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
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
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
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
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.

<table>
<thead>
<tr>
<th>Roboto Thin</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Roboto Thin Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Roboto Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Roboto Light Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Roboto Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
</tbody>
</table>

| Roboto Medium    | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                  | abcdefghijklmnopqrstuvwxyz   |
|                  | 1234567890                   |
| Roboto Medium Italic| ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                  | abcdefghijklmnopqrstuvwxyz   |
|                  | 1234567890                   |
| Roboto Bold      | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                  | abcdefghijklmnopqrstuvwxyz   |
|                  | 1234567890                   |
| Roboto Bold Italic| ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                  | abcdefghijklmnopqrstuvwxyz   |
|                  | 1234567890                   |
| Roboto Black     | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                  | abcdefghijklmnopqrstuvwxyz   |
|                  | 1234567890                   |
| Roboto Black Italic| ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                  | abcdefghijklmnopqrstuvwxyz   |
|                  | 1234567890                   |

| Roboto Condensed Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                       | abcdefghijklmnopqrstuvwxyz   |
|                       | 1234567890                   |
| Roboto Condensed Light Italic| ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                       | abcdefghijklmnopqrstuvwxyz   |
|                       | 1234567890                   |
| Roboto Condensed Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                        | abcdefghijklmnopqrstuvwxyz   |
|                        | 1234567890                   |
| Roboto Condensed Italic | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                        | abcdefghijklmnopqrstuvwxyz   |
|                        | 1234567890                   |
| Roboto Condensed Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                        | abcdefghijklmnopqrstuvwxyz   |
|                        | 1234567890                   |
| Roboto Condensed Bold Italic | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
|                         | abcdefghijklmnopqrstuvwxyz   |
|                         | 1234567890                   |
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
abcdefghijklmnoprstuvwxyz 1234567890

**Crimson Text Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnoprstuvwxyz 1234567890

**Crimson Text Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnoprstuvwxyz 1234567890

**Crimson Text Semibold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnoprstuvwxyz 1234567890

**Crimson Text Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnoprstuvwxyz 1234567890

**Crimson Text Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnoprstuvwxyz 1234567890
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
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 530C**
  - RGB: 119 197 213
  - HEX/HTML: #77C5D5
  - CMYK: 48 0 10 0

- **Pantone 7495C**
  - RGB: 143 153 62
  - HEX/HTML: #8F993E
  - CMYK: 48 0 10 0

- **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