



NOBLESVILLE SCHOOLS BRAND IDENTITY

Style Guide

NOBLESVILLE SCHOOLS STYLE GUIDE USAGE

Branding communicates what an organization does, what it stands for, and what makes it special. Noblesville Schools’ branding reflects our traditions while creating a clean, modern look that showcases the leading, innovative family of schools we are today.

To effectively communicate our brand, our look must adhere to specific graphic standards that are applied consistently. This guide is a reference tool for users of our brand to assist with that process. Please refer to it for direction on how specifically our branding should be used.

Our Quick Brand Guide provides a high-level snapshot of these guidelines and is available on our website at noblesvilleschools.org.

Any questions can be directed to the Noblesville Schools Director of Marketing and Communications.

Noblesville Schools expects all employees, partners and vendors to comply with these style guidelines to ensure a standardized brand effort.

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NOBLESVILLE SCHOOLS BRAND

There are several elements to the Noblesville Schools brand, all of which are strategically and aesthetically connected.

District Brand

This brand represents the district as a whole. The logo can be used with or without the tagline and its components can be used together or separately, as appropriate. This brand should be used for projects that encompass the full school district, such as district webpages, policies, letterhead, strategic plans and district communications.

Schools

The school logos are an extension of the district brand and should be used for official school purposes such as school webpages, signage and letterhead. They can be used with or without the tagline. School mascots are also available for casual, fun, promotional use.

Athletics, Performing Arts, General Promotional

An assortment of other logos, including our iconic N, have been developed specifically for athletics, performing arts or general promotional applications.

WE ARE NOBLESVILLE SCHOOLS

Noblesville Schools is a nationally recognized school district serving over 10,000 students across 10 different school sites in Noblesville, Indiana. The academic achievements of our students make us a top performing district in the state of Indiana, and led Newsweek to name Noblesville High School one of the best high schools in the nation. We continuously fulfill the mission of educating students for the future through innovative approaches to education, which we call Miller Shift. We're a leader in eLearning technology and high school internship opportunities, and are often studied by other high-performing school districts. Our accomplished academic staff, state of the art facilities and strong connection to our hometown community are important components of our Miller spirit.

Our Vision

We are:

- engaged in intellectual pursuits
- inspired to challenge the present
- empowered to adapt, innovate, and succeed today and tomorrow.

Our Mission

Inspired by our students' infinite potential, Noblesville Schools ensures student-centered learning that seamlessly integrates inquiry learning, 21st Century Skills, and technology in an interdisciplinary, authentic approach to learning.

Miller Shift

This is our term to describe the unique, modern learning happening at Noblesville Schools. It represents the “shift” to a new way of educating students for the future. Miller Shift encompasses several elements such as: collaboration, creativity, communication and critical thinking, learning through students asking and answering their own questions, making real-world connections outside the classroom, and using and applying learning rather than just listening and memorizing.

We use the hashtag **#millershift** online to let the Noblesville community know about this innovative approach to education!

COLOR USE IS ONE OF THE MOST
EFFECTIVE WAYS TO MAKE AN IMMEDIATE CONNECTION
TO NOBLESVILLE SCHOOLS.

BRAND COLORS

COLOR PALETTE

Official Noblesville Schools Color Palette

Color is an important part of our identity. Using our color palette throughout web and printed materials will maintain our visual consistency which is essential to a strong brand identity.

We have a color palette specifically for web use, as well as a separate palette for print or electronic media (any on-screen application other than the website). These palettes were created to maintain Noblesville Schools' strong visual consistency, while providing secondary accent colors to allow for visual interest, color-matching to your subject matter, and allowing for the use of color hierarchy.

Using the guidelines will help you determine the appropriate color proportions for your materials.

* Tips on using color in your Noblesville Schools materials

Our primary colors are NS Miller Black and NS Miller Gold (*Specify metallic PMS as 1st option where applicable, a gradient should never be used to create the look of a metallic*), so start with one or both of these colors when you are choosing your palette.

Use support (secondary) colors sparingly, to accent your design. Choose only one, two or three support colors as to not overwhelm and create color confusion. Think about your subject matter when deciding on support colors, and choose colors that link your content subject matter to the visual look of the piece.

Avoid color combinations that bring other local school districts to mind.

A note about color:

Color choice will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas presented on the following pages. For web color consistency, use the RGB or HEX formulas.

COLOR LINGO

We specify colors in several different ways, depending on the intended use. Use the definitions below to help you navigate the color vernacular so you can choose the correct color formulas for your materials.

PMS

An acronym for Pantone Matching System®, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match of our black or gold is necessary.

CMYK

CMYK (or “process”) refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

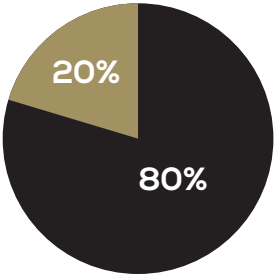
HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.



COLOR PALETTE FOR PRINT AND ELECTRONIC MEDIA

PRIMARY PALETTE: NOBLESVILLE SCHOOLS BLACK AND GOLD

Black and gold are Noblesville Schools’ main colors, and the colors that should be used most of the time. For a nice visual color balance, we like designs to use the proportion of 80 percent black to 20 percent gold.



	PMS-Black Coated & Uncoated
	CMYK-100 K (100 / 100 / 100 / 100 for a 'rich' black)
	RGB-45 R / 31 G / 38 B
	HEX-2D2926
	PMS-Metallic 871 / 4515 Coated & Uncoated
	CMYK-13 C / 19 M / 62 Y / 28 K
	RGB-139 R / 118 G / 77 B
	HEX-84764D



METALLIC APPLICATIONS:
When the opportunity/use arises to use a true gold metallic and/or 3D rendering this is approved color usage. Simply choose the best gold within reach of our designated gold specs listed above.

SPECIAL NOTES:
Apparel Embroidery: Reference Madeira #1070
Use metallic thread as first choice if budget allows.

