

***SCHOOL DISTRICT 308***  
***VISUAL STANDARD GUIDE***



***SCHOOL DISTRICT 308***  
***VISUAL STANDARD GUIDE***



COMMUNITY UNIT  
SCHOOL DISTRICT



# Table of contents

- Letter from the Superintendent of Schools*..... 4
- The Community Unit School District 308 Brand**..... 5
  - Area of Noninterference*..... 5
  - Legal Considerations*..... 5
  - Primary Color Palette*..... 6
  - Black-and-White Applications*..... 7
  - Secondary Color Palette*..... 7
  - Unacceptable Brand Variations*..... 8
  - Color Usage/Backgrounds* ..... 9
- Application of Brand**..... 10
  - Typography*..... 10
- Stationery**..... 11
  - Letterhead* ..... 11
  - Letterhead Secondary Pages*..... 12
  - Business Card* ..... 13
  - #10 Sized Envelope*..... 14
  - 9" x 12" Envelope*..... 15
  - Email Signature*..... 16

## *Letter from the Superintendent of Schools*



*I am proud to introduce the Community Unit School District 308 brand. It is designed to reflect our values, to symbolize our highly professional and innovative educational system, and to uphold the sense of our tradition of excellence.*

*Our brand mark is a valuable image asset. It will become the keystone of our marketing, advertising and communication efforts. Through a consistent and deliberate use of this brand mark, we intend to unify and strengthen our visual identity.*

*The brand mark itself can only do so much – the rest is up to you. It is your responsibility to present it as consistently and professionally as possible. By following these guidelines, you will help protect our legal rights to the brand and maintain the image and integrity of Community Unit School District 308.*

*Dr. Matthew Wendt  
Superintendent of Schools*

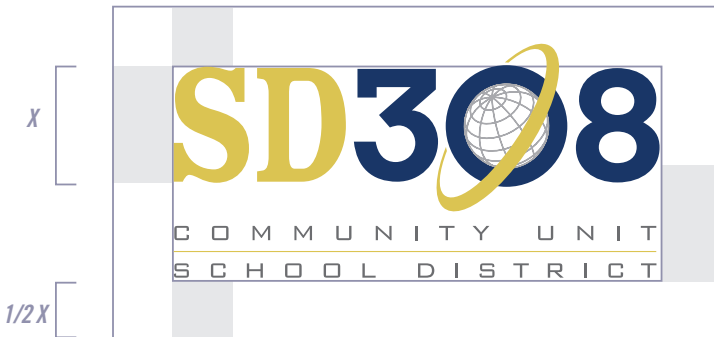
# Community Unit School District 308 Brand

## Area of Noninterference

*The brand is most powerful and effective when positioned away from distracting elements. Intruding graphics will tend to clutter and crowd the brand, making it harder to see and remember. Illustrated here is the minimum control space; however, the more space we give our brand, the greater the visibility.*

## Legal Considerations

*Our brand is legally secured when used on its own or with the approved school entities. We do not want unapproved names, logos or graphic elements to appear as though they are a part of, or endorsed by, Community Unit School District 308.*



*The control area is equal to 1/2 of the X height (which is the height of the letter and numbers in the logo) and represents the minimum distance. It goes all the way around the logo, and no other graphic element should encroach the control area.*

## Primary Color Palette

The primary color palette consists of two corporate colors: SD308 Gold (PMS 1245) and SD308 Black. A third color, Grey (70% Black), is available as an accent color and for certain printing situations, including the descriptor.



<i>COLORS</i>	<i>GOLD</i>	<i>BLUE</i>	<i>GREY</i>
<i>Pantone®</i>	<i>PMS 458</i>	<i>PMS 294</i>	<i>Black</i>
<i>4 Color</i>	<i>16 C, 17 M</i>	<i>100 C, 86 M</i>	<i>70%</i>
<i>(CMYK)</i>	<i>81 Y, 0 K</i>	<i>29 Y, 22 K</i>	



*The Community School District 308 logo is designed to be used with Gold PMS 458 and Blue PMS 294.*

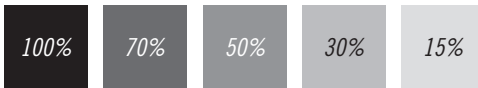
*PANTONE® is a registered trademark of Pantone, Inc.*

## Black-and-White Applications

These percentages of black will recreate the the colored logo into a dynamic, one-color logo for black-and-white materials.



