

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

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



Gold

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

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

Secondary Colors



Light Green

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



Light Gold

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

- 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.



Dark Red

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



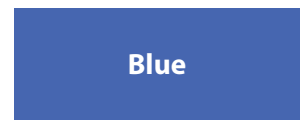
Red

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



Dark Blue

CMYK 100-81-35-22
RGB 20-61-102
HEX #143c66



Blue

CMYK 79-63-0-0
RGB 72-103-176
HEX #4866b0

Fonts

Myriad Pro
Regular & Bold



Elizabeth
SCHOOL DISTRICT

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

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



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]

elizabethschoolsdistrict.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

elizabethschoolsdistrict.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, 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.

Overview

About Us
Elizabeth School District is a high performing school district known for its family-oriented culture, student-focused philosophy, and caring staff. Students are always at the heart of everything we do. Our goal is to provide students with excellent and diverse opportunities that inspire their passion for learning. We help students develop their individual potential and are dedicated to preparing them for a successful future. Elizabeth School is small enough to ensure that each student is recognized and valued but large enough to provide outstanding academic, extracurricular, and athletic opportunities.

Our Students

Elizabeth High School	677
Frontier High School	47
Elizabeth Middle School	402
Running Creek Elementary	387
Singing Hills Elementary	446

Start to Finish
We focus on complete education - starting with our popular half and full-day preschool programs, along with our free all-day kindergarten, to our impressive graduation statistics.

Everybody Knows Your Name
The average 17.2 class size in Elizabeth Schools is 23 students per classroom. Smaller class sizes allow educators to see a more personal about, one-on-one approach, which in turn helps your child thrive academically.

Experienced Staff
Elizabeth Schools employ 234 individuals, making it the largest employer in Elbert County. Close to half of all licensed professionals in the district hold advanced degrees. On average, our staff members have over 12 years of teaching experience.

What Staff Have to Say
"Even though we are a smaller district, the respectful autonomy, strong principal support, great colleagues and amazing students are what I love most about Elizabeth Schools." - Laraine Schickelmyer, Substitute Teacher
"Being able to work in a place where you feel valued and supported is like working with family." - Jon Taylor, Teacher
"I love working with the awesome staff at Elizabeth. Everyone is friendly, eager to help each other and focused on what is best for students." - Shannon Stone, Teacher

Elizabeth School District
634 S. Elbert Street | P.O. Box 610 | Elizabeth, Colorado 80107 | 303-646-1836
www.elizabethschoolsdistrict.org

Elizabeth HIGH SCHOOL

Elizabeth High School has a student-centered culture with high expectations for academic achievement, citizenship and involvement in school activities. Our staff truly cares about our students and their success is the priority.

We offer numerous Advanced Placement classes and college course offerings. Altogether, students have more than 50 college credit hours available to them in grades 9-12.

We engage our students in activities and athletics. Elizabeth High School offers drama and theatre, choir, band and orchestra. The Cardinal Pride Marching Band consistently qualifies for the state competition and each year students are selected for Colorado All-State Choir.

Our school has 18 varsity athletic teams and each year many of our teams earn league titles and advance to state championships. We have three state/national competitive leadership teams and a number of other clubs and activities.

We value community service learning and our students actively give back by organizing events to support individuals in our community. Each year, the entire school gives back by taking one school day to volunteer throughout the community.

We welcome you to visit Elizabeth High School and experience our school pride and learn more about our academic achievements, the opportunities available to students and to experience our welcoming campus.

Elizabeth School District
3450 County Rd. 13 | Elizabeth, CO 80107 | 303-646-4616
www.elizabethschoolsdistrict.org

Running Creek ELEMENTARY SCHOOL

All members of the Running Creek Elementary community respectfully collaborate to build and promote individual achievement and growth in a safe and engaging environment.

Running Creek offers a comprehensive preschool-5th grade education. Kids Club offers before and after-school care and a summer camp program.

We welcome you to visit Running Creek to experience our inviting, caring and engaging learning environment.

Elizabeth School District

At Running Creek Elementary, our priority is ensuring each and every student feels cared for and important. We respect the individuality of each of our students and build on their individual strengths. Our staff is dedicated to cultivating a greater love of learning while developing social, emotional and academic growth.

Our Positive Behavioral Intervention and Support (PBIS) program, ROAR, encourages our students to demonstrate Respect, Own It, Act Safely and be Responsible. Pinned with our instructional strategies, ROAR sets the stage for student success and achievement.

Each week our students enjoy music, physical education, technology (S.T.E.M.), art and library with a certified teacher.

We value our involved and supportive parent community and all they do to enhance the success of our school and students.

900 S. Elbert St., Elizabeth, CO 80107 | 303-646-4620
www.elizabethschoolsdistrict.org

School Logos & Colors

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



Elizabeth
HIGH SCHOOL

Dark Red

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

Black

CMYK 0-0-0-100
RGB 0-0-0
HEX #000000



Elizabeth
MIDDLE SCHOOL

Red

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

Black

CMYK 0-0-0-100
RGB 0-0-0
HEX #000000



Running Creek
ELEMENTARY SCHOOL

Blue

CMYK 79-63-0-0
RGB 72-103-176
HEX #4866b0

Light Green

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



Singing Hills
ELEMENTARY SCHOOL

Dark Blue

CMYK 100-81-35-22
RGB 20-61-102
HEX #143c66

Dark Red

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 District 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