Secondary Palette

NS Gray

	PMS-425 Coated & Uncoated
50%	CMYK-48 / 29 / 26 / 76
	RGB-84 R / 88 G / 90 B
75%	HEX-54585A

NS Light Gray

	PMS-421 Coated & Uncoated
50%	CMYK-13 / 8 / 11 / 26
	RGB-178 R / 180 G / 178 B
75%	HEX-B2B4B2

Elementary Color Palette

Each Elementary school in the district has their own color designation, along with the standard Noblesville Schools color palette.

North (Polar Bear colors: White/Shadow PMS Cool Gray 5)

	PMS-129 Coated & Uncoated
50%	CMYK-0 / 11 / 78 / 0
	RGB-243 R / 208 G / 62 B
75%	HEX-F3D03E

Stony Creek (Mustang colors: White/Shadow PMS Cool Gray 5)

	PMS-661 Coated & Uncoated
50%	CMYK-100 / 75 / 0 / 6
	RGB-0 R / 53 G / 148 B
75%	HEX-003594

Promise Road (Panther colors: PMS 259/Shadow PMS 262)

	PMS-259 Coated & Uncoated
50%	CMYK-67 / 100 / 4 / 5
	RGB-109 R / 32 G / 119 B
75%	HEX-6D2077

White River (Eagle colors: White/Shadow PMS Cool Gray 5)

	PMS-349 Coated & Uncoated
50%	CMYK-90 / 12 / 95 / 40
	RGB-4 R / 106 G / 56 B
75%	HEX-046A38

Hinkle Creek (Cougar colors: PMS 4515/Shadow 4505)

	PMS-661 Coated & Uncoated
50%	CMYK-100 / 75 / 0 / 6
	RGB-0 R / 53 G / 148 B
75%	HEX-003594

Noble Crossing (Tiger colors: PMS 1665/Shadow PMS 1675)

	PMS-1665 Coated & Uncoated
50%	CMYK-0 / 79 / 100 / 0
	RGB-220 R / 68 G / 5 B
75%	HEX-DC4405

Hazel Dell (Hawk colors: PMS 423/Shadow PMS Cool Gray 5)

	PMS-423 Coated & Uncoated
50%	CMYK-22 / 14 / 18 / 14
	RGB-137 R / 141 G / 141 B
75%	HEX-898D8D



'DISTRICT N' shown

DISTRICT BRAND

NOBLESVILLE SCHOOLS LOGO SYSTEMS

Logo Use

Our logos are available in a wide variety of color, configuration and file options. Employees can access logo files for internal use via the branding area of our website, found under the Department of Marketing, PR and Communications.

These logo files are the only approved variations of our brand and no alterations, changes or additional lockup arrangements are permitted.

Our logos are protected by trademarks and external organizations seeking approval to use Noblesville Schools branding should contact the Director of Marketing and Communications.

LOGO LINGO:

In addition to district and school logos, further options are available for use.

‘N’ logos & Logo lockups

The “District N”, which is the square box N, is reserved for district administrative use.

The “Noble N” is our iconic N and can be used for athletic, club or promotional purposes.

Mascots

The Miller Man is a long-standing Noblesville Schools tradition and is now available in a variety of color, configuration and file options. He is the official mascot for our high school and middle schools. Our elementary mascots add a friendly school spirit element for our younger students and are designed to coordinate with each school’s brand color and with our overall black and gold. These mascots are also available in a variety of color, configuration and file options.

Additional lockups

An assortment of other logos and type treatments, including our iconic N, have been developed to support *athletics, performing arts and promotional applications*. They are available in a variety of color, configuration and file options.

Academic Seal

The academic seal is reserved for use on formal high school academic materials such as diplomas. It should not be used for general high school branding.

LOGO SYSTEMS | VERTICAL LOGO LOCKUP AND LOGO COLOR OPTIONS

Multiple logo lockups and color versions are available for your use. The vertical lockup (*shown below*) is the logo format we recommend for usage whenever possible. There are other options for when this configuration doesn't work, but this should be your first option. Be sure to use the provided correct color version of the logo. Do not simply change the colors of a logo, as subtle spacing adjustments have been made to ensure each logo is correct for the intended background. Logos shown below use the tagline Engage | Inspire | Empower, but you may also use without the tagline.



1. Full Color Logos

** Available in .eps, .png (transparent), and .jpg (white square outline)*



2. Gold/White 'N' Type Logos

*Gold logo with white 'N'. For use on dark colored backgrounds.
Available in .eps and .png only



3. Black/White 'N' Type Logos

*Black logo with white 'N'. For use on light colored & gold backgrounds.
Available in .eps and .png only



4. Black Logos

*For use on light colored & gold backgrounds.
* Available in .eps, .png (transparent), and .jpg (white square outline)*



5. Gold Type Logos

*Best for 1-color use on solid dark backgrounds, such as water bottles or dark t-shirts. *Available in .eps and .png only*



6. White Logos (w/no background referred to as 'reverse')

*Best for 1-color use on solid dark backgrounds, such as water bottles or dark t-shirts. *Available in .eps and .png only*

LOGO SYSTEM: SINGLE ELEMENTS

Logos are available in the colors shown as well as black and white and reversed (all-white) versions where a one-color logo is needed. See page 10 for explanations on when to use each logo.

Wordmark

- * *Wordmark from either horizontal lockup OR vertical lockup can be used.*
- * *Can be used with or without the tagline (Engage | Inspire | Empower)*
- * *Color uses shown here (applies to both lockups):*



Tagline

- * *Can be used with or without the logo*

ENGAGE | INSPIRE | EMPOWER

District 'N'



* *We have provided files in many different color variations, so you can find the one that works best for your needs. Be sure to use the provided correct color version of the logo. Do not simply change the colors of a logo. See page 6 for full explanations of color options.*

FILE TYPES:

Several file types are available for your use for each logo element and lockup. Use the guidelines below to help you choose the correct file for your needs. File names are available with .ai, .eps, .jpg and .png extensions.

.eps files

Use these for print pieces (including banners, tablecloths, etc.), apparel and promotional items. Background is transparent, color formula is CMYK. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed. See page 15 for advice on how to properly scale the logos without distortion.