1 COLOR	BLACK/WHITE
BLACK	100% K "308"
GREY	70% K Descriptor
	50% K "SD"
	30% K Ring and Rule
	15% K Grid on Globe



## Secondary Color Palette

These colors have been designed to be a complimentary palette to the primary SD308 color palette. These colors were chosen for their stable, consistent hues and contrast to the brand colors. These colors will help maintain a consistency among the wide variety of communication materials. They can be used in tints from 10 percent to 100 percent. Each school in the district will have its own color palettes to accompany and compliment the SD308 branding.

COLORS	GREY	BLACK
Pantone	PMS 423	PMS Black
4 Color (CMYK)	65C 0M 100Y 8.5K	100C 100M 100Y 100K

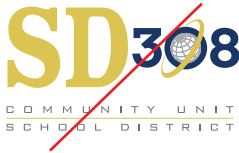


PANTONE® is a registered trademark of Pantone, Inc.

## Unacceptable Brand Variations

Variations of the brand are not allowed. Inconsistent use of the brand diminishes brand recognition, suggests low quality, and illustrates a lack of respect. It also places our legal rights to the brand at risk. Any previous brand logo may not be used as a graphic identifier for our district.

The examples illustrated here are not a complete list of unacceptable variations. Any variation, however slight, is strictly forbidden.



**Unacceptable:** Resizing parts of the logo



**Unacceptable:** Separating parts of the logo



**Unacceptable:** Changing an element's orientation or removing any parts



**Unacceptable:** Changing colors within logo, not even with approved brand colors



**Unacceptable:** Placing logo within a shape that suggests it's part of the brand



**Unacceptable:** Outlining logo type or using a drop shadow with the logo



**Unacceptable:** Placing logo on a background without sufficient contrast or placing logo on background or patterns that impair legibility



**Unacceptable:** Stretching or distorting the logo in any way

## Color Usage / Backgrounds

Logo application on a colored background

Accepted Background Colors.



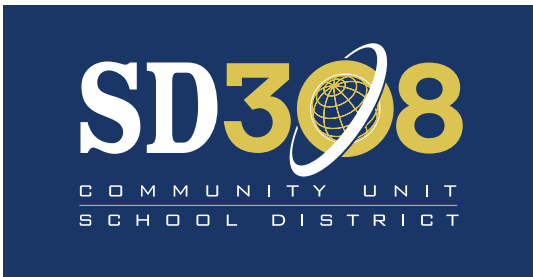
PMS 458



PMS 294



PMS 423 or 45 percent  
tint of Black



## Application of Brand

### Typography

The primary school typeface is the Trade Gothic Condensed font family. Trade Gothic Condensed comes in several type weights and is considered a sans serif style typeface.

— Trade Gothic Condensed can be used for titles, headlines and subheads, captions and side bars.

#### **Trade Gothic Condensed Family**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^&\*()\_+

Trade Gothic Condensed 18

*Trade Gothic Condensed 18 Oblique*

**Trade Gothic Bold Condensed 20**

***Trade Gothic Bold Condensed 20 Oblique***

The secondary typeface is the ITC Century Condensed font family. ITC Century Condensed comes in several type weights and is considered a serif style typeface.

— ITC Century Book Condensed should be used for body copy/text and/or when the need for a contrasting typeface is apparent.

