

**INDIANOLA COMMUNITY SCHOOL DISTRICT
BOARD OF DIRECTORS MEETING
July 18, 2023**

AGENDA ITEM G1c: DISTRICT BRANDING GUIDELINES

- A. **Overview:**** Mr. Ihns and the Donovan Group reviewed district color guidelines. The brand guideline document defines the colors for the current logo for district use as well as outside groups.

- B. **Recommendation:**** Recommended for approval.

- C. **Follow Up Date (if necessary):****

- D. **Notes:****

INDIANOLA

COMMUNITY SCHOOL DISTRICT



BRAND GUIDELINES

GUIDELINES

These guidelines will help maintain the brand integrity Indianola. It is mandatory that all logos and their use follow this style guide.

- All artwork should be approved by the office of the Superintendent.
- Use of the logos and trademarks, and any messages, graphics or designs with the logo may not conflict with the mission, vision, values, goals, objectives or policies of the Indianola Community School District.
- Logo use must be in compliance with all state and federal laws governing the school.
- A logo may not be used to disparage or taunt other schools.
- The school district reserves the right to order any company, individual or organization to immediately cease and desist use of a logo, or to deny use of its logos to any individual, company or organization for any reason, especially to those:
 - who violate the rules noted within board policy, and the brand guide
 - whose products are deemed inappropriate for minors by the district or by law
 - whose advertising or promotion is deemed inappropriate by the school district
 - who make inappropriate or fraudulent claims or offers as determined by the school district
 - who have engaged in activities or events detrimental to the reputation of the school district
- Indianola Community School District reserves the right to request submission of designs for approval.
- Indianola Community School District reserves the right to object to any unauthorized or inappropriate use of its logos and may enforce this at any time.
- For additional information or to request an electronic file of the logos, please contact the office of the Superintendent:

1301 East Second Avenue
Indianola, IA 50125
Phone: 515-961-9500

APPROVED LOGOS

To maintain district-level brand integrity, it is essential that all logos be used consistently and correctly. For all district-level school communications, i.e. letters, email, flyers, and social media where applicable, only the following approved logos should be used.



PRIMARY LOGO



ONE COLOR PURPLE



ONE COLOR BLACK



WHITE ON DARK BACKGROUND

LOGO USAGE

Indinaola Community School District logos should always be used without modification. Below you will find examples of common misuse that you should avoid. It is important to use all logos appropriately.



COLORS

Brand colors have been established for various uses and are identified below in RGB, CMYK, Pantone and HEX/Web values.



PANTONE: 269
RGB: 85-46-111
CMYK: 79-96-25-12
HEX/WEB: 552E6F



PANTONE: 1225
RGB: 252-196-40
CMYK: 0-23-94-0
HEX/WEB: FCC428

FONTS

Along with logo use, fonts are an important part of our brand consistency. To strengthen visual communication, common fonts should be used across all communication platforms when available.

Fira Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fira Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Zilla Slab
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Zilla Slab Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COPPERPLATE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

COPPERPLATE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VENDOR GUIDELINES

Vendors and groups are asked to register with the district to assist with the process of maintaining brand integrity. Approved vendors and groups will be expected to follow the guidelines in this style guide.

Affiliated groups include booster clubs, activity/athletic club sponsors and representatives, coaches, production vendors, and other non-district groups and vendors as applicable.

Vendors and groups wishing to use the Indianola brand must complete the following steps:

Vendor/Group Registration and Procedures

1. Register your group or vendor.
2. District affiliated groups and vendors will have access to all logos.
3. Use and follow the Indianola brand guidelines.
4. Use the approved logos, colors, fonts, and styles on all items using the Indianola brand.
5. Groups must use vendors on the approved vendor list.
6. Submit all designs to the office of the Superintendent

CONTACT

All logos and artwork included in this guide are property of Indianola Community School District. Reproduction without the expressed written consent is strictly prohibited. For information about the specifications included in this guide, or questions regarding specific use, please contact:

**The Office of the Superintendent
Indianola Community School District
1301 East Second Avenue
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