

HORTONVILLE AREA SCHOOL DISTRICT

# BRAND GUIDELINES





# WHO WE ARE

## **HORTONVILLE AREA SCHOOL DISTRICT**

The official name of the school district is the Hortonville Area School District. In written communication, HASD may be used in subsequent references, as long as the first reference is written as the full name of the District.

The HASD brand is made up of a number of core elements that work together to communicate the personality and voice of the Hortonville Area School District to everyone with whom we interact. It is important that these core elements (name, logos, colors, brand voice) remain consistent throughout all communications, creating quality communications that appear uniform and united.

### **ELEMENTARY SCHOOLS**

Greenville Elementary School (GES)  
Hortonville Elementary School (HES)  
North Greenville Elementary School (GES)

### **MIDDLE SCHOOLS**

Fox West Academy (FWA)  
Greenville Middle School (GMS)  
Hortonville Middle School (HMS)

### **HIGH SCHOOL**

Hortonville High School (HHS)



# BRAND VOICE

All HASD communications should strive to be:

- Proactive
- Inclusive
- Transparent
- Positive
- Accessible
- Personal

Additionally, all communications should, on some level, relate back to the HASD mission and key messages.

## **MISSION**

Our community ensures every student learns at the highest level.

## **KEY MESSAGE #1**

HASD provides an exceptional academic experience for all students.

## **KEY MESSAGE #2**

HASD is home to the best educators in Wisconsin.

## **KEY MESSAGE #3**

HASD values the community in which we live, work, and learn.

## **KEY MESSAGE #4**

HASD works hard to be responsible stewards of taxpayer dollars.

The District expects all communications to be formal (academic tone with correct grammar and punctuation), yet approachable, avoiding pretentious or exclusive language, jargon, or sarcasm.

This brand voice and these consistent messages help shape the way people feel when they interact with the District. The goal is for all written and verbal communications to reflect these attributes.





# VISUAL BRAND

## PRIMARY LOGOS

A logo is the visual representation of a brand. It is meant to capture and evoke the personality and essence of the District.

In order to create a consistent visual brand, it is important that the Hortonville Area School District logos are used correctly across all internal and external communication materials.



**HORTONVILLE AREA  
SCHOOL DISTRICT**



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The primary logos for the District include the "Hortonville H" icon, along with, for the horizontal versions, the typeset (Poppins) District name. Any of these icons can be used as a stand-alone as well, provided it's clear in the messaging that the communication is from the Hortonville Area School District.



# VISUAL BRAND

## SECONDARY LOGOS

Throughout its years in existence, the Hortonville Area School District has amassed a number of additional logos for different purposes, which can also be used sparingly.

### POLAR BEAR PAW



### RETRO LOGO



### THE VILLE



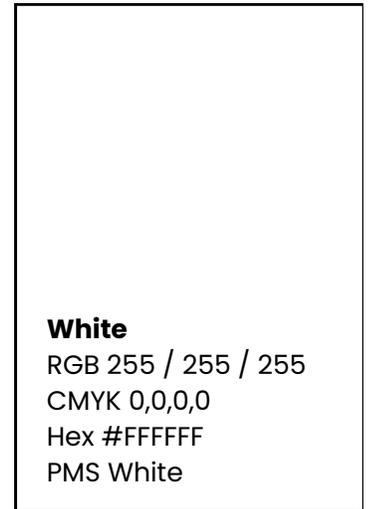
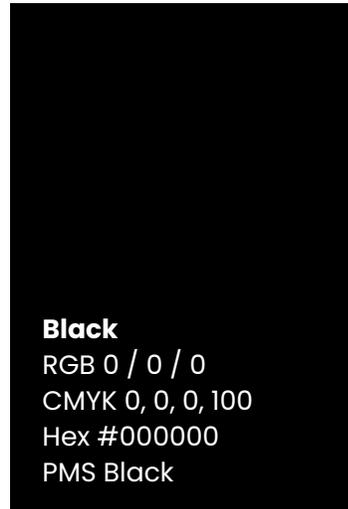
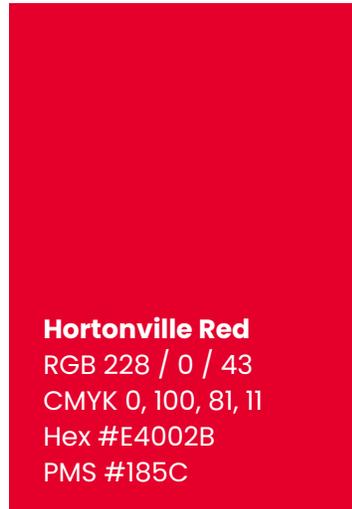


# VISUAL BRAND

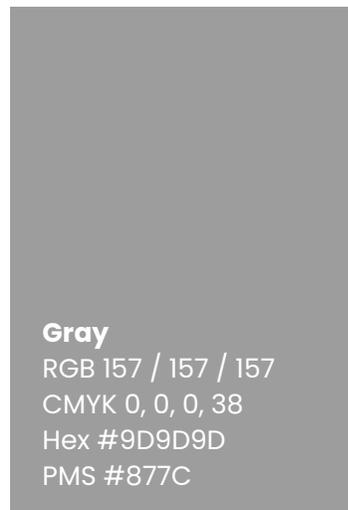
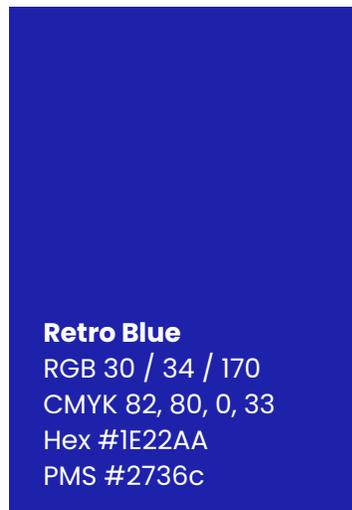
## COLOR PALETTE

The primary brand colors for the Hortonville Area School District are Red, Black and White. These are the logo colors and should be used whenever possible.

### PRIMARY COLORS



### SECONDARY COLORS





# VISUAL BRAND

## FONT & TYPOGRAPHY

Consistent use of brand typography helps create a cohesive look that reinforces recognizability and strength of the brand. The primary typographic family for the Hortonville Area School District is Poppins, which is both web safe and utilized by Google.

Montserrat or Arial may be used as an alternate font when the primary font is unavailable.

One additional script font may be used in addition to the preferred font as an ornamental font, however, this should be done sparingly, and only as a design element for a limited number of words.

Brightwall is the preferred ornamental font.

# Poppins

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 123456789

Regular      **Bold**      Italic      ***Bold Italic***



# CLEAR SPACE

## AND MINIMUM SIZES

Maintaining adequate clear space around the logo is vital for ensuring the brand is legible and consistent. We ask that all logos include clear space around their placement approximately equal to the high of the "H" in Hortonville Area School District typeset on all sides.

No graphic elements should be within the clear space around the logo.