ITC Century Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^&\*()\_+

ITC Century Light Condensed

*ITC Century Light Condensed Italic*

ITC Century Book Condensed

*ITC Century Book Condensed Italic*

**ITC Century Bold Condensed**

***ITC Century Bold Condensed Italic***

# Stationery

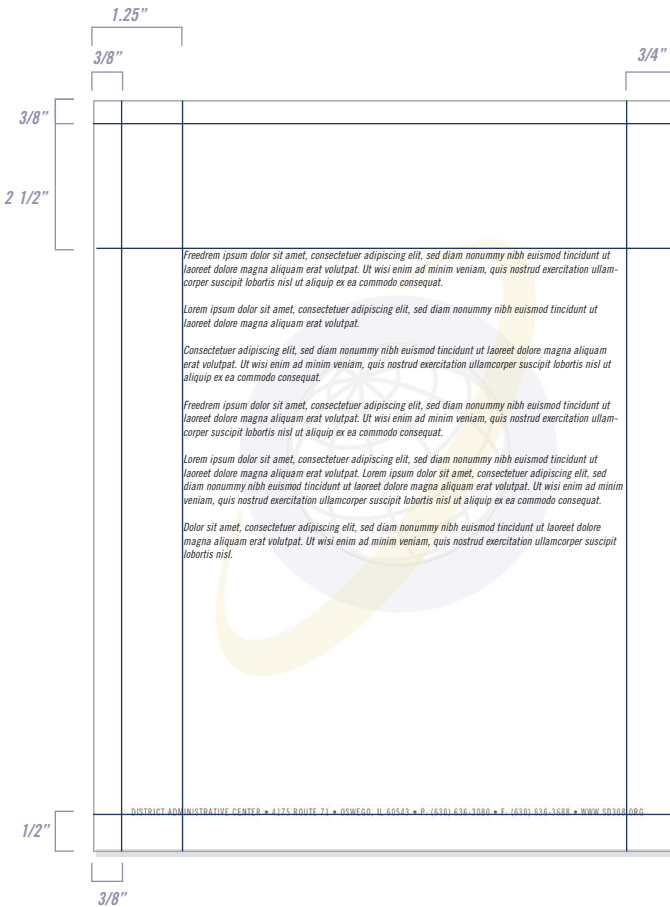
## Letterhead

Stationery items have been designed to accommodate a wide variety of needs. The SD308 brand and address lock-up are located in the upper-left corner. Typing will begin at 2 1/2" from the page top and 1 1/4" from the left edge. The right margin is 3/4" and bottom margin is 1/2". Font specifications are 10 point Trade Gothic Condensed 18 on 12 points of leading. Paragraphs are double spaced, not indented. Redesign or modification of stationery items is prohibited.



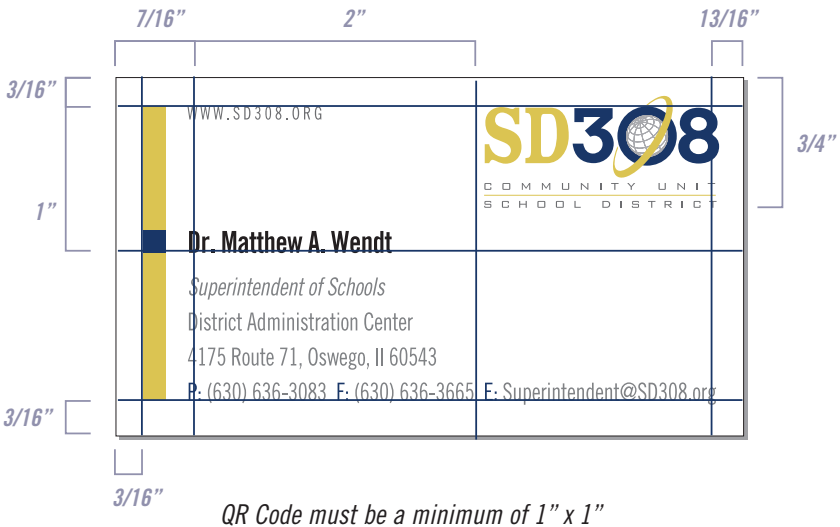
## Letterhead Secondary Pages

A secondary page has been designed to accommodate longer documents. As with the first page, typing will begin at 2 1/2" from the page top and 2" from the left edge. The right margin is 3/4" and bottom margin is 1/2". Font specifications are 10 point Trade Gothic Condensed 18 on 12 points of leading. Paragraphs are double spaced, not indented. Redesign or modification of stationery items is prohibited.



