DISTRICT BRAND GUIDELINES

JENISON
PUBLIC SCHOOLS

01 | LOGO

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign.

The easiest way to determine the safe area around logo is the width of the letter "J".

Safe area

DISTRICT LOGO

DISTRICT LOGO—ALTERNATE

FOR USE ON DARK BACKGROUNDS ONLY

DISTRICT ICON

Jenison "J" with Wildcat head icon used primarily on district specific content

SECONDARY ICON

Wildcat Head

Wildcat head icon used primarily for non-district specific content or as an additional creative feature, such as a watermark or overlay

Wildcat Head—1 color
For Cost Focused Screen-Printing

1 color version to be used only for screen-printing when cost is critical (e.g. Special occasion t-shirts). Not for use in embroidery or other content.

Wildcat Head—Outline
For Cost Focused Embroidery/Engraving

Outline version to be used for specialty items such as engraving or etching (e.g. coffee mugs) or for embroidery when cost is critical.

When the logo must be inverted or used as a 1 color version, use only these approved variations.

Alternately, outline versions for the Wildcat head icon can be used in specific situations such as as engraving or etching (e.g. coffee mugs) or for embroidery when cost is critical.

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.

✖ Do not skew or scale the width or height

✖ Do not modify the colors

✖ Do not flip the logo backwards

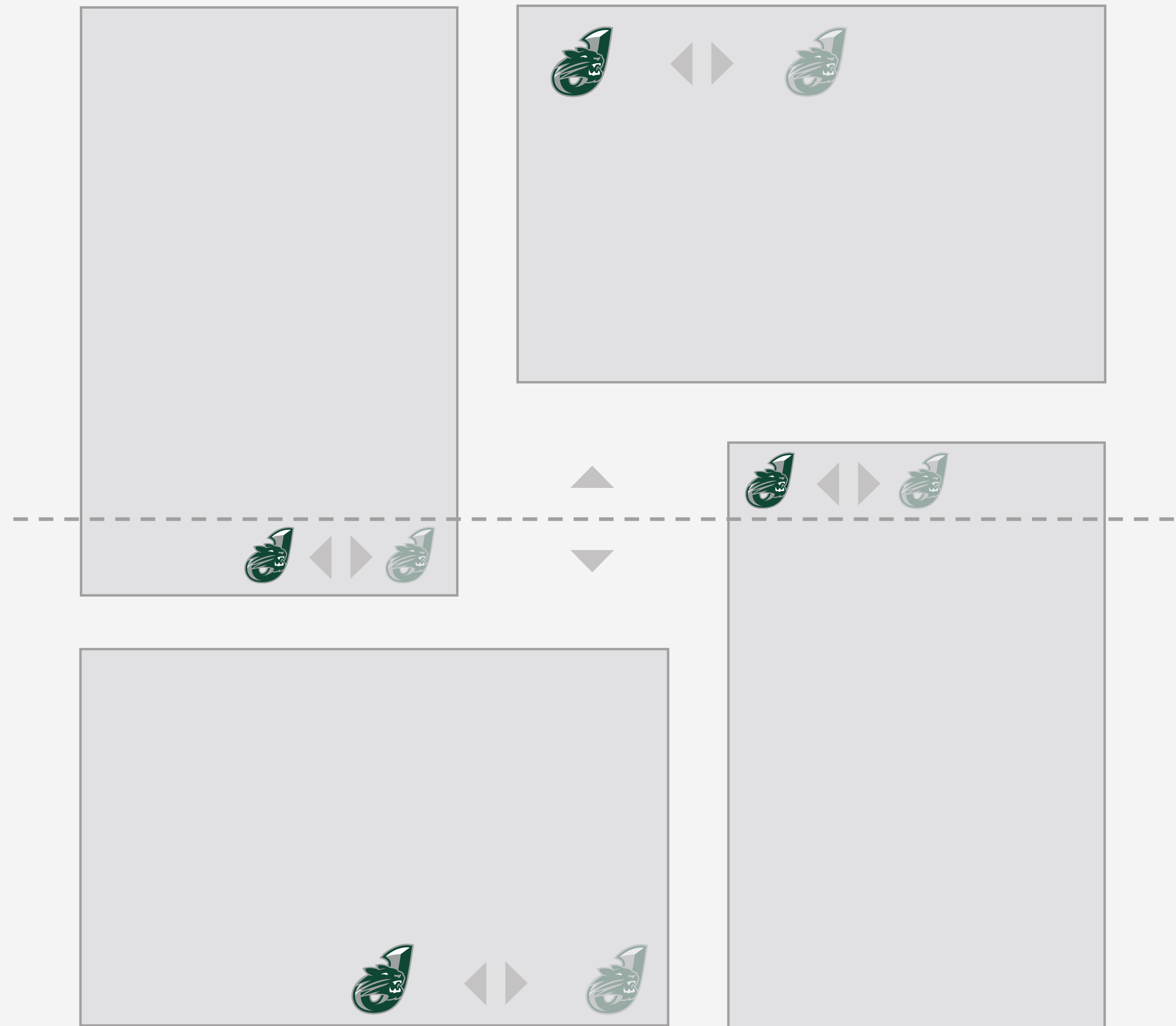✖ Do not place the logo on non-neutral colors