.jpg files

Jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print.

.png files

With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

For more explanation of the CMYK/RGB color formulas and their uses, please see page 6 in the color section.

Horizontal Use



**NOBLESVILLE
SCHOOLS**

ENGAGE | INSPIRE | EMPOWER

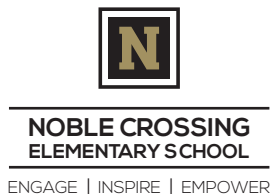


**NOBLESVILLE
SCHOOLS**



LOGO SYSTEMS-SCHOOLS | LOCKUPS

Elementary, Middle & High School



** These can be used with or without the tagline. Please note only full color options are shown here. All color variations as shown on Page 12 are given for each logo lockup. Horizontal logo lockup is the preferred district selection for the extensions.*

LOGO SYSTEMS | SECONDARY DEPARTMENTAL LOGOS

District departments may use a secondary logo that incorporates the district “N,” official fonts and colors, and a specific configuration in keeping with Noblesvilles Schools’ visual identity standards. Departments should not attempt to create their own version of the secondary departmental logo or alter the departmental secondary logo in any way, but can make a request for a secondary logo with the Marketing & Communication Department.

Vertical Use



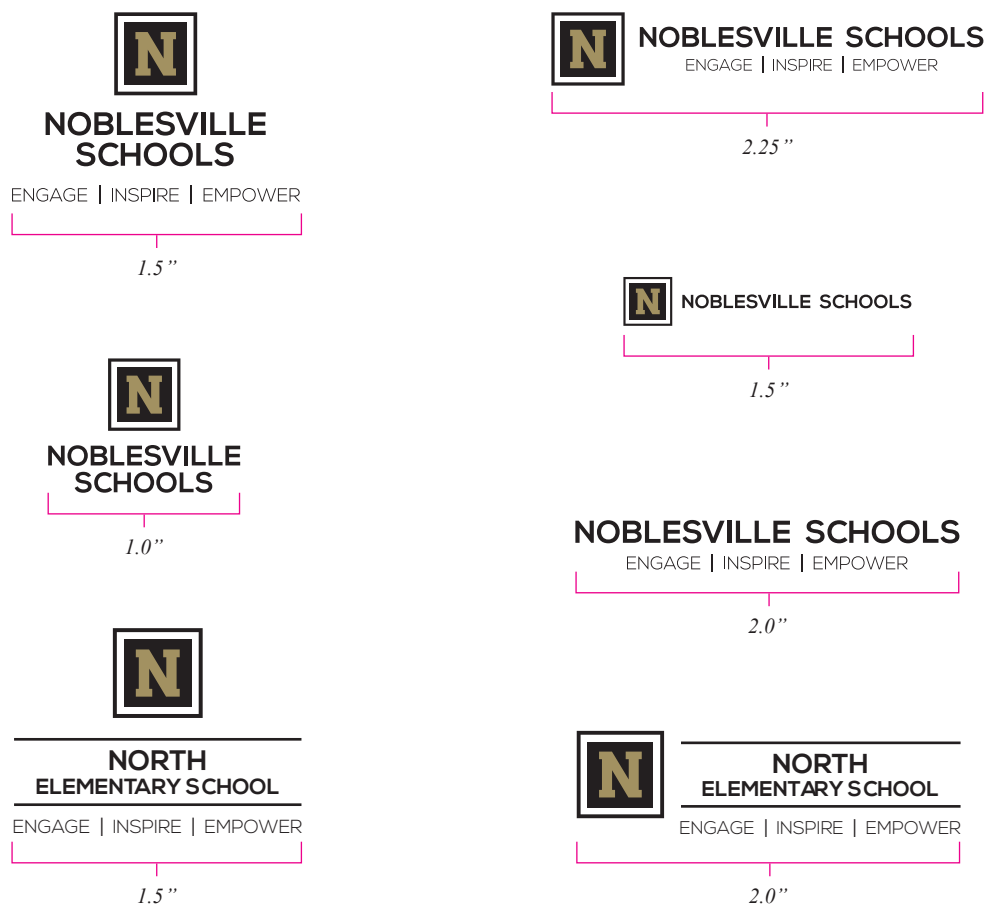
Horizontal Use



LOGO SYSTEMS | USING THE LOGOS

Minimum Logo Size

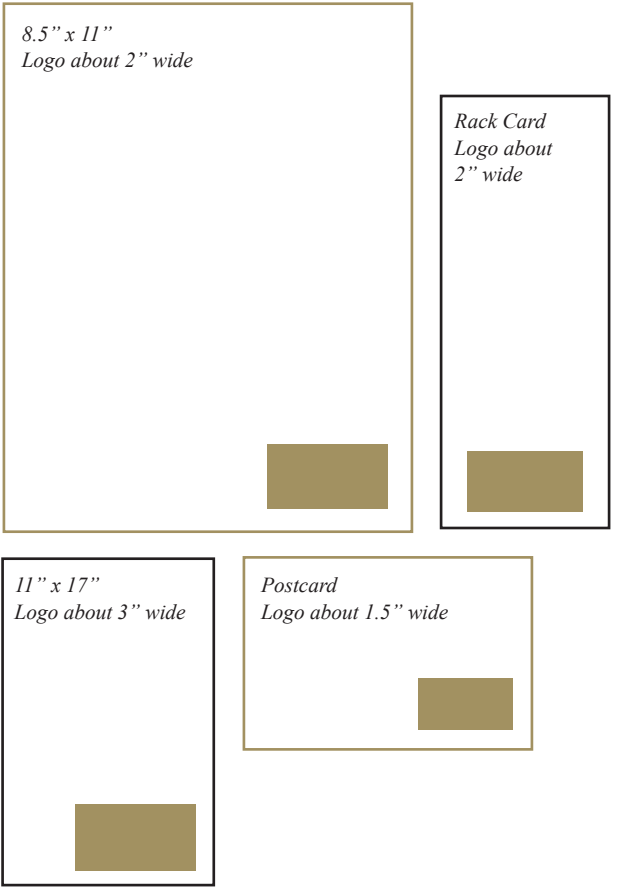
To make sure our logo is always readable, we have recommended minimum sizes that will maintain logo integrity.