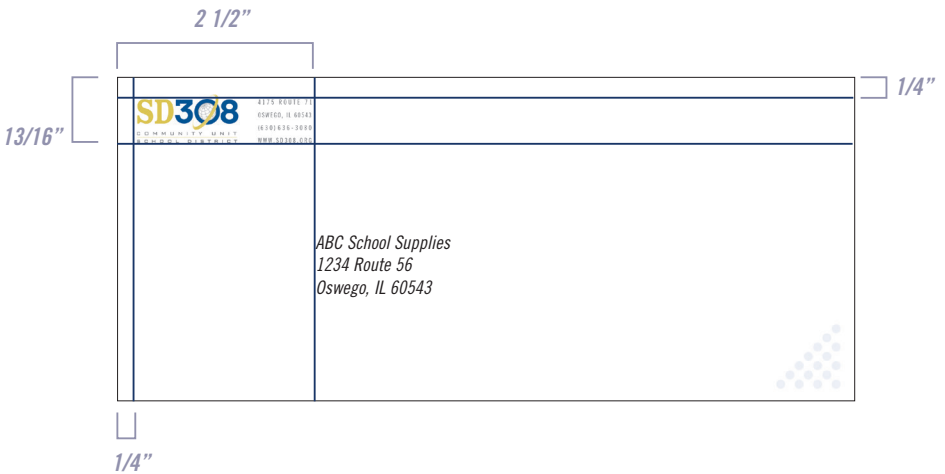
## Business Cards

The logo shall be placed 3/16" from top, left, right and bottom. Font specifications: Person's name will be in 11 point Trade Gothic Bold Condensed 20. Person's title will be 10 point Trade Gothic Condensed 18 Oblique. Leading between name and title is 17 point. All other text will be 10 point Trade Gothic Condensed 18 on 14 point leading. All text will start 1" from card top and 7/16" from the left edge. Phone numbers are on a baseline 3/16" from bottom edge. Website is 3/16" from top. Redesign or modification of stationery items is prohibited.



## #10 Sized Envelope

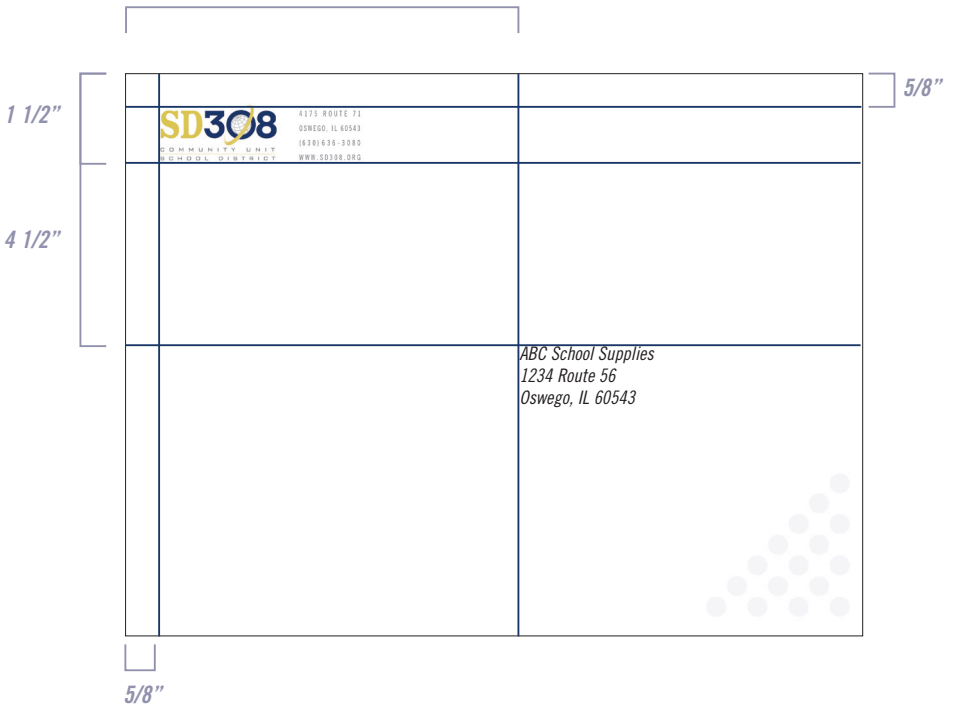
The logo shall be placed 1/4" from top and left edge. Font specifications: Address will be 8 point Trade Gothic Condensed 18 on 9 point leading. Uppercase and lowercase font is acceptable. Address begins 2" from top edge and 2 1/2" in from left edge. Redesign or modification of stationery items is prohibited.