Special exceptions can be made with approval from the District Communications Team (e.g. Pink Out)

01 · LOGO POSITIONING

The logo can be placed in either the top header or bottom footer area of documents, depending on what looks and fits best.

If in the header, logo can be left aligned or centered on the page.

If in the footer, logo can be right aligned or centered on the page

02 | BRAND COLORS

Main brand colors are Dark Green, Grey, and White. Black is used mainly for typography and special approved situations

	DARK GREEN	GREY	WHITE
Pantone	PMS 3435 C	PMS 422 C	White
HEX	#124734	#9EA1A2	#FFFFFF
CMYK	87 / 45 / 78 / 49	41 / 31 / 32 / 0	0 / 0 / 0 / 0
RGB	18 / 71 / 52	158 / 161 / 162	255 / 255 / 255

03 | **TYPOGRAPHY**

Primary font for headings and loud sections is Champions. Champions is available through District IT or Communications.

Secondary heading font is After Disaster. After Disaster is available through District IT or Communications.

Primary text and general content font is Raleway. Raleway is available as a standard option in the Google ecosphere and most devices

Aa

CHAMPIONS FONT

PRIMARY HEADINGS, CALL OUTS, AND LOUD TEXT BLOCKS
CHAMPIONS IS ONLY AVAILABLE IN ONE STYLE

Aa

AFTER DISASTER FONT

SECONDARY HEADINGS OR ALTERNATIVE CONTENT BLOCKS
AFTER DISASTER IS ONLY AVAILABLE IN ONE STYLE

Aa

RALEWAY FONT

PRIMARY TEXT, GENERAL CONTENT, GOOGLE DOCS
RALEWAY IS AVAILABLE IN SEVERAL STYLES, FROM LIGHT WEIGHT TO HEAVY BOLD

04 | BUILDING LOGOS

BUILDING LOGO

BUILDING LOGO—ALTERNATE

FOR USE ON DARK BACKGROUNDS ONLY

SR. HIGH LOGO

SR. HIGH LOGO—ALTERNATE

FOR USE ON DARK BACKGROUNDS ONLY

Because of the existing branding of Sr. High students as Wildcats and the heavy use of the Wildcat brand in athletics, the Sr. High has a unique building brand utilizing the Wildcat head instead of the district icon.

