SCHOOL DISTRICT OF
REEDSBURG

BRAND GUIDELINES

CONTENTS

INTRODUCTION

A brand is more than a logo. It's a promise we as a school district make to our students and community—and everyone else who interacts with us. Whether we realize it or not, we live our brand promise every day. And while none of us can ultimately control how the School District of Reedsburg brand will be received, we can help guide it through our words and actions.

The "Brand Guideline" can help. You'll not only learn more about the importance of living the brand but also how you can use visual representations of it correctly.

Our brand promise is a great one—**Empowering all students to maximize their potential in fearless pursuit of human excellence**—making us an unrivaled learning community. Learning and teaching rarely occur in isolation, and everyone in our schools plays a role in our mission. So do our students, our parents, our former colleagues, and the business community here in Reedsburg.

It's essential that we live the brand every single day. **HOW?**

- Talk to co-workers, students, families, and community members about the brand promise.
- Change your voicemail and email to reflect who and what we stand for:
  Inspiring Creativity, Innovation, and a Desire to Achieve Greatness!
- Wear the new logo with that same level of pride. Talk about our core beliefs
  and strategic focus areas every chance you get.
- We have a great school district and work in a great community with great people.
  Live our brand with pride! #ReedsburgPride

These are exciting times. Use this guide as a support tool. Take pride in the unparalleled education and support we provide our students, and be assured we are setting the benchmark high for their future!

☆ MISSION

Empowering all students to maximize their potential in fearless pursuit of human excellence.

☆ VISION

The School District of Reedsburg will provide a world-class educational experience to all students at all levels, inspiring creativity, innovation, and a desire to achieve greatness.

☆ CORE BELIEFS

- Meeting the unique needs of all requires a collective, urgent, and unwavering commitment to each learner.
- High expectations, combined with an environment that promotes risk-taking and collaboration motivates people to strive for greatness.
- High standards, ethical and honest behavior, and accountability promote a culture of excellence.
- Meaningful and collaborative community partnerships expand and enhance learning opportunities.
- Learning is a continuous, life-long endeavor.
- Treating all with dignity, respect, and kindness establishes the foundation for safe and effective learning environments.
- A rigorous, future-focused curriculum that challenges all students to achieve at their highest level is necessary to ensure success in a rapidly changing world.
- Integrated outdoor education promotes environmental stewardship.
- Students learn best when they understand the relevance of what they learn and it is integrated into their life experiences.
- Promoting creativity, innovation, independence, and critical thinking is vital for continuous growth.

GENERAL INFORMATION

OFFICIAL / FORMAL NAME
It is important that we use the full legal name of our district. Please use the official name for the appropriate communication and presentation.

- Reedsburg Area High School
- Webb Middle School
- Prairie Ridge Intermediate School
- Pineview Elementary School
- Westside Elementary School

COMPUTER FILE NAMING CONVENTION
All logo files are named accordingly to their characteristics. All files are categorized in folders according to their use, PRINT or WEB. Example of the file name is below.

SDR_Logo_V_4C_BR.ai

A.   B.   C.   D.   E. F.

A. School District Acronym **B.** Image type **C.** Orientation

D. Color Profile (4C = CMYK, 1C = CMYK, 1S = Spot Color, 2S = 2 Spot Colors) **E.** Color Theme **F.** File type

APPROVED LOGOS

Primary Logo - School District

To keep brand integrity, it is essential that all logos be used consistently and correct. For all district formal communications, the primary logo (horizontal / vertical) should be used.

PRIMARY LOGO

SCHOOL DISTRICT OF REEDSBURG

APPROVED LOGOS

Logo Orientation

The logo may need to be displayed in a horizontal or vertical orientation. To ensure consistency, there are two functional, approved variations that should be strictly followed.

VERTICAL

SCHOOL DISTRICT OF
REEDSBURG

HORIZONTAL

SCHOOL DISTRICT OF
REEDSBURG
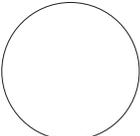
APPROVED LOGOS

Parts of the Logo

ICON

WORDMARK

SCHOOL DISTRICT OF
REEDSBURG

APPROVED COLORS

Color Codes

Color consistency is crucial to the brand. Please follow the approved colors shown here.

