

# BRANDING STANDARDS *for*



**Hempfield**  
School District

## —CONTENTS—

**LOGO ANATOMY:** Descriptions..... p2

**ABOUT THE LOGO:** District Logo ..... p3

**LOGOS:** School Building Versions..... p4

**COMPLEMENTARY ASSETS:** Knight and Shields ..... p5

**COMPLEMENTARY ASSETS:** Program and Sports Shields ..... p6-7

**COMPLEMENTARY ASSETS:** Departments and Sports ..... p8

**PREFERRED LOGO USAGE / DO’S & DON’TS** ..... p9

**HOW TO USE:** Logotype, Complementary Assets ..... p10

**SPECIAL LOGO USAGE:** Email Signature, Business Card ..... p11

**LOGOTYPE:** Anatomy / **TYPEFACES:** Fonts Used ..... p12

**COLORS:** Primary & Secondary ..... p13

## LOGO ANATOMY: Descriptions

### Logotype or Wordmark



### Icon



### Icon with Logotype



### Complementary Assets: Knights



### Complementary Assets: Shields



## ABOUT THE LOGO

A logo refresh was completed in 2023 to include a logotype, icon, and complementary assets. These elements can be used individually or in combinations as outlined in the pages that follow. Original artwork was created for the icon and the Hempfield Knight and Shield options, and **they may not be altered**.

A **logotype** is a brand name that is displayed in strategically chosen typography or specially crafted lettering that serves as an identity for that brand.

The Hempfield horizontal logo is used in conjunction with the complementary assets.

*HSD horz*



*HSD horz blk*



An **icon** is a graphic representation that captures the features of a brand and accompanies a logotype. The icon can be used to represent the full logo when space is limited (i.e.: clothing, small promotional items, PowerPoint slide template). The icon exists in 2 formats: regular and 3D shadow.

*HSD H initial*



*HSD H initial blk*



*HSD H initial shdw*



*HSD H initial shdw blk*



The **icon** is used with the logotype to create the official full version of the logo. The horizontal and stacked orientations below are the preferred logo for general use.

*HSD H horz*



*HSD H shdw horz*



*HSD H horz blk*



*HSD H shdw horz blk*



*HSD H stkd*



*HSD H stkd blk*



*HSD H shdw stkd*



*HSD H shdw stkd blk*



## LOGOS: School Building Versions

Official school building logos have been created using both the logotype and the icon/logotype combination by replacing “School District” with each individual school building name. These logos are for use on school letterhead and school-specific communications, banners, web pages, etc.

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### Hempfield Logotype, horizontal




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### Hempfield with Initial Icon, horizontal




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### Hempfield with Initial Logo, stacked



## COMPLEMENTARY ASSETS: Knight and Shields

These complementary assets are original art and **cannot be altered** from the original format represented below. In most cases, these graphics are to be used with the official Hempfield School District logotype.\*

### Hempfield Knight Mascot with Initial Icon\*

*HSD Knight 1*



*HSD Knight 1 gray*



*HSD Knight 1 blk*



### Hempfield Shields with Initial Icon\*

*HSD Shield Helmet H*



*HSD Shield Helmet H gray*



*HSD Shield H*



*HSD Shield H gray*



### Hempfield Shields with Logotype

*HSD Shield H HSD*



*HSD Shield H HSD gray*



*HSD Shield Helmet HSD*



*HSD Shield Helmet HSD blk*



#### \*RULES FOR ASSET USAGE:

Knight and Shield assets without the full Hempfield name must be used in conjunction with the Logotype.

## COMPLEMENTARY ASSETS: Program and Sports Shields

These complementary assets are original art and **cannot be altered** from the original format represented below. These graphics are to be used with the official Hempfield School District logotype.\*

The sports and arts programs depicted below represent a sampling of what can be created for additional programs. All requests for a shield with a specific sport or program **MUST** be made through the Communications Department; no exceptions.

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### Hempfield Shield Assets for Sports\*

*HSD Shield Football H*



*HSD Shield Football H gray*



*HSD Shield Soccer H*



*HSD Shield Soccer H gray*




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### Hempfield Shield Assets for Programs\*

*HSD Shield Music H*



*HSD Shield Music H gray*



*HSD Shield Theatre H gray*



*HSD Shield Theatre H gray*



—See page 7 for all shield available.—

#### \*RULES FOR ASSET USAGE:

Assets that contain the “H” icon only must be used in conjunction with the Logotype.

