



NEVADA COMMUNITY SCHOOL DISTRICT

**BRAND GUIDE &
STANDARDS**



CONTENTS

- 2 Approved Wordmarks
- 3 Approved Logos
- 4 Logo Usage
- 6 Logo Modifications
- 7 Colors & Fonts

In efforts to preserve the integrity of the Nevada Community School District brand, we ask that you thoroughly read this document and use its elements in accordance to provided guidelines.

The Nevada Community School District brand is displayed through a wide array of mediums with the idea of elegant photography, organic colors, modern typography, and using these elements in proper fashion.

By creating a brand standard and commitment to consistency, the Nevada Community School District strives towards excellence and strengthening of the brand.

The contents of this document fortify our pursuit for brand consistency.

Logos along with promotional pictures are available for download at <http://bit.ly/ncsdlogos>.

For questions and concerns regarding this guide, please contact Carrie Hillman at chillman@nevadacubs.org.



APPROVED WORDMARKS

N Petal (and variants)

Logo represents academic and business affairs for the District & its schools.

Logo can be used on official school documents and displays such as signage on buildings, diplomas, transcripts, stationary, business cards, website, etc.



APPROVED WORDMARKS

Cub Paw (and variants)

Logo represents academic and business affairs for the District & its schools.

Logo represents activity and athletic affairs for the District & its schools.

Logo can be used on specific activity gear, uniforms, specific club designs, specific sport designs, signage, informal or Activities Dept. letterhead, etc.



APPROVED LOGOS

N Petal (and variants)

Logo represents academic and business affairs for the District & its schools.

Logo can be used on official school documents and displays such as signage on buildings, diplomas, transcripts, stationary, business cards, website, etc.

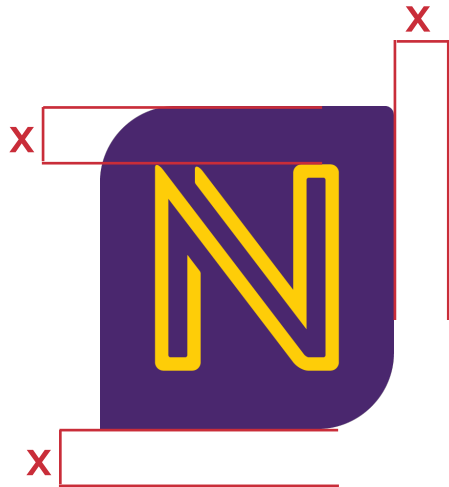


APPROVED LOGOS

Cub Paw (and variants)

Logo represents activity and athletic affairs for the District & its schools.

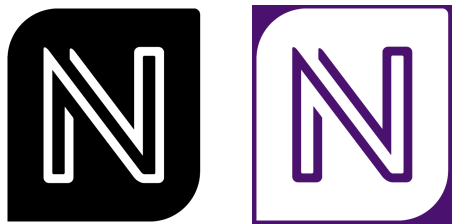
Logo can be used on specific activity gear, uniforms, specific club designs, specific sport designs, signage, informal or Activities Dept. letterhead, etc.



N PETAL & WORDMARK

To maximize the visual impact of the logo it is necessary to maintain a clear area around it.

X= space around N inside petal. Also recommended minimum spacing before surrounding objects connect.



N PETAL & WORDMARK- 1 COLOR

Whenever possible the color logo should be used. If a situation will not allow for full color, use the alternate black & white logo.

For dark colored backgrounds, usage of black & white logo can be made into a one-color variant. (ex. white logo on purple background)



N PETAL - SCALING

To maintain brand integrity, the logo should not be scaled down any less than the measurements provided.

The petal shape should not be less than 1/2" for printed pieces (when standalone, without text)



N WORDMARK - SCALING

To maintain brand integrity, the logo should not be scaled down any less than the measurements provided.

The NEVADA text part of logo should not be less than 1.25" for printed pieces.



WORDMARKS - SECONDARY WORDING

Secondary wording in the Petal and Cub Paw logos can be changed to reflect individual names, clubs, organizations, sports, departments, etc.

Font size and weight of the secondary wording shall match subtext of original logo (ex. COMMUNITY SCHOOL DISTRICT, etc.).



CUB PAW - SCALING

To maintain brand integrity, the logo should not be scaled down any less than the measurements provided.

The paw should not be less than 1".



ACCEPTABLE LOGO MODIFICATIONS

Outlines are permissible using colors from the Primary or Secondary color palettes, or white when necessary. This outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image based on printing applications.

Logos are to be represented in full color whenever possible, in single color using approved colors, or white, when necessary.

In the event of modification needed in other manners than covered within, use must be approved by the District prior to printing/distribution.

DO NOT....

The following guidelines apply to all Nevada logos unless otherwise noted.

- Reproduce logo in colors not listed in provided color palettes
- Alter or distort logos
- logo icon should not be scaled separately from text
- Use the logo over images with sufficient contrast
- Re-create or re-typeset any element of the logo
- Create a new logo out of Existing Elements
- Use any logo not listed in this document
- Use District Logo for Athletics/Activities
- Use Athletic/Activity Logo for Academics/Business affairs
- Use any out dated or unauthorized logos

NEVADA PURPLE

Pantone 2617C
 RGB 75,17,111
 CMYK 84,100,22,15
 HEX #4b116f

NEVADA GOLD

Pantone 124C
 RGB 255,204,0
 CMYK 1,19,100,0
 HEX #4b116f

SECONDARY PURPLE

Pantone 2627C
 RGB 48,14,76
 CMYK 88,100,28,34
 HEX #300e4c

GREYISH

Pantone 663C
 RGB 244,243,243
 CMYK 3,2,2,0
 HEX #f4f3f3

SHADOW

Pantone 447C
 RGB 45,45,45
 CMYK 69,63,62,58
 HEX #2d2d2d

NIGHT SKY

Pantone 426C
 RGB 36,36,36
 CMYK 71,65,64,67
 HEX #242424

Logo Text
Gotham Bold,
Gotham Medium

Headings
 Exo

Body Text
 Whitney Medium

ATHLETIC FONT
BERTHOLD CITY BOLD

PRIMARY COLOR PALETTE

Our colors must appear exactly the same every time they are used. Purple and Gold are the official approved colors of Nevada Community School District and play a major role in supporting the core visual identity of the brand.

Purple and Gold are the primary foundation colors and should always be the first colors used in any manner where a single color is predominant.

All colors derive from the PANTONE+ Solid Coated color book. A reference sample is available from the District upon request.

SECONDARY COLOR PALETTE

This accent palette is to be used to compliment and emphasize the logo and primary palette.

All colors derive from the PANTONE+ Solid Coated color book. A reference sample is available from the District upon request.

TYPOGRAPHY

There are 3 approved font families that represent academic and business affairs for the District & its schools: Gotham, Exo, and Whitney. See breakdown on left for which font applies where.

There is 1 approved font family that represents activity and athletic affairs for the District & its schools. Any logo, signage, apparel, etc. for Activity and Athletic purposes shall use Berthold City Bold, also in all CAPS. Any body text may be Whitney Medium.