05 | QUICK REFERENCE
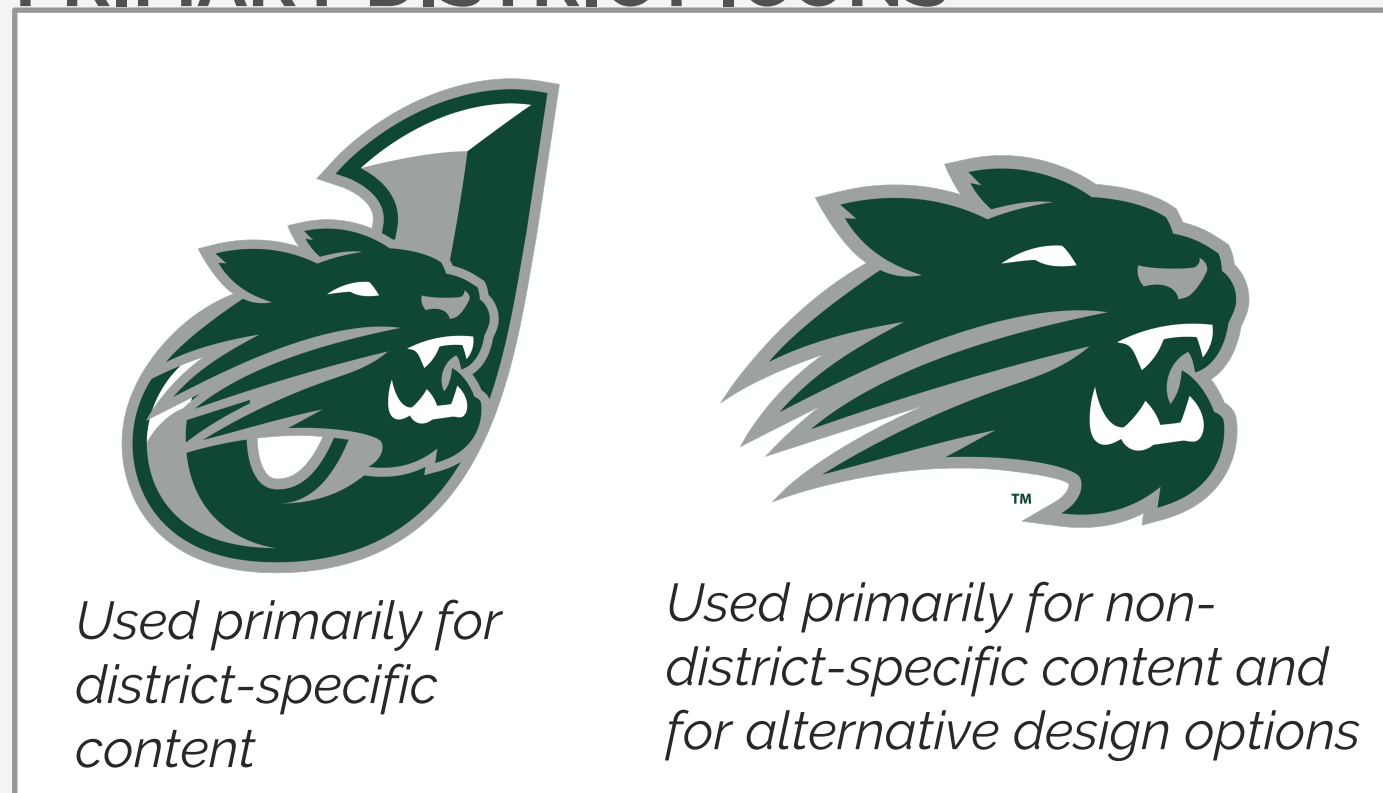
JPS BRANDING QUICK REFERENCE

PRIMARY DISTRICT LOGO

PRIMARY DISTRICT ICONS

Used primarily for district-specific content

Used primarily for non-district-specific content and for alternative design options

PRIMARY BUILDING LOGOS

APPROVED COLORS

	DARK GREEN	GREY	WHITE
Pantone	PMS 3435 C	PMS 422 C	White
HEX	#124734	#9EA1A2	#FFFFFF
CMYK	87 / 45 / 78 / 49	41 / 31 / 32 / 0	0 / 0 / 0 / 0
RGB	18 / 71 / 52	158 / 161 / 162	255 / 255 / 255

