



Communications and Branding Manual

Visual Identity Guide

Jordan Public Schools IDS #717

952-492-6200

www.jordan.k12.mn.us

Revised: October 17, 2017

Overview

The Jordan School District Visual Identity Brand Manual is designed to be used for all official communications from the District. The manual is composed of a system of coordinated graphic elements, including a district academic logo, athletics logo, and a specific color palette.

This branding system is recommended for all visual representations of the District: marketing materials, correspondence from the classroom, exhibit items, videos, yearbooks, students handouts, presentations, web pages, etc.

District Academic Logo

The Jordan Public Schools academic logo is a modified star with three sides; representing the three schools in the District.

- The District logo is to be used for all academic and business office correspondence.
- The proportions of the logo are to remain unaltered.
- The logo and all of its elements should not be modified, stretched, or altered in any way.
- A minimum of .25" should be kept clear around the logo.

Two orientations: preferred use



SQUARE ORIENTATION

- When using in correspondence or on forms, do not stretch beyond 4 inches.



HORIZONTAL ORIENTATION

- When using in correspondence or on forms, do not stretch beyond 6 inches.

Acceptable Alternatives:



LOGO WITH BUILDING NAME

- When using in correspondence or on forms, do not stretch beyond 6 inches.



WITH MISSION STATEMENT

- When using in correspondence or on forms, do not stretch beyond 6 inches.

Athletics/Activities Logo

The Jordan athletic/activities logo will be composed of a “J” and/or the chosen title of “Jaguars” or “Hubmen” or the sport/activity title.

- The “J” logo is to be used for all athletic/activities; including all team sportswear, athletic and activity promotional materials, and where applicable as a sub-logo to the main district logo.
- The proportions of the logo are to remain unaltered. The logo should be only maroon and gold unless previously approved by the Communications and Marketing Department and the District Activities Director.
- The logo system and all of its elements should not be modified or altered in any way unless approved by the Communications and Marketing Department and the District Activities Director.
- Currently, the athletic/activities “J” is the approved logo. This logo is to be used for the branding on any part of team wear that is used during play. The team mascots continue to be the Jaguars and Hubmen, but no previously drawn rendition of a Jaguar or Hubmen is to be used without approval from the Communications and Marketing Department and the District Activities Director. Previous logos, to include the train, are also not to be used. If these such logos are in current use on a uniform/promotional shirt, they will be phased out in next cycle.
- If student athletes are purchasing separate promotional/spirit wear, that is not being worn as part of the approved uniform, they are allowed to deviate from the brand standards within reason as approved by the Athletic Director.
- In the future, Jordan School District will collaborate with the Belle Plaine School District to add visual identity guidelines for the Scott West Panthers Wrestling team.
- A minimum of .25” should be kept clear around the logo.
- If adding text below logo, i.e. mascot/sport/activity name, it should be nested below the logo 0.5” from the bottom stripe and centered on the “J” (see examples). The font should be Century Gothic Bold.

with no name



with mascot/sport/activity name



HUBMEN



FINE ARTS

Athletics/Activities Uniform Colors

All Jordan uniforms and district/promotional clothing will follow the approved official school color guidelines (see page 6).

- Approved maroon and gold will be the only colors allowed for uniforms or promotional clothing.
- Black may only be used as an accent color and may not be used as a primary color in any uniform or promotional clothing.
- “Vegas gold” will no longer be used as a color accent on uniforms or promotional clothing. All uniforms that currently have “vegas gold” will be used and will follow the normal uniform cycle.
- The only exception to the uniform color rule will be for baseball and softball. These teams will be allowed to use grey as an approved color for their alternate uniform.
- If student athletes are purchasing separate promotional/spirit wear, that is not being worn as part of the approved uniform, they are allowed to deviate from the brand standards within reason as approved by the Activities Director.

Academic Typography

The district's font suite is Century Gothic. All fonts are to be in black (unless on black background and then use white). Century Gothic should be installed on your computer, if not contact the Technology Department.