9" x 12" Envelope

The logo shall be placed 5/8" from top and left edge. Font specifications: Address will be 8 point Trade Gothic Condensed 18 on 9 point leading. Uppercase and lowercase font is acceptable. Address begins 4 1/2" from top edge and 5" in from left edge. Redesign or modification of stationery items is prohibited.

5"



## Email Signature

Name will be in PMS Blue 294 or similar dark blue.

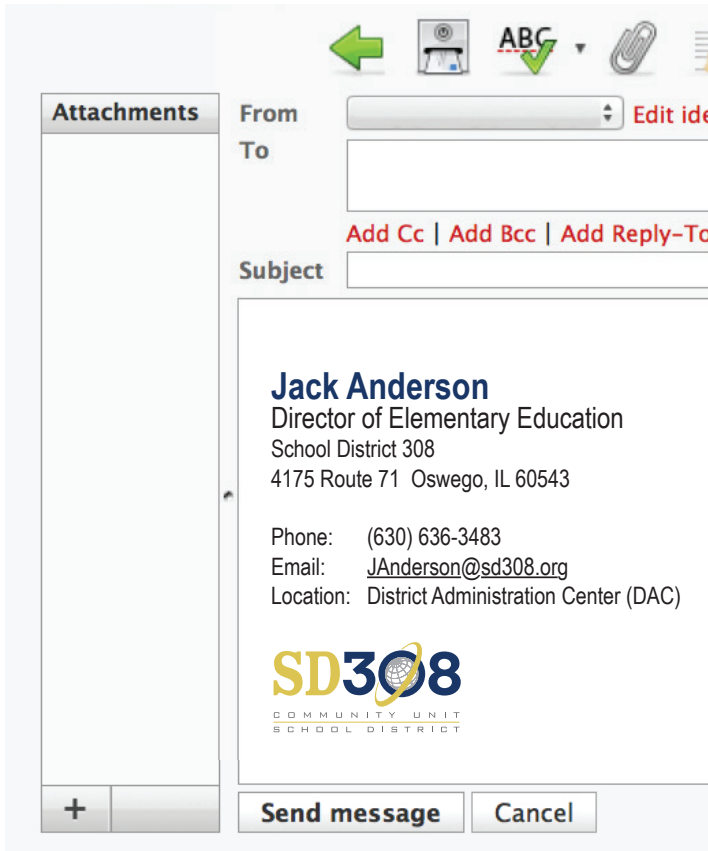
It will be 14 point Arial Narrow Bold.

The job title will be 11 point in Arial Narrow Regular.

District and address will be 9 point Arial Narrow Regular

Phone, email and location will be 9 point Arial Narrow Regular

The SD308 logo will be placed flush left below the information.



The screenshot shows an email client interface with a signature block. At the top, there are icons for a green arrow, a printer, a green checkmark with 'ABC', a paperclip, and a list icon. Below these are fields for 'From', 'To', and 'Subject'. The 'From' field has a dropdown arrow and an 'Edit id' link. The 'To' field is empty. Below the 'To' field are links for 'Add Cc', 'Add Bcc', and 'Add Reply-To'. The 'Subject' field is empty. The signature text is as follows:

**Jack Anderson**  
Director of Elementary Education  
School District 308  
4175 Route 71 Oswego, IL 60543

Phone: (630) 636-3483  
Email: [JAnderson@sd308.org](mailto:JAnderson@sd308.org)  
Location: District Administration Center (DAC)

Below the text is the SD308 logo, which consists of the text 'SD308' in a stylized font with a globe icon, and 'COMMUNITY UNIT SCHOOL DISTRICT' in a smaller font below it.

At the bottom of the signature block, there is a '+' icon in a box on the left, and two buttons: 'Send message' and 'Cancel'.