*the brand:*

VISUAL
IDENTITY
MANUAL

Hello!

Visual Identity Policy
This manual provides specific guidelines and standards for the Visual Identity Policy in all forms of district communication. Adherence to these guidelines is vital to ensure that HCS is represented in a uniform and consistent fashion.

It is HCS policy that the signatures, type fonts, and marks described in this manual are the only authorized marks to be used in all district communications.

If you have questions concerning the Visual Identity Policy or need to obtain graphic signatures, please send your email query to
hcscommunications@hcde.org
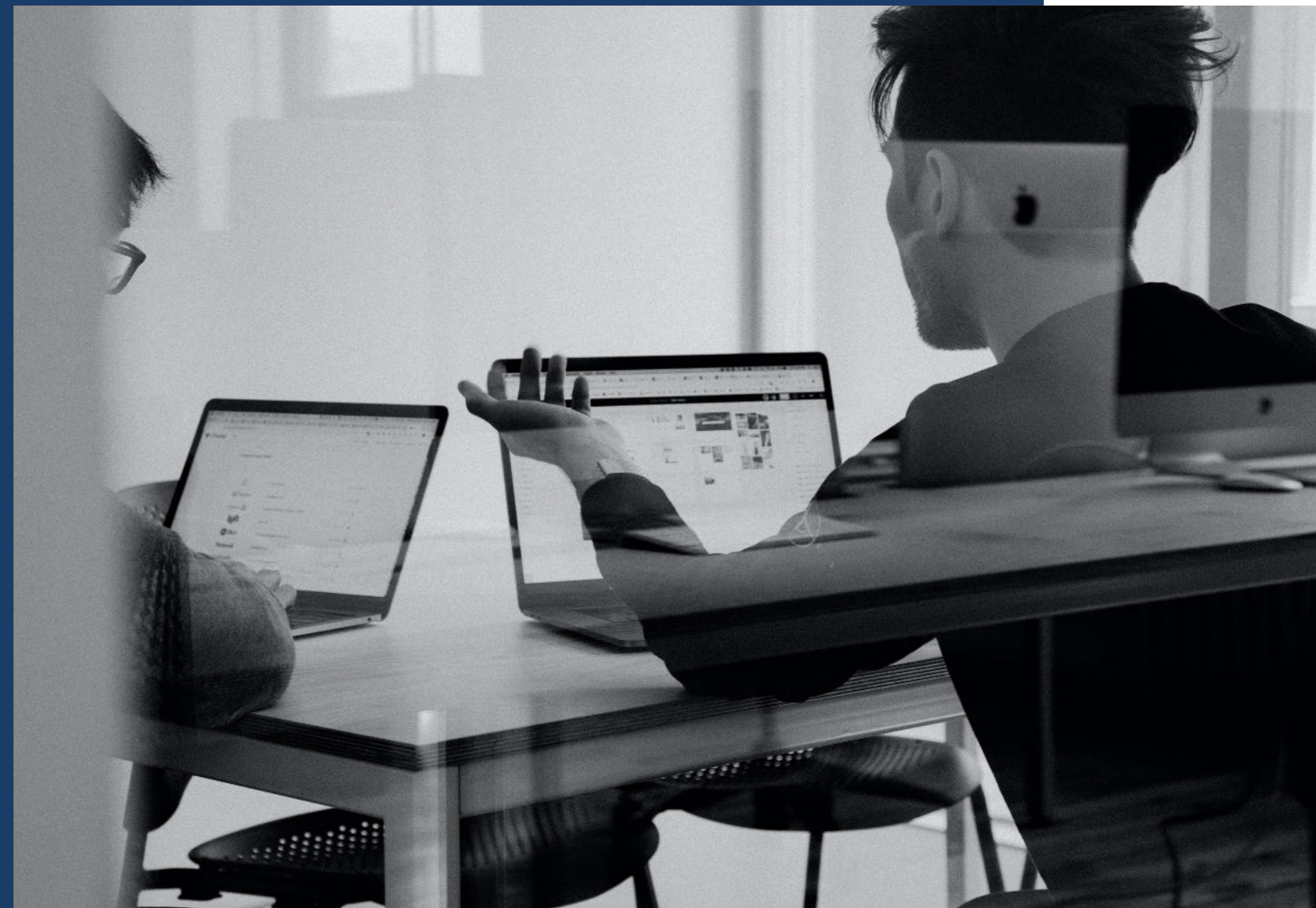
TABLE OF
CONTENT

01.