- **Century Gothic Regular:** Main text areas (11 pt leading; or 10 pt when needed) and left justified
- **Century Gothic Italic:** Main text areas (11 pt leading; or 10 pt when needed), used to emphasize
- **Century Gothic Bold:** Main text areas (11 pt leading; or 10 pt when needed), used to emphasize
- **Century Gothic Bold Italic:** Main text areas (11 pt leading; or 10 pt when needed), used to emphasize

Athletics/Activities Typography

The following fonts will be the preferred fonts for Athletics/Activities typography. This typography should be specified when working with uniform or promotional shirt vendors. Please contact the Communications and Marketing Department with questions.

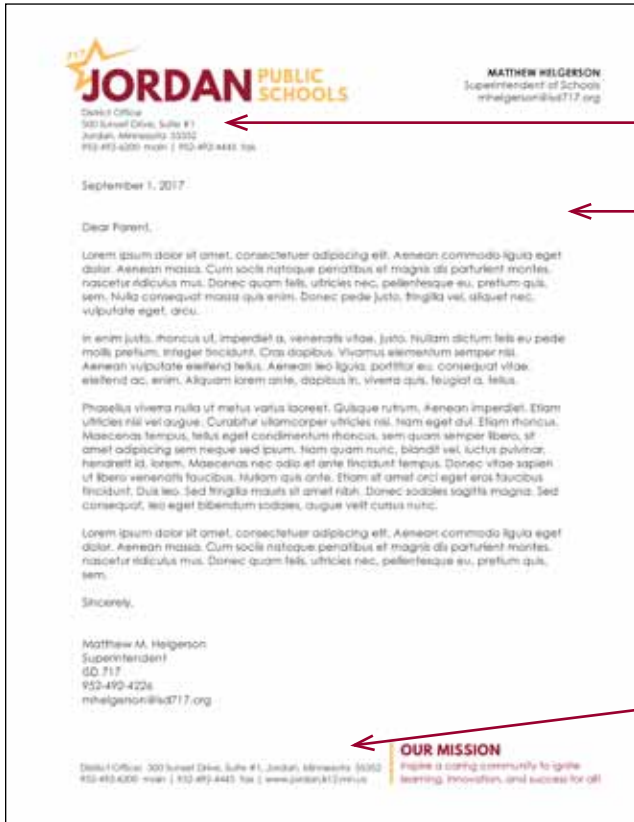
- The font used in the Activities “J” is custom and should not be replicated. If a different color combination is need contact the Communications and Marketing Department.

- **CENTURY GOTHIC BOLD**

is the font to be used for any subheading under the athletic “J”.

Stationery

Approved letterhead, business cards, and envelopes are available through each building. Personalized letterhead and business cards must be authorized through the District office. **For staff that does not have personalized letterhead, they are to use the letterhead of the principal/department head in their area/building.** For example: high school staff will use the letterhead of the school principal unless they have preauthorized letterhead of their own.



Letterhead

The return address will be specific to the building of the person writing the letter. Letterhead will not contain direct phone lines unless approved.

The text box for the body of the letter have 1 inch margins of the top, left, and right. The bottom margin will be a 1.25 inch margin due to larger logo on the bottom. See page 6 of manual for specific spacing of full letter.

All text font will be Century Gothic 11 point leading (or 10 if needed for space).

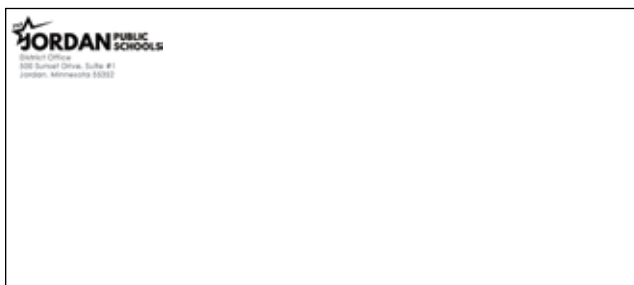
If a second page is needed, continue to a blank page, no letterhead.

The bottom of all letterhead will contain the contact information for the district office (it will not be specific to your building).



Business Card

Business cards will authorized through the District office. They may contain the direct line or cell phone if desired.



Envelopes

Envelopes will be available in each building with the return address of that building or department.

Letterhead Formatting

To maintain cohesive branding, all letters sent from the Jordan School District need to use similar formatting. Follow these guidelines when formatting a letter.

Font:
Century Gothic
Size: 11 preferred
(or 10 if needed for space issues)

Block Text Format

Subsequent pages will be blank. No letterhead on pages 2+ are required.