** It is important to note that when using a logo lockup with the tagline, do not size it smaller than 2" for the vertical lockup & 1.5" for the horizontal lockup.*

SIZING THE LOGOS:

There is no exact formula to use when choosing what size the logo should be on your piece, just strive for a visual balance between the logo and the overall piece. Below are a few general guidelines to help you determine approximate logo sizes.



LOGO SYSTEMS | USING THE LOGOS

Scaling Logo Up or Down

To change the logo size (or any art or photo element), be sure to size it proportionally so as not to stretch it out of its original shape. To do so, hold the shift key as you drag the bounding box corner to the size you need.

Placing the Logo Over a Photo or Background Element

When placing the logo over a background photo or other element, make sure the logo is clearly visible and doesn't get overpowered by the background. This may mean choosing a different photo, using a different version of the logo or repositioning the logo so it rests on a less busy area of the photo. Also be aware of not covering up a critical area of the photo. Below are examples of placing the logo over a non-critical photo area, on an area that highlights the logo well.





MASCOTS

NOBLESVILLE MASCOTS | MILLER MAN

The Miller Man is a long-standing Noblesville Schools tradition and is now available in a variety of color, configuration and file options. He is the official mascot for our high school and middle schools.



PMS (2/color) & CMYK (4/color) use.

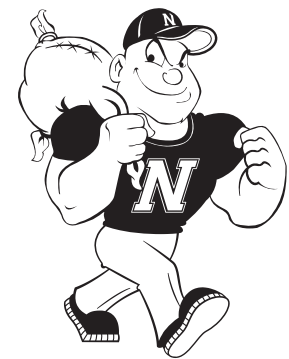
PMS & CMYK color on dark background.



PMS & CMYK color on gold background.



PMS & CMYK color on light background.



1/color use on light background.



1/color use on dark background.



1/color gold use on dark background.

NOBLESVILLE MASCOTS | MILLER MAN

Miller Man Torso Only



PMS (2/color) & CMYK (4/color) use.

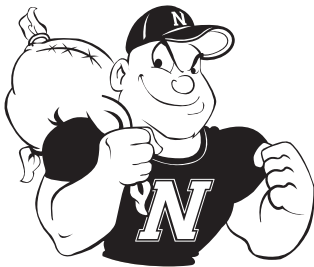
PMS & CMYK color on dark background.



PMS & CMYK color on gold background.



PMS & CMYK color on light background.



1/color use on light background.



1/color use on dark background.



1/color gold use on dark background.

NOBLESVILLE MASCOTS | MILLER MAN

Miller Man with Noble ‘N’



PMS (2/color) & CMYK (4/color) use.

PMS & CMYK color on dark background.



PMS & CMYK color on gold background.



PMS & CMYK color on light background.



1/color use on light background.



1/color use on dark background.



1/color gold use on dark background.

NOBLESVILLE MASCOTS | MILLER MAN LOCKUP

Miller Man with Noble ‘N’ for East Middle School



PMS (2/color) & CMYK (4/color) use.

PMS & CMYK color on dark background.



PMS & CMYK color on gold background.



PMS & CMYK color on light background.



1/color use on light background.



1/color use on dark background.



1/color gold use on dark background.

NOBLESVILLE MASCOTS | MILLER MAN LOCKUP

Miller Man with Noble ‘N’ for West Middle School



PMS (2/color) & CMYK (4/color) use.

PMS & CMYK color on dark background.



PMS & CMYK color on gold background.



PMS & CMYK color on light background.



1/color use on light background.



1/color use on dark background.



1/color gold use on dark background.

NOBLESVILLE MASCOTS | MILLER MAN LOCKUP

Miller Man with Noble ‘N’ and Millers tag



PMS (2/color) & CMYK (4/color) use.

PMS & CMYK color on dark background.



PMS & CMYK color on gold background.



PMS & CMYK color on light background.



1/color use on light background.



1/color use on dark background.



1/color gold use on dark background.

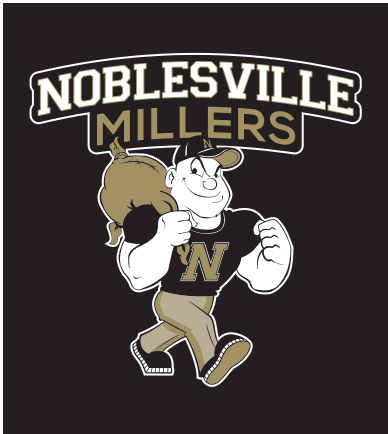
NOBLESVILLE MASCOTS | MILLER MAN LOCKUP

Miller Man with athletic wordmark

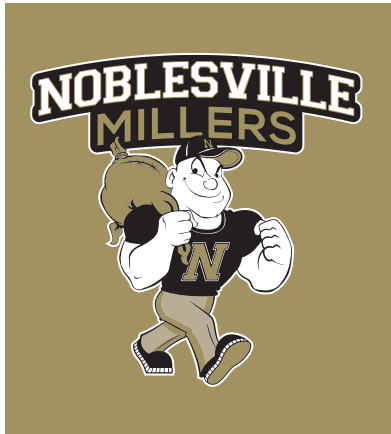


PMS (2/color) & CMYK (4/color) use.

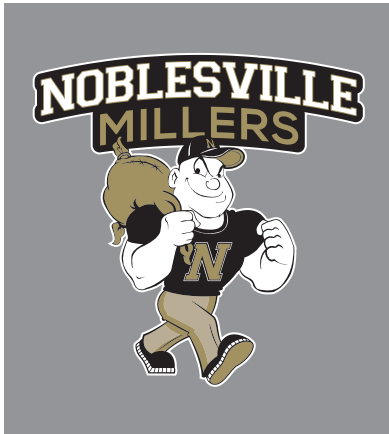
PMS & CMYK color on dark background.