LOGOMARKS & *SIGNATURES*

Logo
The HCS logo, logomark, logotype, and signature are the key element in the district's Visual Identity Policy and must appear on all official Hamilton County Schools communications. It may not be modified in any way.

Logo
The HCS H + logo type creates our logo.

Logo Mark
The HCS H without any other elements.

Logo Type
The words "Hamilton County School" as stylized in the logo without any other elements.

Logo Signature
The HCS H + logo type + department name.

Horizontal & Vertical color

Horizontal & Vertical noir

Horizontal & Vertical white

Do not reconfigure.
Components of the logo should never be reconfigured. Space relationships among elements are not to be manipulated.

Do not distort.
The logo should not be compressed or expanded in any way. Size relationships among elements are not to be manipulated.

Do not substitute color.
Colors and fonts in the signature should never be substituted.

Do not flip the logomark
The logomark should never be flipped. The male student should always be above the female student when using the logomark.
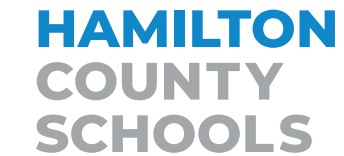
Do not use incomplete signature.
The logotype should always be used in its entirety. The logo may not be followed by any other elements unless the signature is used as signage.

Do not reproduce with degrated quality.
The logo should not be scanned from a printed document or recreated in any way. Use only the electronic files provided by the Communications department.

*The logomark can be used by itself as long as it is **NOT** the only Hamilton County Schools identifier on collateral pieces.

02.

COLOR *PALETTE*

Primary Colors
The primary colors for Hamilton County Schools Visual Identity Policy are Pantone® Process Blue, Pantone® Process Cyan, and Pantone® 285. Equivalent color formulas for four-color process printing and digital media are provided here. The preferred color treatment for HCS is shown to the right.

Secondary Colors
This supplementary or secondary color palette is provided as an aid to designing print and web communications that reflect HCS brand in tone and style through consistent use of color. Although the primary identity colors are listed previously, designing effective marketing communications benefits from a more flexible and sophisticated use of color harmony and contrast.