## COMPLEMENTARY ASSETS: Program and Sports Shields

These complementary assets are original art and **cannot be altered** from the original format represented below. These graphics are to be used with the official Hempfield School District logotype.\*

All sports and arts program shields available below:

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### Hempfield Shield Assets for Sports\*



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### Hempfield Shield Assets for Programs\*



#### \*RULES FOR ASSET USAGE:

Assets that contain the "H" icon only must be used in conjunction with the Logotype.

## COMPLEMENTARY ASSETS: Departments and Sports

These complementary assets are original art and **cannot be altered** from the original format represented below. The sports and department programs depicted below represent a sampling of what can be created for additional programs. All requests with a specific programs or sport images **MUST** be made through the Communications Department; no exceptions.

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### Hempfield Assets for Sports\*

*HSD H Logo Softball*



*HSD H stkd Softball*



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### Hempfield Specialty Assets for Programs\*

Hempfield Happenings logo was created specifically for Hempfield AV usage.





## PREFERRED LOGO USAGE:

The “H” initial icon/logotype combination is the preferred logo.

The horizontal format is the preferred presentation of Hempfield logo. Using the preferred presentation adds to the consistency of our visual identity. Use the alternative stacked logo when allocated space is limited.



The logotype should only be used with complementary asset images, i.e., the knight mascot image, shield icons with the “H” initial, and shield assets for sports and programs.



## DO'S AND DON'TS:

### Tips when using the logo branding.

#### DO contact

[communications@hempfieldsd.org](mailto:communications@hempfieldsd.org)

- when you are not sure which logo to use.
- when you need a logo to be knocked out of black or red.
- to request a complementary sports or program logo not currently available.

**DO NOT** change colors from Red and Black. White is available when logo is reversed out of red or black.

**DO NOT** outline, screen or tint the logo.

**DO NOT** stretch or resize outside of the original proportions.

**DO NOT** write out Hempfield as the logotype, only use provided logotype.

**DO NOT** use all black or gray/black logo when printing in color.

**DO NOT** use the Hempfield logo without the “School District” or school building name.

**DO NOT** add elements or a tagline to the logo.

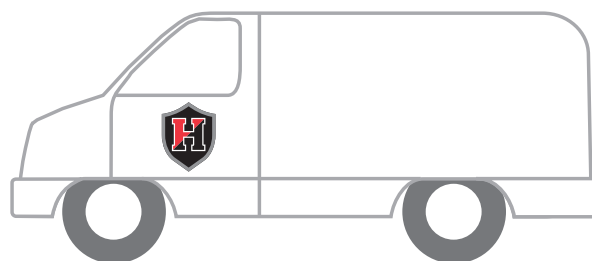
## HOW TO USE: Logotype & Complementary Assets

See examples of using Icons and Complementary Assets in conjunction with the Logotype.



"HSD Shield H" Hempfield Shield with initial icon

"HSD horz" Hempfield Logotype, horizontal



## SPECIAL LOGO USAGE: Black & Red backgrounds

There are situations when the logo must be adjusted when being placed on a red or black background. Contact the communications department when special logo versions are needed.

### Icon with Logotype & Logotype & stacked

*HLMS H horz red wht*



*HLMS H stkd red wht*



*HLMS H-shdw horz red wht*



*HLMS H-shdw stkd red wht*



*HLMS horz red wht*



## SPECIAL LOGO USAGE: Email Signature and Business Card Templates

Having uniform email signatures and business cards helps to ensure consistency of the visual identity and brand.

ALL email signatures, shown below, will use this template.

