ACADEMY
DISTRICT 20

Brand Guidelines

November 2023

Logo & Identity
Guidelines

ACADEMY
DISTRICT 20

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What is a brand?

A brand is the known identity of an organization in terms of what products and services they offer, but also the essence of what the organization stands for in terms of service and other emotional, non-tangible consumer concerns. Everyone within the organization is the face of the brand. Every experience is a reflection upon the brand.

Our Name

When using the district's name in type-written format, the first reference should always be shown as "Academy District 20." We don't include the word "School," since the rest of our name implies that we are a school district.

For all references after the first one, it is acceptable to continue using "Academy District 20," or "ASD20." We do not refer to the district as "D20" in type-written format.

Do not write "ACADEMY DISTRICT 20" in all caps unless the entire sentence or phrase is in all caps; do not write "academy district 20" in all lowercase letters.

When using the abbreviates "ASD20," the letters should be in all caps. The only time it won't be in all caps is in the URL — asd20.org.

✓ Acceptable

Academy District 20
ASD20
Asd20.org

✗ Unacceptable

Academy School District 20
ACADEMY DISTRICT 20
Asd20
asd20

Our Logo

Our logo is the visible representation of Academy District 20.
It needs our care and respect.

Following are the acceptable versions of the logo.

Horizontal

This is the primary version of our logo and should be used whenever possible.

1-color Logo

Black Logo

Greyscale Logo

White Logo

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Vertical

For instances where the available space for the logo is narrower, it is acceptable to use this vertical version.

ACADEMY
DISTRICT 20

1-color Logo

Black Logo

Greyscale Logo

White Logo

Long Horizontal

For instances where the available space for the logo is wide and shallow, it is acceptable to use this longer horizontal version of the logo.

1-color Logo

Black Logo

Greyscale Logo

White Logo

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Choosing the Correct Logo

The primary version of the logo is two-color — Blue and Silver/Gray.

One-Color (Blue) — There will be instances where only a one-color version of the logo is possible or makes sense for readability. When that is the case, it is acceptable to use an all-blue version.

One-Color (Black) — There will be instances where only a one-color, black version of the logo is possible. When that is the case, this is the version to use.

Grayscale — The grayscale version of the logo will have Mt. Pencil and "Academy" in black and "District 20" in gray. This is considered a one-color version of the logo and should only be used when one-color is required and grayscale can is acceptable.

Reversed — When the logo needs to be placed on a dark background, it is acceptable to use a reversed (white) version of the logo.

Love Our Logo

We love our logo just the way it is and we want you to love it too. Please don't alter it in any way. When you show respect for our logo, others will too. Over time, consistently displaying our logo will strengthen our brand.

The following are examples of inappropriate ways of displaying the logo.

Do not rotate.

Do not break up or change the ratio of elements.
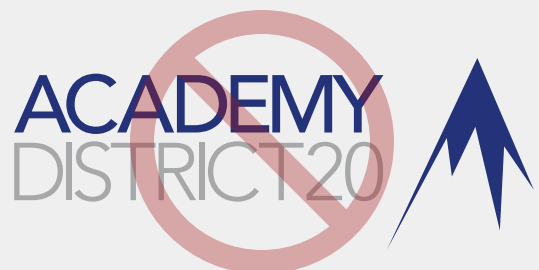
Do not change from pre-approved versions.

Do not stretch or distort.

Do not use peak or wordmark as the sole representation of the brand.

Do not trim.

Do not change the arrangement of elements.

Love Our Logo Continued

Further examples of inappropriate ways of displaying the brandmark.

Do not add elements

Do not put people on the mountain.

Do not add text to the logo

Ecto ilignat dunt, quas nihicati od quistor

Do not use the logo as copy in a paragraph or sentence.

Do not put images on top of Mt. Pencil

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Clear Space

To be seen and appreciate properly, our logo needs room to breathe. The spacing demonstrated here is the proper amount the Academy District 20 brandmark must have in order to stand out and be recognized.

As illustrated below, the large square is the same size as the "A" in "Academy" and the smaller square is 50% the size of the large square.

No graphics or text elements should ever appear within the clear space.

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Sizing

The Academy District 20 brandmark can be used at a variety of sizes. However, there is a limitation in relation to the legibility of the mark and tagline. These examples show the smallest legible size that each version can be displayed. Please take note that when the tagline is used, the size must be slightly larger in order to accommodate the tagline.

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Department & Program Logos

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Logo Pairing

There will be occasions where our logo needs to be paired with another logo. When cobranding with other organizations, the logos should be of equal weight and separated with a thin, 1 pt. rule line.

Our logo does not have to be first. The order should depend on what makes the most sense for that specific occasion. Also, don't forget about the clear space.

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Mt. Pencil

The brand mark in our logo is referred to as Mt. Pencil. The mountain image connects us to our history and previous logo and overall the image is meant to symbolize *The Peak of Excellence.*

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When the Brand Mark can be used by itself

Mt. Pencil should be used by itself sparingly and not as a replacement for the Academy District 20 logo. It should only be used for internal audience(s) who know the brand mark represents the District.

Mt. Pencil can be used on websites as a transparent background or to add texture to certain elements..

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Colors

Primary Palette

Our main palette consists of logo colors PMS Reflex Blue C and PMS Cool Grey C.

**PANTONE
Reflex Blue C**
CMYK 100 85 5 22
RGB 20 55 125
HEX #14377d

**PANTONE
Cool Grey 6 C**
CMYK 36 29 28 0
RGB 167 168 169
HEX #a7a8a9

Secondary Palette

While we love our main colors, we also realize that designing everything in two-colors can get boring pretty quickly. To make our materials more interesting, we have added a palette of secondary colors that can be used when creating collateral materials and graphics. No other colors besides these can be used.

PANTONE 295 C
CMYK 100 84 36 39
RGB 0 40 86
HEX #002856

PANTONE 512 C
CMYK 53 94 23 6
RGB 133 50 117
HEX #853275

PANTONE 187 C
CMYK 22 100 89 15
RGB 172 30 45
HEX #ab1e2c

PANTONE 130 C
CMYK 2 38 100 0
RGB 245 168 28
HEX #f4a71c

PANTONE 369 C
CMYK 67 12 100 1
RGB 97 166 14
HEX #61a60e

PANTONE 639 C
CMYK 100 21 10 0
RGB 0 147 201
HEX #0093c9

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Fonts

Typefaces (fonts) are used to help create variety, make copy appealing to look at, and continue to hold the reader's attention. Academy District 20 uses two typeface families to achieve this goal. One for marketing purposes (i.e. stationery, brandmarks etc.) and the other for general everyday usage.

Marketing Typeface

Gotham

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
01234567890

Gotham Thin, *Thin Italic*
Gotham Light, *Light Italic*
Gotham Book, *Book Italic*

Gotham Medium, *Medium Italic*
Gotham Bold, *Bold Italic*
Gotham Black, *Black Italic*

General Typeface

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
01234567890

Arial Regular, *Italic*

Arial Bold, *Bold Italic*