Pantone®

Pantone®

Pantone®

Pantone®
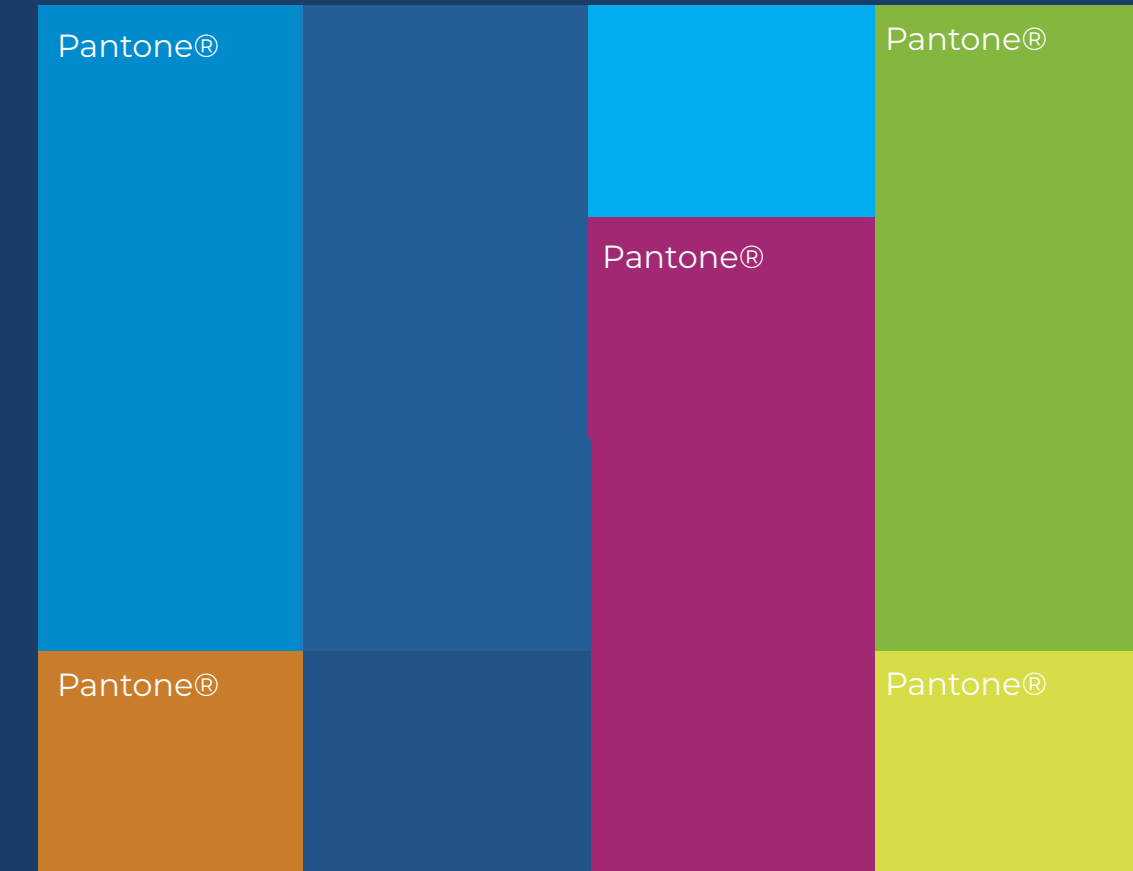
Pantone®

Pantone®

Primary Colors

PANTONE® PROCESS CYAN C
#00AEEF
CMYK: C069 M014 Y000 K000
RGB: R042 G172 B226

PANTONE® PROCESS CYAN 100% OPACITY	PANTONE® PROCESS CYAN 50% OPACITY	PANTONE® PROCESS CYAN 20% OPACITY

PANTONE® PROCESS BLUE
#008BCC
CMYK: C080 M034 Y000 K000
RGB: R000 G139 B204

PANTONE® PROCESS BLUE 100% OPACITY	PANTONE® PROCESS BLUE 50% OPACITY	PANTONE® PROCESS BLUE 20% OPACITY

PANTONE® 285 CP
#2B7BBB
CMYK: C083 M046 Y003 K000
RGB: R043 G123 B287

PANTONE® 285 CP 100% OPACITY	PANTONE® 285 CP 50% OPACITY	PANTONE® 285 CP 20% OPACITY

INDIGO DYE
#1A3D67
CMYK: C098 M081 Y034 K022
RGB: R026 G061 B103

INDIGO DYE 100% OPACITY	INDIGO DYE 50% OPACITY	INDIGO DYE 20% OPACITY

Secondary Colors

LEMON CURRY
#D3A50D
CMYK: C018 M033 Y100 K001
RGB: R211 G165 B013

OCHRE
#C97C29
CMYK: C018 M056 Y100 K003
RGB: R201 G125 B041

MAIZE
#E0BF52
CMYK: C013 M022 Y082 K000
RGB: R224 G191 B082

AMARANTH MP
#A22873
CMYK: C038 M098 Y025 K003
RGB: R162 G040 B15

VIOLET PURPLE
#770450
CMYK: C047 M100 Y038 K027
RGB: R119 G004 B080

MIDDLE PURPLE
#D37CB9
CMYK: C015 M062 Y000 K000
RGB: R211 G124 B185

PANTONE® 584 CP
#D7DD46
CMYK: C019 M001 Y088 K000
RGB: R215 G221 B070

CITRON
#A7B01C
CMYK: C039 M018 Y100 K001
RGB: R167 G176 B028

KEY LIME
#E1E972
CMYK: C015 M000 Y069 K000
RGB: R225 G233 B115

PANTONE® 376 CP
#85B640
CMYK: C054 M008 Y100 K000
RGB: R133 G182 B064

MAXIMUN GREEN
#638830
CMYK: C065 M028 Y100 K011
RGB: R099 G136 B048

PISTACHIO GREEN
#98C559
CMYK: C045 M003 Y085 K000
RGB: R152 G197 B089

PLATINUM
#E6E6E6
CMYK: C009 M006 Y007 K000
RGB: R230 G230 B230

SONIC SILVER
#707070
CMYK: C057 M048 Y048 K015
RGB: R112 G112 B112

QUICK SILVER
#A3A3A3
CMYK: C038 M031 Y032 K000
RGB: R163 G163 B163

PANTONE® COOL GRAY 6 C
#A4A6A4
CMYK: C038 M029 Y032 K000
RGB: R164 G166 B164

DAVYS GRAY
#515251
CMYK: C065 M056 Y057 K033
RGB: R081 G082 B081

LIGHT GRAY
#D6D7D6
CMYK: C015 M011 Y012 K000
RGB: R215 G214 B215

03.

TYPOGRAPHY

Primary Sans Serif Typeface
The primary san serif typeface for Hamilton County Schools printed applications is **Montserrat.**

The italic, bold, and bold italic Montserrat fonts should be used sparingly for emphasis and on titles only.

You do need these fonts installed on your computer if you are customizing unit signatures for individual schools, centers, or institutes.

Secondary Serif Typeface