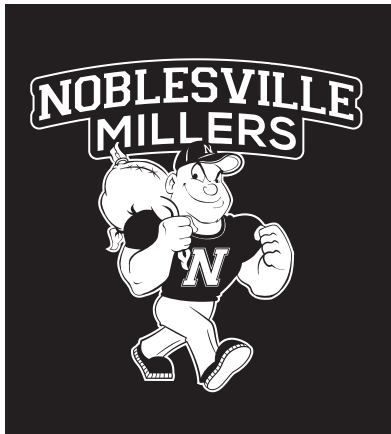
PMS & CMYK color on gold background.



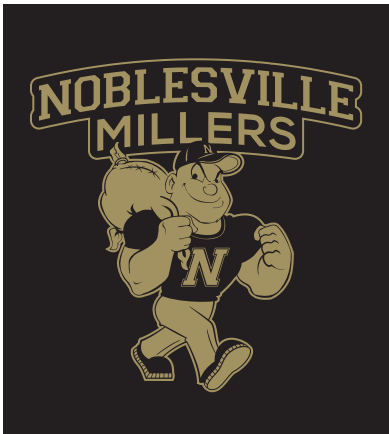
PMS & CMYK color on light background.



1/color use on light background.



1/color use on dark background.



1/color gold use on dark background.

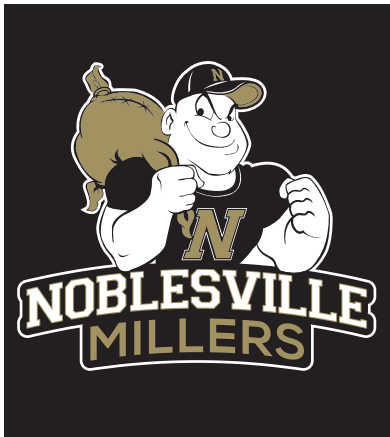
NOBLESVILLE MASCOTS | MILLER MAN LOCKUP

Miller Man Torso only with athletic wordmark

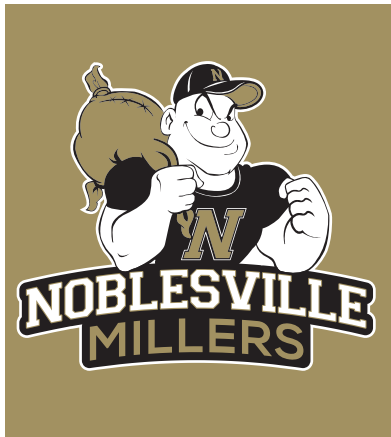


PMS (2/color) & CMYK (4/color) use.

PMS & CMYK color on dark background.



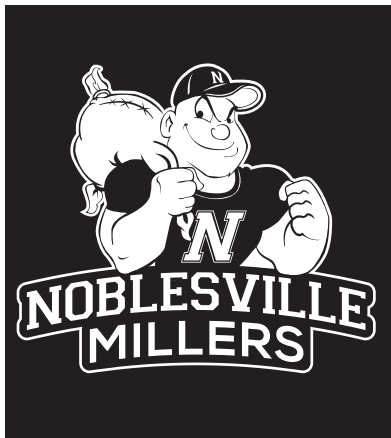
PMS & CMYK color on gold background.



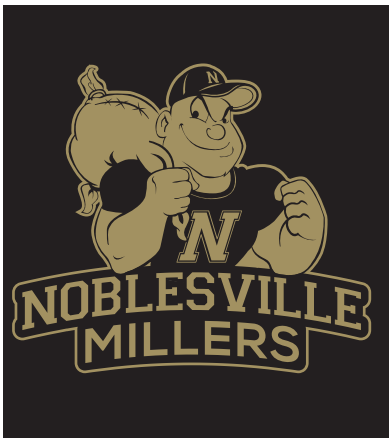
PMS & CMYK color on light background.



1/color use on light background.



1/color use on dark background.

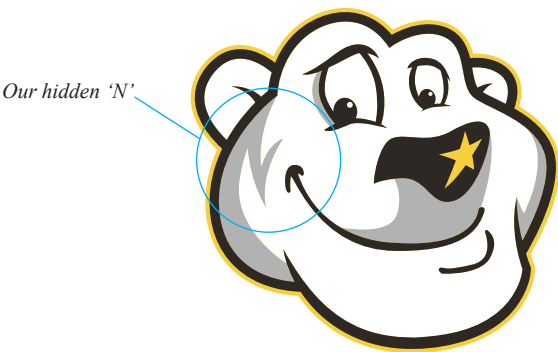


1/color gold use on dark background.

NOBLESVILLE ELEMENTARY MASCOTS | NORTH

The North Stars Polar Bear is available for use at North Elementary.

PMS & CMYK color on light background.



PMS & CMYK color on yellow background.



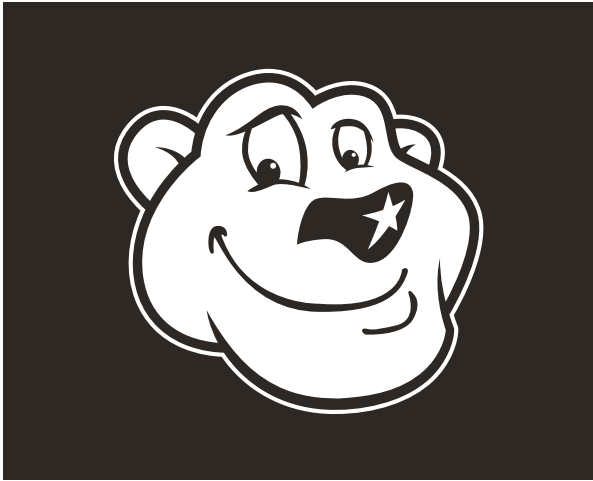
PMS & CMYK color on dark background.



PMS & CMYK color on gold background.



1/color use on white background.