APPROVED FONTS

CHAMPIONS FONT

PRIMARY HEADINGS, CALL OUTS, AND LOUD TEXT BLOCKS

CHAMPIONS IS ONLY AVAILABLE IN ONE STYLE

AFTER DISASTER FONT

SECONDARY HEADINGS OR ALTERNATIVE CONTENT BLOCKS
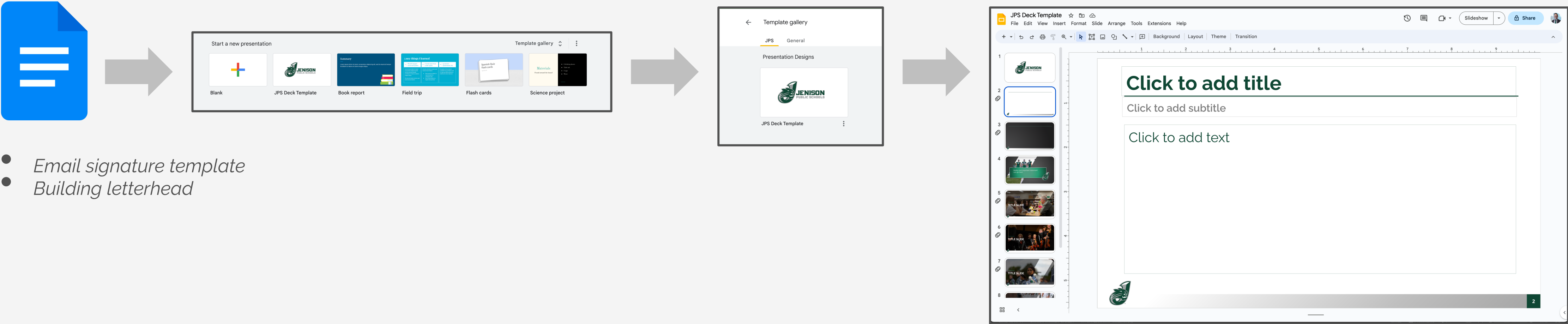
AFTER DISASTER IS ONLY AVAILABLE IN ONE STYLE
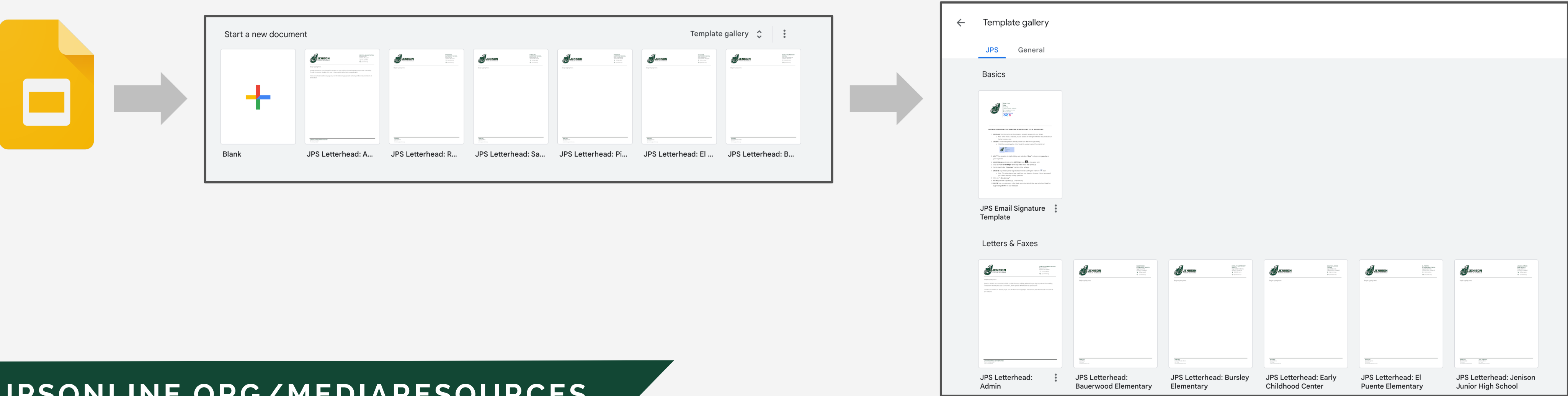
RALEWAY FONT

PRIMARY TEXT, GENERAL CONTENT, GOOGLE DOCS

RALEWAY IS AVAILABLE IN SEVERAL STYLES, FROM LIGHT WEIGHT TO HEAVY BOLD

JPSONLINE.ORG/MEDIARESOURCES

JPS BRANDING QUICK REFERENCE

GOOGLE DOCS TEMPLATES

- *Email signature template*
- *Building letterhead*

GOOGLE SLIDES TEMPLATE

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