



# HEMPFIELD SCHOOL DISTRICT Brand Standards

2019-2020

LANDISVILLE, LANCASTER COUNTY, PENNSYLVANIA

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## Brand Colors

When the logo is reproduced, please use the following colors for consistency of application. One of the easiest mistakes to make in displaying a logo is to choose colors that seem “close enough” or “just about the right shade.” It is important for branding efforts to be as consistent as possible every time our audience sees our logo or a promotional item from our district. Use only the colors specified.

Another important aspect is that color contrast can be an accessibility issue for users with low vision and colorblind users. Our brand colors, as defined here, offer sufficient contrast.



**C 0%**  
**M 91%**  
**Y 76%**  
**K 6%**

**R 240**  
**G 22**  
**B 58**

**PMS 1788C**

**HEX# f32836**



**C 75%**  
**M 68%**  
**Y 76%**  
**K 90%**

**R 0**  
**G 0**  
**B 0**

**PMS 6C**

**HEX# 000000**



**C 0%**  
**M 0%**  
**Y 0%**  
**K 47%**

**R 153**  
**G 155**  
**B 158**

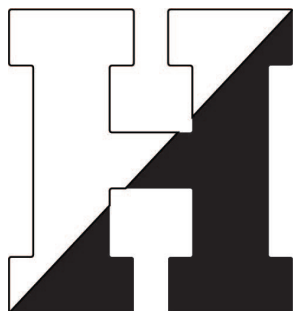
**PMS 7C**

**HEX# 99b9e**

## Preferred Logos



## Preferred Athletic/Booster Logos



## Preferred Social Media Logo



## Approved Fonts

Best practice is to use a standard font that is readable for both electronic and print communications. The use of basic, simple fonts is best for accessibility. To maintain consistency, the primary font family to use with all Hempfield School District printed material is Times New Roman. Variation within the family is shown below.

Other standard fonts may be used for headers is Helvetica. Please keep each document limited to two font families and avoid the use of cursive or fantasy/decorative fonts for readability purposes.

Times New Roman Regular  
*Times New Roman Italic*  
**Times New Roman Bold**

Helvetica Neue Regular  
*Helvetica Neue Medium Italic*  
**Helvetica Neue Bold**

## Application of Hashtags

To create engagement and trending excitement we encourage the use of the following branded hashtags on Instagram, Twitter and Facebook as defined by below.

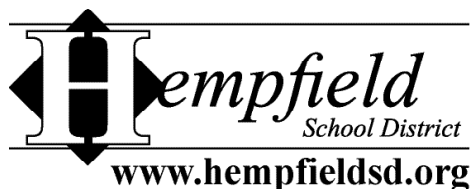
#BlackKnightPride: Ideal for academic achievements, game wins, student/staff/alumni volunteerism.

#UKnightED: Applying to education only: classroom events, teaching experiences, lessons being captured, presentations.

#HSDPathways: Applying to the comprehensive plan goals and Pathways to Success.

## Outdated Logos

The following logos are no longer to be used in any Hempfield School District schools, or school communications.



## Community Partnerships

Hempfield School District works exclusively with Market Street Sports Group to develop community partnerships that provide additional revenue streams for our school district. The collective goal is to build true partnerships that enhance the overall educational experience while allowing local and regional companies to have exposure through naming rights, sponsorships, and advertising. Some important points to keep in mind:

- Most agreements with the Hempfield School District contain an exclusivity clause prohibiting the district or its auxiliary groups from marketing competitors at district events.
- During the course of any special events, please do not hang any signage that covers existing sponsorship signage.
- Promotions for district and school events that make use of sponsored facilities should appropriately identify our sponsors (listed below).
  - Georgelis Law Firm Stadium at Hempfield High School
  - Orthopedic Associates of Lancaster Trainers Room
  - Yorgey's Fine Dry Cleaning Quad Press Box
  - Lancaster Bible College Stadium Press Boxes
  - JK Mechanical Varsity Baseball Field
  - Lancaster Toyota Tennis Courts
  - Loxley's Junior Varsity Softball Field
  - Wheatland Federal Credit Union Cafeteria at Hempfield High School
  - Albright & Thiry Orthodontics Ticket Booths at the Hempfield High School Gymnasium

Because this list often changes, our current partners are always updated and available on the district website under the Communications Office tab.

Revised June 24, 2019

Our Hempfield School District Communications Office is available to assist with your project or question. Please contact: [communications@hempfieldsd.org](mailto:communications@hempfieldsd.org).