FORMAL COLORS

	PRIMARY	PRIMARY	ACCENT	ACCENT
COLORS				
CMYK For standard / in-house printing use	C: 100 M: 86 Y: 29 K: 22	C: 0 M: 0 Y: 0 K: 0	C: 19 M: 95 Y: 95 K: 8	C: 0 M: 0 Y: 0 K: 100
PMS (PANTONE) Professional printing / on color ink use	294 C	White	7620 C	Black
RGB For web / digital use	R: 57 G: 55 B: 105	R: 255 G: 255 B: 255	R: 188 G: 48 B: 43	R: 0 G: 0 B: 0
HEX # For web / digital use	#1b3769	#ffffff	#bc302b	#00000

APPROVED COLORS

Color Variations

Color variations may also be required depending upon how and where the logo will be used. Please follow the approved colors shown here.

CMYK COLOR ....

SPOT COLOR ....

ONE COLOR / BLACK ....

ONE COLOR / RED OR BLUE ....

REVERSE ....

SCALE / CLEAR SPACE

Consistency and function are important to all logo scenarios. Using proper scale is a key factor in maintaining these aspects, as well as the integrity of the logo over a period of time.

Proper dimensions of the physical logo and the space around the logo are both important factors in creating presence and power. With multiple vendors, parent groups and affiliates using the logo, these dimensions will help maintain consistency and focus in size and space.

SCALE

WIDTH NO SMALLER THAN 1.50"

WIDTH NO SMALLER THAN .375"

CLEAR SPACE

For clear space, the minimum space, should be the height of the words school district. This will help allow the logo to stand with prominence.

TYPOGRAPHY

Main Font

Along with logo use, fonts are an important part to brand consistency. To strengthen visual communication, the school district should adopt a common font to use across communication platforms.

FACTORIA (ADOBE FONT LIBRARY)

WEIGHTS

Reedsburg THIN	**Reedsburg** DEMI
Reedsburg LIGHT	**Reedsburg** BOLD
Reedsburg BOOK	**Reedsburg** BLACK
Reedsburg MEDIUM	**Reedsburg** ULTRA

ITALICS

Reedsburg THIN	***Reedsburg*** DEMI
Reedsburg LIGHT	***Reedsburg*** BOLD
Reedsburg BOOK	***Reedsburg*** BLACK
Reedsburg MEDIUM	***Reedsburg*** ULTRA

CHARACTERS / GLYPHS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 , . [ ] * & % $ # @ ! ^ & ! _ - + = ? / \ ] [{ }

BODY COPY (Sample text in paragraph form)

Eressitio veribus, quissequis untio tet, solorum earchilit et maion re sa ium quas aliberum, voluptia ducil et facearcipsam ut od eum que incte estio. Pa doluptatur? Quiatibus, qui tori int aut acitatate eos estecer iandipid ullestium quate optateCus denis res seque mi, sectium expedianis serspiet aut alicia dolectaestio di amet volum, officipic tem dem vollupti nam, ommolorro volorrum.

TYPOGRAPHY

Main Font

Along with logo use, fonts are an important part to brand consistency. To strengthen visual communication, the school district should adopt a common font to use across communication platforms.

