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.

Primary Logo

Preferred 2-color Logo

Logo in black, green, or white

- Depending on design requirements, you can use the horizontal or stacked logo in two-color (preferred), all green, black, or white version.
- Logos can be found on Google Drive at http://bit.ly/ESDmasterbranding.

Primary Colors

Green	Gold

- These are the two colors in the logo.
- Use the preferred two-color green and gold logo when possible.

CMYK 88-40-87-39
RGB 17-86-54
HEX #105535

CMYK 0-18-100-15
RGB 222-180-7
HEX #ddb307

Secondary Colors

Light Green	Light Gold

- These are secondary colors to be used in school logos, print and web collateral, apparel, and other applications.
- These colors are not to be used in the primary logo.

CMYK 73-6-100-1
RGB 73-171-71
HEX #49aa47

CMYK 0-14-100-4
RGB 247-205-0
HEX #f6cc00

Dark Red	Red	Dark Blue	Blue

CMYK 27-100-100-30
RGB 141- 25-28
HEX #8d181b

CMYK 21-98-100-12
RGB 179-38-37
HEX #b32624

CMYK 100-81-35-22
RGB 20-61-102
HEX #143c66
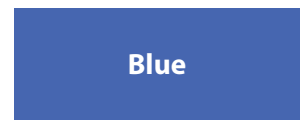
CMYK 79-63-0-0
RGB 72-103-176
HEX #4866b0

Fonts

Myriad Pro
Regular & Bold

Available with an Adobe Creative Cloud subscription or from MyFonts at myfonts.com/fonts/adobe/myriad/

Elizabeth
SCHOOL DISTRICT

—— Myriad Pro Regular
—— **Myriad Pro Bold (all caps)**

Running Creek
ELEMENTARY SCHOOL

—— Myriad Pro Regular
—— **Myriad Pro Bold (all caps)**

- Use Myriad Pro for school logos, print materials, and other applications.
- Use Arial (regular & bold) when Myriad Pro is not available.

Improper Use of Logo

- 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.
- Do not change the colors of the logo.

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 in gray]

o XXX-XXX-XXXX | c XXX-XXX-XXXX [cell phone optional]
Street Address [address in gray]
Elizabeth, CO 80107

email@esdk12.org [hyperlinked]
elizabethschooldistrict.org [hyperlinked]

Example:

Melissa Hoelting
Director of Communications

. . . .

o 303-646-1836
634 S. Elbert Street, PO Box 610
Elizabeth, CO 80107
mhoelting@esdk12.org
elizabethschooldistrict.org

Flyers & Handouts

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.

School Logos & Colors

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

Dark Red	Black
CMYK 27-100-100-30 **RGB** 141- 25-28 **HEX** #8d181b	**CMYK** 0-0-0-100 **RGB** 0-0-0 **HEX** #000000

Red	Black
CMYK 21-98-100-12 **RGB** 179-38-37 **HEX** #b32624	**CMYK** 0-0-0-100 **RGB** 0-0-0 **HEX** #000000

Blue	Light Green
CMYK 79-63-0-0 **RGB** 72-103-176 **HEX** #4866b0	**CMYK** 73-6-100-1 **RGB** 73-171-71 **HEX** #49aa47

Dark Blue	Dark Red
CMYK 100-81-35-22 **RGB** 20-61-102 **HEX** #143c66	**CMYK** 27-100-100-30 **RGB** 141- 25-28 **HEX** #8d181b

Homegrown Talent Initiative

The Homegrown Talent Initiative (HTI) has its own logo that should be used in conjunction with the Elizabeth School District logo on any HTI communications. Please use the horizontal or stacked logo in black or white only. When using the white version, the background can be black or another color from the Elizabeth School District color palette.

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

Email Signature Example with HTI and Elizabeth School Distric logos:

Kristen Harris
Homegrown Talent Initiative,
Project Manager
. . . .
o 303-646-1836
634 S. Elbert Street, PO Box 610
Elizabeth, CO 80107
kharris@esdk12.org
elizabethschooldistrict.org