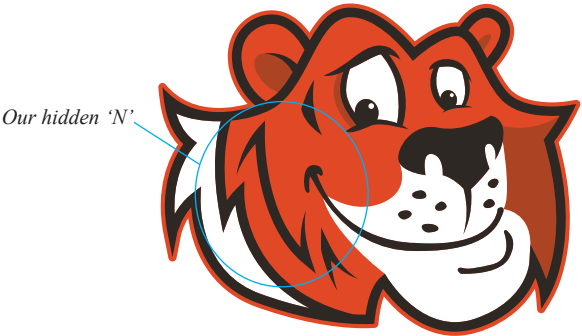
1/color on dark background.



NOBLESVILLE ELEMENTARY MASCOTS | NOBLE CROSSING

The Noble Crossing Tiger is available for use at Noble Crossing Elementary.

PMS & CMYK color on light background.



PMS & CMYK color on yellow background.



PMS & CMYK color on dark background.



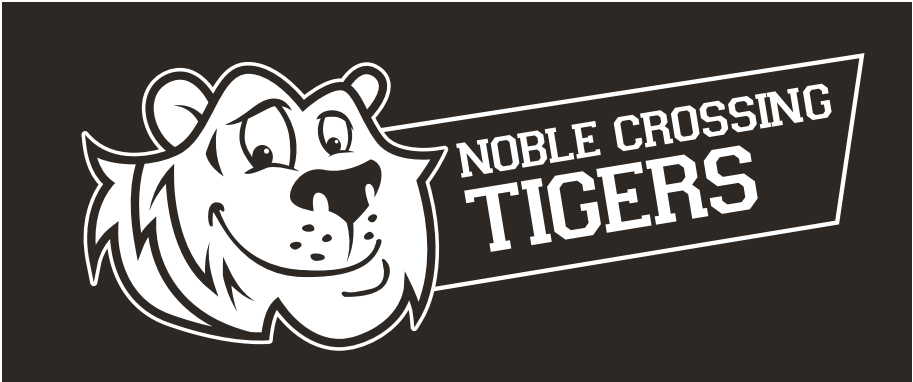
PMS & CMYK color on gold background.

1/color use on white background.



1/color on dark background.

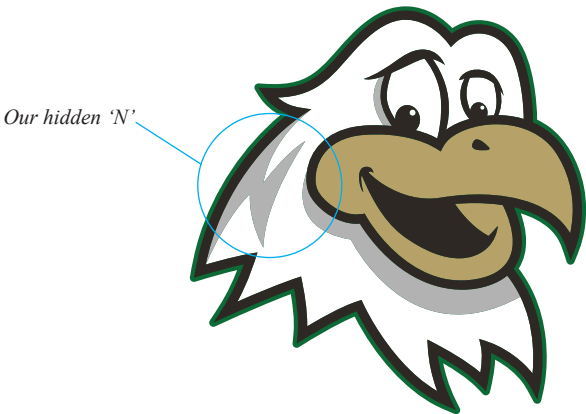




NOBLESVILLE ELEMENTARY MASCOTS | WHITE RIVER

The White River Eagle is available for use at White River Elementary.

PMS & CMYK color on light background.



PMS & CMYK color on yellow background.



PMS & CMYK color on dark background.

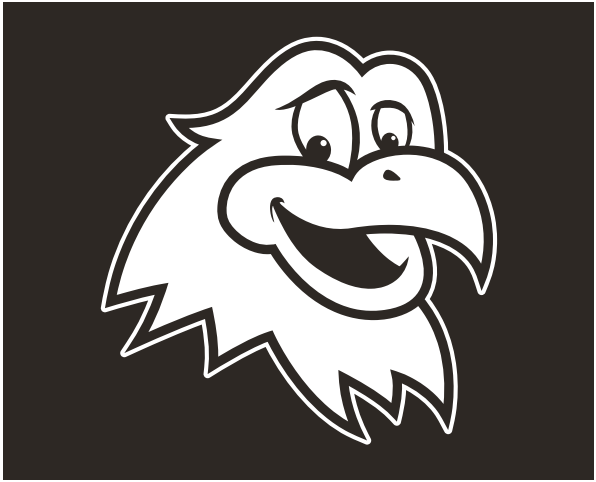


PMS & CMYK color on gold background.

1/color use on white background.



1/color on dark background.





NOBLESVILLE ELEMENTARY MASCOTS | HAZEL DELL

The Hazel Dell Hawk is available for use at Hazel Dell Elementary.

PMS & CMYK color on light background.



PMS & CMYK color on yellow background.



PMS & CMYK color on dark background.



PMS & CMYK color on gold background.

1/color use on white background.



1/color on dark background.

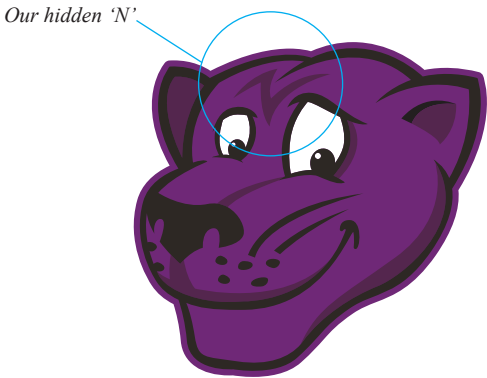




NOBLESVILLE ELEMENTARY MASCOTS | PROMISE ROAD

The Promise Road Panther is available for use at Promise Road Elementary.

PMS & CMYK color on light background.



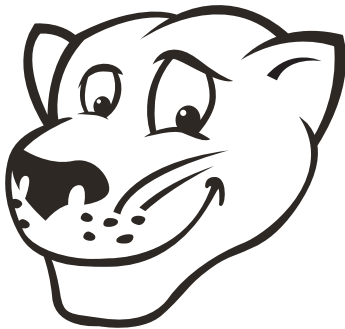
PMS & CMYK color on yellow background.



PMS & CMYK color on dark background.



PMS & CMYK color on gold background.



1/color use on white background.



