

HORACE MANN SCHOOL

Brand-identity Guidelines

Client: Horace Mann School Beverly Hills

Contents: 1.0 Introduction
2.0 The Logo Design
2.1 The Logo Usage
3.0 Colour Scheme
4.0 Typography

Date: July 2014

Created by: Shirley Ho / shirley@garudapromo.com

1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



Your new “identity”

Your corporate identity is the face and personality presented to the global community. It’s as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations— everything that represents you.

Because the brand cannot be compromised, we’ve created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

The background

The Horace Mann School logo and headlines are used in banners, publications, stationary, websites, newsletters and spirit items in various forms over the years. Several components are mostly included: Husky (mascot), school name (in collegiate block font), year established, however there is a need to unify these elements across the board. The idea is to combine these elements in a visually compelling way so it can be consistently used to identify the school.

Other frequently used school headlines is also designed with a specific font to give a modern look .

Primary and secondary colors are determined to ensure color harmony.

A decorative graphic element consisting of a rectangular area with diagonal lines. The number '2.0' is centered within this area in a white, sans-serif font.

2.0

The Logo Design

The school logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Primary logo - in color

Primary logo - on purple background



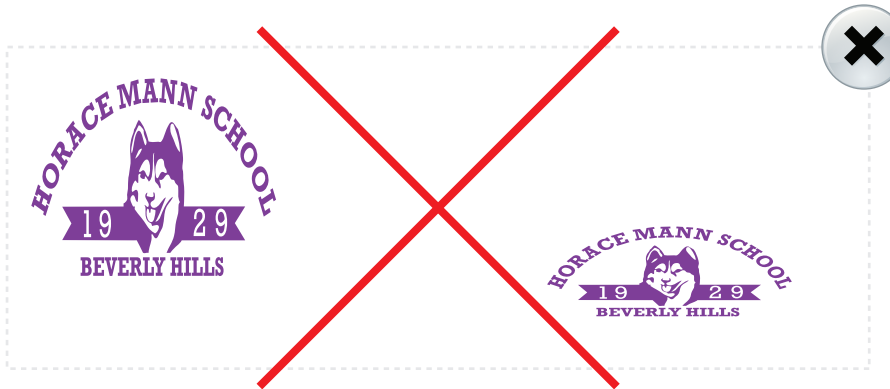
Primary logo - in black/white

2.1

The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base color, or switch to one of the secondary colors assigned to the logo.



Correct!

The logo is clear and visible, set in primary colours onto a backdrop which shows contrast.

Although the backdrop is not white, the colors have been adjusted accordingly to work with the design.



Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.



Wrong!

A color outside of the selected brand color scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



Correct!

The logo is presented in its primary colors using the primary typeface that has been selected for the logotype.



3.0

Color Scheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.

		Pantone color ref.	CMYK	RGB	HEX
Primary Brand Color Headline/primary background		Pantone 526 C	76 / 99 / 0 / 0	101/45/134	#652D86
Secondary Brand Color Content/ secondary background / accent		Pantone 425C	0 / 0 / 0 / 70	112 / 111 / 111	#706F6F
Third Brand Color highlighting / second accent		Pantone 116 C	0 / 12 / 100 / 0	255 / 218 / 0	#FFDA00

4.0

Typography

The primary typeface for headlines (print) is Knockout.

The primary typeface for headlines (web/documents) is News Gothic MT.

Replacing fonts with alternatives should not be done under any circumstances.

Primary typeface for headlines (PRINT)

Knockout-HTF49-Liteweight

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Example headlines using Knockout



HOME OF THE HUSKIES



THE HUSKY HOWLER



PTA

Primary typeface for headlines (WEB/DOCUMENTS)

News Gothic MT Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890

Secondary Typeface (PRINT/WEB/DOCUMENTS)

Georgia (content)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890

Example of primary and secondary font (PRINT)

PTA News – Welcome Back!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Example of primary and secondary font (WEB/DOCUMENTS)

PTA News – Welcome Back!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.