JORDAN PUBLIC SCHOOLS
District Office
500 Sunset Drive, Suite #1
Jordan, Minnesota 55352
952-492-6200 main | 952-492-4445 fax

MATTHEW HELGERSON
Superintendent of Schools
mhelgerson@isd717.org

September 1, 2017

Dear Parent,

1 space
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim, Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

1 space
1.25 Inches
Bottom Margin

1 space
Sincerely,

2 spaces
Matthew M. Helgerson
Superintendent
ISD 717
952-492-4226
mhelgerson@isd717.org

OUR MISSION
inspire a caring community to ignite
learning, innovation, and success for all

District Office: 500 Sunset Drive, Suite #1, Jordan, Minnesota 55352
952-492-6200 main | 952-492-4445 fax | www.jordan.k12.mn.us

Top Margin 1 Inch

Left Margin 1 Inch

Right Margin 1 Inch

Downloads

Downloads of the official District Logo and the Athletic Logo can be found at www.jordan.k12.mn.us on the “Communications and Marketing” page under the “Departments” tab. Also included are PNG (Portable Network Graphic) files, which are used in Web design and in Microsoft Office software such as Word and PowerPoint.

If you need EPS or PDF files that can be opened and scaled (within the listed guidelines) in programs such as Adobe Illustrator and Adobe Photoshop please contact Kat Pass at kpass@isd717.org or 952-492-4408.

If you experience difficulty with any logo, please contact the Communications and Marketing Department at kpass@isd717.org or 952-492-4408.

Official School Colors

The Jordan School District colors are specific to keeping our district's brand cohesive. Jordan School district has two primary colors (maroon and gold) and one accent color (black)



maroon



gold



black

Print Color Guidelines (for print)

Use the correct Pantone Matching System® color for the colors.

- maroon: 202C (coated) / 201U (uncoated)
- gold: 136C (coated) / 116U (uncoated)
- black: PMS® Black C; alternately, process black may be used for 2-color printing

In four-color print jobs, you can simulate the Pantone Matching System® colors using these CMYK formulas:

- maroon: 0% cyan / 100% magenta / 61% yellow / 43% black
- gold: 0% cyan / 27% magenta / 76% yellow / 0% black
- black: 0% cyan / 0% magenta / 0% yellow / 100% black

Screen Color Guidelines (for web design and Microsoft Office)

In Microsoft Office suite software, you can approximate the PMS® color by selecting 'More Colors' from the Color palette menu and setting the RGB sliders to these values:

- maroon: R 122, G 0, B 25
- gold: R 255, G 204, B 51
- black: use black from Standard palette

To approximate the PMS® colors on web site designs, use hexadecimal codes:

- maroon: # 7A0019
- gold: # FFCC33
- black: # 000000

Secondary Colors

The Jordan School District has designated secondary colors that will be used **ONLY in print/design** for website, brochure, or other marketing materials approved by the District. These colors are not to be applied to the official district logo.



teal



tan



sky blue



lime



orange

Print Color Guidelines (for print)

Use the correct Pantone Matching System® color for the colors.

- teal: 309C (coated)
- tan: 7502C (coated)
- sky blue: 306C (coated)
- lime: 382C (coated)
- orange: 144C (coated)

In four-color print jobs, you can simulate the Pantone Matching System® colors using these CMYK formulas:

- teal: 100% cyan / 24% magenta / 20% yellow / 77% black
- tan: 0% cyan / 8% magenta / 33% yellow / 10% black
- sky blue: 79% cyan / 0% magenta / 6% yellow / 5% black
- lime: 28% cyan / 0% magenta / 92% yellow / 0% black
- orange: 0% cyan / 52% magenta / 100% yellow / 0% black

Screen Color Guidelines (for web design and Microsoft Office)

In Microsoft Office suite software, you can approximate the PMS® color by selecting 'More Colors' from the Color palette menu and setting the RGB sliders to these values:

- teal: R 0, G 61, B 76
- tan: R 226, G 211, B 164
- sky blue: R 1, G 185, B 228
- lime: R 190, G 214, B 0
- orange: R 233, G 131, B 0

To approximate the PMS® colors on web site designs, use hexadecimal codes:

- teal: # 0B3D4C
- tan: # E2D3A4
- sky blue: # 16BBE6
- lime: # BCD530
- orange: # E98524