INTERSTATE (ADOBE FONT LIBRARY)

WEIGHTS

Reedsburg	Reedsburg
HAIRLINE	REGULAR
Reedsburg	**Reedsburg**
THIN	BOLD
Reedsburg	**Reedsburg**
EXTRA LIGHT	BLACK
Reedsburg	**Reedsburg**
LIGHT	ULTRA BLACK

ITALICS

Reedsburg	*Reedsburg*
HAIRLINE	REGULAR
Reedsburg	***Reedsburg***
THIN	BOLD
Reedsburg	***Reedsburg***
EXTRA LIGHT	BLACK
Reedsburg	***Reedsburg***
LIGHT	ULTRA BLACK

CHARACTERS / GLYPHS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 , . ( ) * & % $ # @ ! ^ & ! _ - + = ? / \ ] [{ }

BODY COPY (Sample text in paragraph form)

Eressitio veribus, quissequis untio tet, solorum earchilit et maion re sa ium quas aliberum, voluptia ducil et facearcipsam ut od eum que incte estio. Pa doluptatur? Quiatibus, qui tori int aut acitatate eos estecer iandipid ullestium quate optateCus denis res seque mi, sectium expedianis serspiet aut alicia dolectaestio di amet volum, officipic tem dem vollupti nam, ommolorro volorrum.

TYPOGRAPHY

Alternate Fonts

Some programs and platforms do not have access to the main fonts. Please use the alternative fonts if main font is not available. (i.e. Google or programs limited to font access)

Original not available...
FACTORIA

WEIGHTS

Reedsburg
THIN

Reedsburg
LIGHT

Reedsburg
BOOK

Reedsburg
MEDIUM

Reedsburg
DEMI

Reedsburg
BOLD

Reedsburg
BLACK

Reedsburg
ULTRA

with Google, use...
ZILLA SLAB

with Microsoft, use...
Style not available
HELVETICA

Original not available...
INTERSTATE

WEIGHTS

Reedsburg
HAIRLINE

Reedsburg
THIN

Reedsburg
EXTRA LIGHT

Reedsburg
LIGHT

Reedsburg
REGULAR

Reedsburg
BOLD

Reedsburg
BLACK

Reedsburg
ULTRA BLACK

with Google, use...
INTER

with Microsoft, use...
HELVETICA

Please Note: If for any reason that the alternative fonts are not available, use the font Arial.
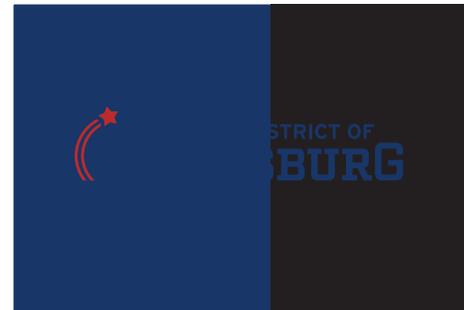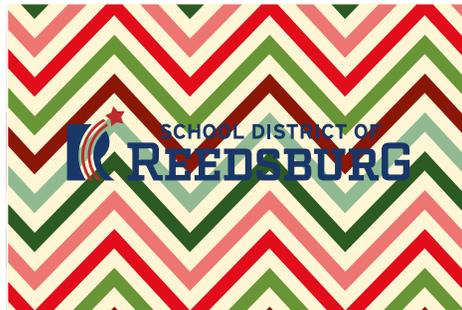
DO's & DONT's

Using the logo on all materials affiliated with School District of Reedsburg is mandatory. However, with the number of ways the logo can appear on a variety of materials, it is important to first observe the dos and don'ts when placing the logo. Observe the examples to see how use the logo to be more impactful.

Backgrounds

USE Simple backgrounds, strong contrast so the logo stands with prominence

DO NOT USE Same color as logo, complex, busy backgrounds, or dark color background that you do not promote contrast

DO's & DONT's

Alter or Distort Logo

Keeping the integrity of the logos will help strengthen the visual brand.

DO NOT...

STRETCH OR DISTORT LOGO

REPOSITION ICON WITH WORD MARK

RESIZE ICON WITH WORD MARK

RECOLOR LOGO

ADD DROP SHADOW OR 3D EFFECTS

CHANGE FONT STYLE

INSERT ICON INTO WORD MARK

FORMER LOGOS

EXAMPLES OF GOOD USE

QUESTIONS / CONTACT

If you have any questions regarding the use of the School District of Reedsburg brand identity, contact the Communications department at (608) 524-2016.

Central Office
501 K Street, Reedsburg, WI 53959
(608) 524-2016