The primary serif typeface for Hamilton County Schools printed applications is **Baskerville,** which is used in the HCS signature.

Special Events Serif Typeface
The special events serif typeface for Hamilton County Schools printed applications is **Playfrair Display,** which is used in the **State of the System Branding.**

Free Download Fonts
These fonts are available for both Windows and Macintosh platforms and **free** download from google fonts at **fonts.google.com**

AaBbCc

AaBbCc

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # $ % & ? { }

Montserrat Itlatic

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # $ % & ? { }

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # $ % & ? { }

Baskerville Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # $ % & ? { }

Baskerville Itlatic

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # $ % & ? { }

Baskerville Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # $ % & ? { }

04.

STATIONERY

The stationery standards provided in the following pages are an essential part of Hamilton County Schools' visual identity system and are to be used by all units within the district.

The primary signature is the only approved mark for stationery; the secondary and informal signatures may not be used.

Any questions regarding stationery should be directed to the Communications office at **communications@hcde.org**

Letterhead typing guidelines
Recommended margins are shown below. 10/12 pt. Montserrat, or secondary font.

Envelope addressing guidelines
Recommended margins are shown above. 10/12 pt. Montserrat, or secondary font.

2" logo size

Please change your department logo accordingly, as necesary

HAMILTON COUNTY SCHOOLS

GROW YOUR OWN

To: Name of Recipient
From: Name of Sender
Date: January 31, 2015
Subject: Subject of Memo

Lorem ipsum dolor sit amet, sit unum intellegam ex, quando noster duo ne, ei quo populo adipisci suscipiantur. Delenit urbanitas accommodare an eos. Agam tempor eu qui, an soleat fuisset mei, melius molestiae vix et. An sea euismod voluptatibus, per et inermis appareat. Cu usu voluptatum omittantur, tritani labores eam no.

Eu sed fugit aperiam, tation putent mel et. Corpora prodesset deseruisse pro an. Ut suscipit phaedrum suscipiantur vim. Sed ea prompta efficiantur, probo possit vel ea. Vis elit eruditi at. Pro te sumo paulo, an pertinax prodesset ius, ne alii audiam oporteat has. Docendi adipisci te mea, ne consul numquam concludaturque per.