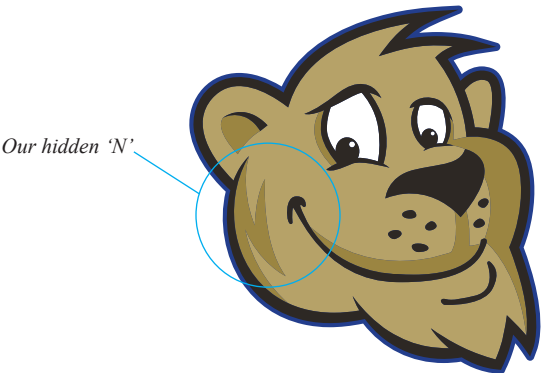
1/color on dark background.



NOBLESVILLE ELEMENTARY MASCOTS | HINKLE CREEK

The Hinkle Creek Cougar is available for use at Hinkle Creek Elementary.

PMS & CMYK color on light background.



PMS & CMYK color on yellow background.



PMS & CMYK color on dark background.



PMS & CMYK color on gold background.



1/color use on white background.



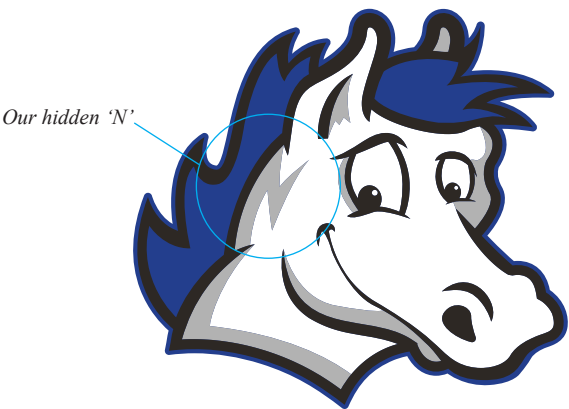
1/color on dark background.



NOBLESVILLE ELEMENTARY MASCOTS | STONY CREEK

The Stony Creek Mustang is available for use at Stony Creek Elementary.

PMS & CMYK color on light background.



PMS & CMYK color on yellow background.



PMS & CMYK color on dark background.



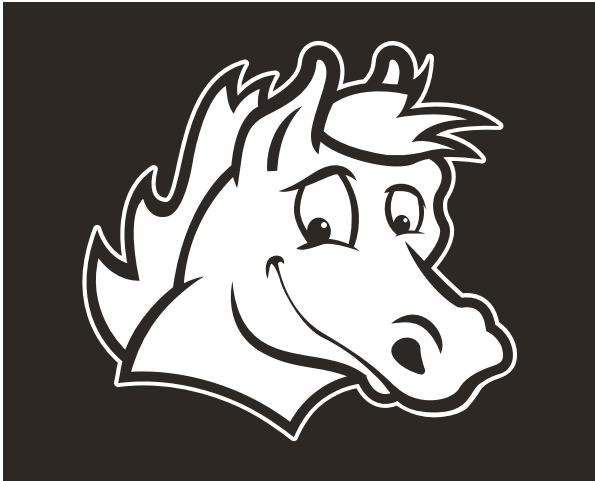
PMS & CMYK color on gold background.



1/color use on white background.



1/color on dark background.







'NOBLE N' shown

ADDITIONAL OPTIONS

ATHLETICS, PERFORMING ARTS AND MORE

ADDITIONAL OPTIONS

Our Noble ‘N’



2/color use



1/color use

ADDITIONAL OPTIONS

Noble East 'N'



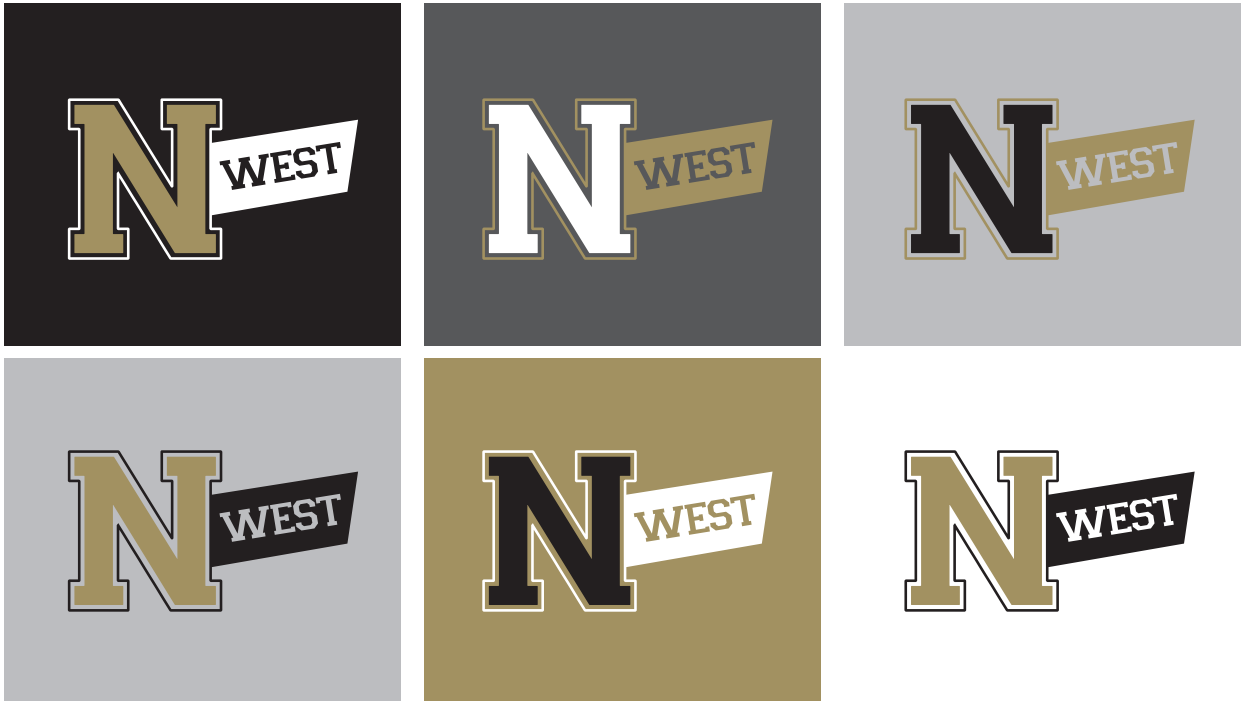
2/color use



1/color use

ADDITIONAL OPTIONS

Noble West 'N'



2/color use



1/color use

ADDITIONAL OPTIONS

Noble Miller ‘N’



2/color use

1/color use

ADDITIONAL OPTIONS | WORD MARK LOCKUPS

Noblesville Athletics Wordmarks & Lockups

An assortment of other logos and type treatments, including our iconic N, have been developed to support athletic applications. They are available in a variety of color, configuration and file options.

