkd red wht



HLMS H-shdw horz red wht



HLMS H-shdw stkd red wht



HLMS horz red wht



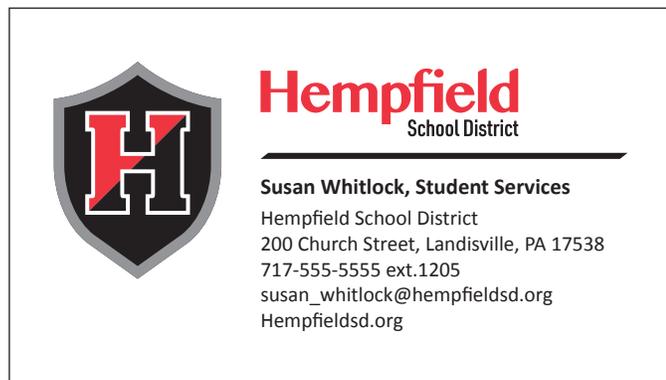
SPECIAL LOGO USAGE: Email Signature and Business Card Templates

Having uniform email signatures and business cards helps to ensure consistency of the visual identity and brand.

ALL email signatures, shown below, will use this template.

Susan Whitlock, Student Services
Hempfield School District

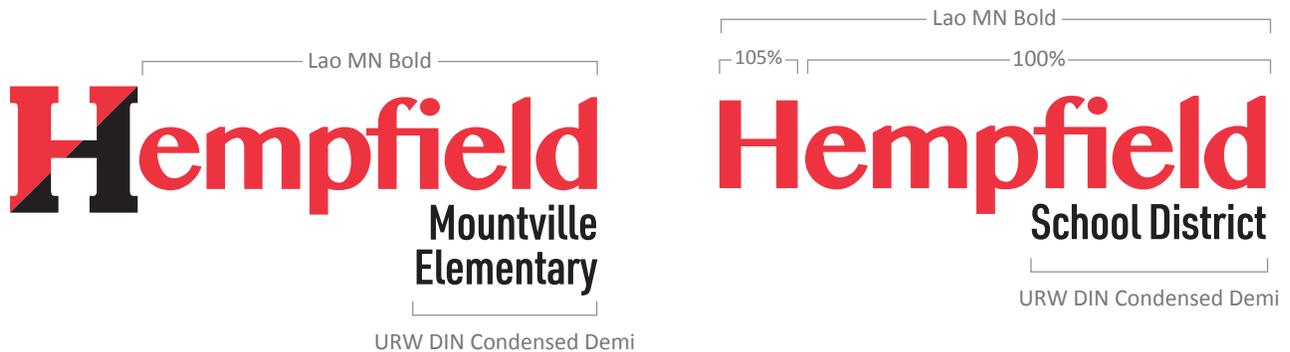
200 Church Street
Landisville, PA 17538
717-555-5555 ext.1205
Hempfieldsd.org



LOGOTYPE: Anatomy of type faces used

Logo fonts are designed to fit within the Hempfield branding. These fonts are to be used for the logo branding only.

Logotype usage



TYPEFACES: Hempfield District schools and entities

Fonts for District and School use on communication and marketing materials, signage, digital media.

Sans Font Family (regular/italic/bold/italic):

Noto Sans

◆ Header Font— Noto Sans Black

HAPPY Learners

◆ Subhead Font— Noto Sans Extra Bold

School is for HAPPY learners

◆ Body Copy Font for Lists— Noto Sans Regular

- Feeling happy at school is related to doing better at school.
- Feeling connected with teachers and other kids.

Sans Font Family (regular/italic/bold/italic):

Calibri

◆ Header Font— Calibri Bold

HAPPY Learners

◆ Subhead Font— Calibri Bold

School is for HAPPY learners

◆ Body Copy Font for Lists— Noto Sans Regular

- Feeling happy at school is related to doing better at school.
- Feeling connected with teachers and other kids.

Serif Font Family (regular/italic/bold/italic):

Garamond

◆ Body Copy

Feeling happy at school is related to doing better at school. Feeling connected with teachers and other kids at school and getting good grades are important for the happiness level of children and teens at school.

Serif Font Family (regular/italic/bold/italic):

Century

◆ Body Copy

Feeling happy at school is related to doing better at school. Feeling connected with teachers and other kids at school and getting good grades are important for the happiness level of children and teens at school.

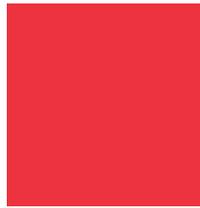
COLORS: Primary & Secondary

Hempfield School District's primary colors are black and red. A palette of complementary colors have been selected for use in designed communication pieces to create contrast and visual interest.

Primary Colors



Spot Color: Black
4-Color Process: C0 M0 Y0 K100
HEX Color: #000000



Spot Color: Hempfield Red
4-Color Process: C0 M93 Y76 K0
HEX Color: #DB2B45

Spot Color for single color printing:
Pantone 4058 C (coated paper) Pantone 1795 UC (uncoated paper)
These Pantone colors are the best match to Hempfield Red.

Secondary Colors



Spot Color: Pantone 6219
4-Color Process: C47 M30 Y26 K8
HEX Color: #7F8C96



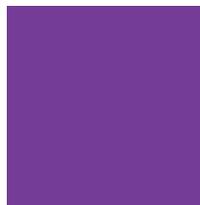
Spot Color: Pantone 2196
4-Color Process: C100 M43 Y0 K6
HEX Color: #0070AF



Spot Color: Pantone 2292
4-Color Process: C43 M0 Y100 K0
HEX Color: #9BC539



Spot Color: Pantone 1505
4-Color Process: C0 M64 Y100 K0
HEX Color: #E27012



Spot Color: Pantone 2084
4-Color Process: C65 M91 Y0 K0
HEX Color: #783E8D



Spot Color: Pantone 7548
4-Color Process: C0 M11 Y100 K0
HEX Color: #F2CA00