



Brand Identity Guide

Logos | Preferred Logo

The official logo for St. Vrain Valley Schools. Use the full-color version of the logo when possible.

Logos can be downloaded at
<http://www.svvsd.org/logos>



FULL COLOR



BLACK



REVERSED

Logos | Secondary Logo

The secondary logo can be used in place of the primary logo when horizontal space is limited.

Logos can be downloaded at
<http://www.svvsd.org/logos>



FULL COLOR



BLACK



REVERSED

Logos | Clear Space and Minimum Size

Clear Space

The clear space around the primary logo must be greater than or equal to the height of the smaller "S" in the St. Vrain Valley Schools Logo.

The clear space around the secondary logo must be greater than or equal to half height of the "S" in the St. Vrain Valley Schools Secondary Logo.



Minimum Size

The height of either the primary or secondary logo must be greater than one-half inch.

If you have an application that requires the logo to be used at a size small than one-half inch in height please contact communications-group@svvsd.org



Logos | Incorrect Use Primary Logo

These are examples of what NOT to do when using the primary St. Vrain Valley Schools Logo.

When in doubt about correct logo usage contact:
communications-group@svvsd.org



DO NOT CHANGE LOGO COLORS



DO NOT OUTLINE LOGO



DO NOT STRETCH LOGO



DO NOT ARC OR WARP THE LOGO



DO NOT ROTATE LOGO



DO NOT PLACE THE LOGO ON BUSY BACKGROUNDS



DO NOT ATTEMPT TO RECREATE LOGO



DO NOT MODIFY LOGO

Logos | Incorrect Use Secondary Logo

These are examples of what NOT to do when using the secondary St. Vrain Valley Schools Logo.

When in doubt about correct logo usage contact:
communications-group@svvsd.org



DO NOT CHANGE LOGO COLORS



DO NOT OUTLINE LOGO



DO NOT STRETCH LOGO



DO NOT ARC OR WARP THE LOGO



DO NOT ROTATE LOGO



DO NOT PLACE THE LOGO ON BUSY BACKGROUNDS



DO NOT ATTEMPT TO RECREATE LOGO



DO NOT MODIFY LOGO

Typography - Roboto

Roboto is one of two primary St. Vrain typefaces. Regular Roboto widths are suitable for title, display, and blocks of text. Roboto's condensed fonts should only be used for title and display purposes. Avoid using Roboto condensed for large blocks of text.

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Condensed Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography - Crimson Text

Crimson Text is one of two primary St. Vrain typefaces. Crimson text is suitable for title, display, and blocks of text. Crimson Text Roman is the preferred font for large blocks of text in print applications.

Crimson Text Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Crimson Text Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Crimson Text Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Crimson Text Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Crimson Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Crimson Text Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Typography - Roboto Slab

Roboto Slab should be used in support of Roboto when an alternative or contrasting font is necessary. Roboto Slab is suitable for title, display, and short blocks of text.

Roboto Slab Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Color

Primary and Secondary Colors.

Colors should be used in proportions represented to the right. The Secondary color should never dominate the primary color



Pantone 202C

RGB 134 38 51

HEX/HTML #862633

CMYK 9 100 64 48



Pantone 302C

RGB 0 59 92

HEX/HTML #003B5C

CMYK 100 48 12 58

Accent Colors

The following accent colors may be used. These should never dominate either the Primary or Secondary colors.



Pantone 630C

RGB 119 197 213

HEX/HTML #77C5D5

CMYK 48 0 10 0



Pantone 7495C

RGB 143 153 62

HEX/HTML #8F993E

CMYK 42 5 98 29

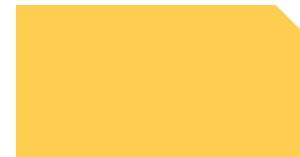


Pantone 164C

RGB 255 127 65

HEX/HTML #FF7F41

CMYK 0 59 80 0



Pantone 1225C

RGB 255 200 69

HEX/HTML #FFC845

CMYK 0 19 79 0

Neutral Palette

Utilize the neutral palette to provide balance to the more vibrant colors.

Neutral colors are ideal for background elements.



White

RGB 255 255 255

HEX/HTML #FFFFFF

CMYK 0 0 0 0



Pantone Warm Gray 2C

RGB 203 196 188

HEX/HTML #CBC4BC

CMYK 6 7 10 11



Pantone 408C

RGB 151 140 135

HEX/HTML #978C87

CMYK 12 19 19 40