**Susan Whitlock, Student Services**

Hempfield School District

200 Church Street

Landisville, PA 17538

717-555-5555 ext.1205

Hempfieldsd.org



**Hempfield**  
School District

**Susan Whitlock, Student Services**

Hempfield School District

200 Church Street, Landisville, PA 17538

717-555-5555 ext.1205

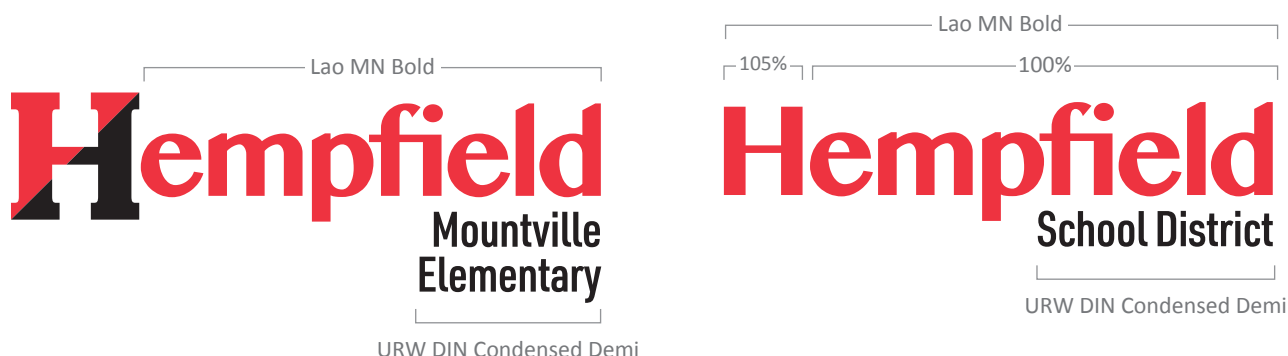
susan\_whitlock@hempfieldsd.org

Hempfieldsd.org

## LOGOTYPE: Anatomy of type faces used

Logo fonts are designed to fit within the Hempfield branding. These fonts are to be used for the logo branding only.

### Logotype usage



## TYPEFACES: Hempfield District schools and entities

Fonts for District and School use on communication and marketing materials, signage, digital media.

### Sans Font Family (regular/italic/bold/italic):

#### Noto Sans

♦ Header Font— Noto Sans Black

**HAPPY Learners**

♦ Subhead Font— Noto Sans Extra Bold

**School is for HAPPY learners**

♦ Body Copy Font for Lists— Noto Sans Regular

- Feeling happy at school is related to doing better at school.
- Feeling connected with teachers and other kids.

### Sans Font Family (regular/italic/bold/italic):

#### Calibri

♦ Header Font— Calibri Bold

**HAPPY Learners**

♦ Subhead Font— Calibri Bold

**School is for HAPPY learners**

♦ Body Copy Font for Lists— Noto Sans Regular

- Feeling happy at school is related to doing better at school.
- Feeling connected with teachers and other kids.

### Serif Font Family (regular/italic/bold/italic):

#### Garamond

♦ Body Copy

Feeling happy at school is related to doing better at school. Feeling connected with teachers and other kids at school and getting good grades are important for the happiness level of children and teens at school.

### Serif Font Family (regular/italic/bold/italic):

#### Century

♦ Body Copy

Feeling happy at school is related to doing better at school. Feeling connected with teachers and other kids at school and getting good grades are important for the happiness level of children and teens at school.

## COLORS: Primary & Secondary

Hempfield School District's primary colors are black and red. A palette of complementary colors have been selected for use in designed communication pieces to create contrast and visual interest.

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### Primary Colors



Spot Color: Black  
4-Color Process: C0 M0 Y0 K100  
HEX Color: #000000



Spot Color: Hempfield Red  
4-Color Process: C0 M93 Y76 K0  
HEX Color: #DB2B45

Spot Color for single color printing:  
Pantone 4058 C (coated paper) Pantone 1795 UC (uncoated paper)  
These Pantone colors are the best match to Hempfield Red.

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### Secondary Colors



Spot Color: Pantone 6219  
4-Color Process: C47 M30 Y26 K8  
HEX Color: #7F8C96



Spot Color: Pantone 2196  
4-Color Process: C100 M43 Y0 K6  
HEX Color: #0070AF



Spot Color: Pantone 2292  
4-Color Process: C43 M0 Y100 K0  
HEX Color: #9BC539



Spot Color: Pantone 1505  
4-Color Process: C0 M64 Y100 K0  
HEX Color: #E27012



Spot Color: Pantone 2084  
4-Color Process: C65 M91 Y0 K0  
HEX Color: #783E8D



Spot Color: Pantone 7548  
4-Color Process: C0 M11 Y100 K0  
HEX Color: #F2CA00