

Elizabeth School District

BRAND & STYLE

Please use this guide to communicate the Elizabeth School District brand clearly, accurately, and consistently through text and logo use. All names, logos, and other symbols may not be altered, reconfigured, or added to in any manner. Logos are to be used for official school and district business only.

Use of Name

We are Elizabeth School District.

- On the first reference to our school district, use Elizabeth School District. For subsequent references, use Elizabeth Schools or district.
- Refrain from using Elizabeth School District C-1, Elizabeth C-1 School District, and ESD.
- Elizabeth Schools is singular, not plural.
- When using district alone, always make the “d” lowercase.

Logo



- Depending on design requirements, you can use the horizontal or stacked (new) logo.
- Logos can be found on Google Drive at <http://bit.ly/ESDlogosletterhead>.
- Do not distort the logo. Always scale proportionately. Do not stretch, squeeze or otherwise morph or manipulate the logo.
- Do not place the logo on background colors, patterns or photographs that visually compete with the logo.



Colors

Green

PMS 342
CMYK 93-10-75-43
RGB 0-103-71
HEX #006747

Gold

PMS 117 u
CMYK 0-23-74-28
RGB 184-141-48
HEX #B88D30

Fonts

Myriad-Bold
MyriadPro-Regular
Arial-Bold
Arial-Regular

School Logos



Running Creek
ELEMENTARY SCHOOL



Singing Hills
ELEMENTARY SCHOOL



Elizabeth
MIDDLE SCHOOL



Elizabeth
HIGH SCHOOL



Frontier
HIGH SCHOOL

All logos can be found on the ESD Google Shared Drive at <http://bit.ly/ESDlogosletterhead>

Email Signatures

Email signatures can help to keep a brand consistent throughout an organization. Each school can establish their own signatures based on the district standard below. Do not include any professional or personal social media links/accounts in your email signature.

[small logo]

Name [bold & italic; in district/school color]

Title [not bold; in district/school color]

..... [divider - gray]

o 303-646-XXXX | c XXX-XXX-XXXX [cell phone optional]

Street Address [address in gray]

Elizabeth, CO 80107

email@esdk12.org [hyperlinked]

elizabethschooldistrict.org [hyperlinked]

Example:



Katie Klossner

Director of Communications

.....
o 303-646-1848 | c 248-285-1266

634 S. Elbert Street, PO Box 610

Elizabeth, CO 80107

kklossner@esdk12.org

elizabethschooldistrict.org

Flyers

For outreach purposes, schools may opt to create their own flyers/handouts. School flyers should include essential contact information for the event/message, including address, phone number, email, and website. School logos should be included on all flyers/handouts. Schools may also work with district communications for a variety of design support, including flyers, brochures, etc.