Alia malorum erroribus ea sed, vim blandit disputando et. Ei dolores voluptatibus vis. Ea has aperiam malorum. Iriure verterem et per. Ei volumus aliquando voluptatibus pro, pro scripta regione fastidii an. Ad sea natum praesent deseruisse, vix esse alienum maluisset ex.

Vim aliquid appellantur ea. Rebum hendrerit prodesset eam ea. An ipsum pericula vix, an vix dicta civibus voluptatibus, officiis luptatum scribentur vim et. In sea probo intellegebat, prima consetetur argumentum ea has, an usu amet qualisque. Quando ridens inermis eos te, ut legere altera invenire eos.
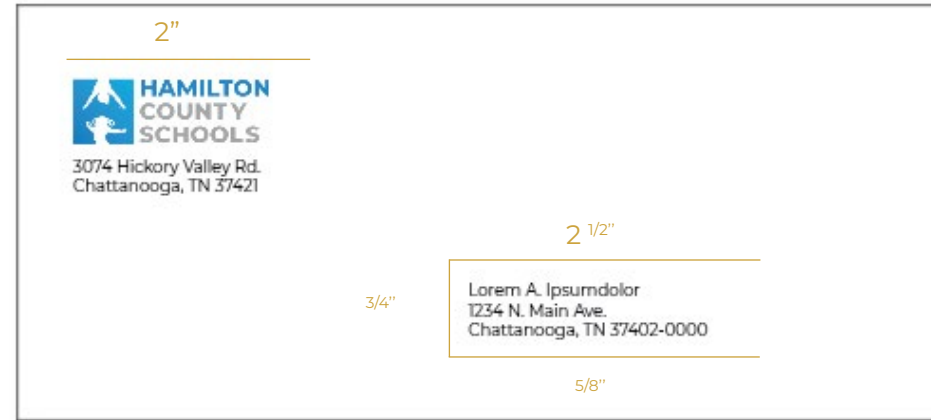
Nec ad propriae comprehensam. Has ad vidit munere pertinax. Ne partem scripta assueverit mel, et suas clita docendi duo. Mea ubique dolores lobortis et, eu graece voluptaria eos, vitae ubique vel et. In mucius postulant duo, eros sensibus pri ne, an invenire necessitatibus ius.

Lorem ipsum dolor sit amet, sit unum intellegam ex, quando noster duo ne, ei quo populo adipisci suscipiantur. Delenit urbanitas accommodare an eos. Agam tempor eu qui, an soleat fuisset mei, melius molestiae vix et. An sea euismod voluptatibus, per et inermis appareat. Cu usu voluptatum omittantur, tritani labores eam no.

Sincerely,

Lorem Ipsum

(423) 498-7020   3074 Hickory Valley Rd.
Chattanooga, TN 37421   www.hcde.org

2"

HAMILTON COUNTY SCHOOLS
3074 Hickory Valley Rd.
Chattanooga, TN 37421

2 1/2"

3/4"

Lorem A. Ipsumdolor
1234 N. Main Ave.
Chattanooga, TN 37402-0000

5/8"

HAMILTON COUNTY SCHOOLS
www.hcde.org
@hamcoschools
@HamiltonCountySchools

Lorem Ipsum
Multimedia Specialist

3074 Hickory Valley Rd.   (423) 498-7020
Chattanooga, TN 37421   lorem_ipsum@hcde.org

Not actual size

HAPPY INTERNATIONAL WOMEN'S DAY!

MARCH

3"

HAMILTON COUNTY SCHOOLS

www.hcde.org

2"

2"

Please ***make a copy*** and use following documents as guides to make presentations and email signatures.

PowerPoint Presentation: Please use the arrow beside the add new slide "+" to view all slide template options.

HCS Email Signature

HCS Letterhead

HAMILTON
COUNTY
SCHOOLS

the brand:

VISUAL IDENTITY MANUAL