3/color use



2/color use



1/color use



Additional color use options available.

ADDITIONAL OPTIONS | PERFORMING ARTS

Noblesville Performing Arts Wordmarks & Lockups

An assortment of other logos and type treatments, including our iconic N, have been developed to support performing arts applications. They are available in a variety of color, configuration and file options.

3/color use with/without burst.
Please note that is the only 3/color version approved.



NOBLESVILLE HIGH SCHOOL | ACADEMIC SEAL

The academic seal is reserved for use on formal high school academic materials such as diplomas. It should not be used for general high school branding.



CO-BRANDING

CO-BRANDING

Co-branding shows a partnership between Noblesville Schools and another company or community organization. When we co-brand, we're lending our credibility to a smaller brand — or benefiting from the credibility of a larger one. Co-brands are often used on materials, like presentations and marketing collateral, where both brands have ownership.

Every case is different. It is your responsibility to understand and obtain the proper permissions from both Noblesville Schools and the partner involved. When co-branding, use all established guidelines for the standard use of our logo and apply these co-branding guidelines in addition:

- 1. Noblesville Schools should always appear to be visually equal to the co-branding partner. Our logo should never appear subordinate in size.*
- 2. The logos should not be positioned in such a way that creates confusion as to the partnership to Noblesville Schools.*
- 3. The logos should be separated by three widths of the Block N.*
- 4. When side-by-side, the logos should be vertically center aligned. When stacked, the logos should be horizontally center aligned.*
- 5. The partner should not incorporate any Noblesville Schools mark into their own logo. When partners are using our logo in their co-branded materials, they should observe our visual guidelines but not emulate or recreate our signature visual style.*
- 6. Partners must submit all co-branded material to the Marketing & Communications Department for approval prior to use.*



Co-branded with external organization

TYPOGRAPHY

Noblesville Schools Main Typefaces:

Main typefaces are for use in daily communications, business documents, print materials, etc.

ARIAL

Arial font family is easy to read at large and small sizes and in a variety of applications. It has many uses beyond on-screen applications - office communication, marketing collateral, ads.

HELVETICA

Helvetica font family is easy to read at large and small sizes and in a variety of applications. It has many uses beyond on-screen applications - office communication, marketing collateral, ads.

Noblesville Schools Typefaces: SPECIALTY/ACCENT

Specialty and accent typefaces are allowed for use in print materials when used sparingly, and only for display (i.e. headline) or similar graphic element usage. If using an accent typeface in this manner, be thoughtful in the choice of typeface to assure it coordinates well with your subject matter and complements the piece's design.

NEXA BOLD

Nexa is the official typeface of the Noblesville Schools logo. This typeface can be used for **headlines, display copy or signage** only (use it sparingly) and should never appear smaller than 15 pt. Don't use Nexa for body copy.

NEXA LIGHT

Nexa is also available in 'light'. This typeface can be used for **headlines or display copy** only (use it sparingly) and should never appear smaller than 15 pt. Don't use Nexa for body copy.

Bakery Script

The preferred script font for Noblesville Schools is Bakery Script. This typeface can be used for **headlines, display copy, spirit wear** only (use it sparingly) and should never appear smaller than 30 pt.

Don't use Bakery script for body copy.

Millers

TYPE TIPS

Display typeface refers to type that is specifically used for headlines or small amounts of non-body copy.

Body copy is defined as the main information on a page, usually found in paragraph form. Because of the amount of text and the detailed nature of information conveyed, a highly readable typeface is preferable.

Hyphenation and Justification

Hyphenation at the end of a line is to be avoided in body copy and headline copy whenever possible. If hyphenation cannot be avoided, do not have hyphens appear on consecutive lines of copy.

Left justify (left-align) body copy whenever possible. Left aligned copy is the easiest for our eyes to follow and will therefore make your copy easier to read.

Centering text is not a good practice when working with large amounts of copy, and should be reserved for small bits of information, such as date, time and location on an event poster. Body copy should not be centered.

Fully justified type (type that stretches from margin to margin to create an even block, often seen in newspaper columns) should never be used. This type of alignment creates uneven and gaping word spacing that makes reading copy cumbersome and difficult.

TYPOGRAPHY | WEB AND ELECTRONIC MEDIA

Noblesville Schools Main Typefaces: WEB

POPPINS

Poppins is an accent only/headline typeface to be used sparingly.

Substitutions

If Poppins is not available to you, consider using Arial or Helvetica.

ARIAL

Arial is used for the majority of text on the website. It's available in several different weights. Please adhere to the current established web type styles when adding text to your department website.

Substitutions

If Arial is not available to you, consider using Helvetica.

TYPOGRAPHY | ATHLETICS & PERFORMING ARTS

Noblesville Typeface: **ATHLETIC**

Varsity

Varsity is the official typeface of the **Noblesville School Athletics**. This typeface can be used for headlines, large format graphics, signage, uniforms or display copy only (use it sparingly) and should never appear smaller than 25 pt. Don't use Varsity for body copy. Kerning between letters for Varsity is very important as there are many inconsistencies. Please kern letters individually to guarantee legibility. Do not use Varsity's individual letter outline for the font treatment, which is when you use the capital letter of the font. Lowercase for all font treatment.

** See more specific Noblesville Schools typographic information on page 50-51.*



Noblesville Typeface: **PERFORMING ARTS**

Droid Serif

Droid Serif is the official typeface of the **Noblesville Performing Arts**. This typeface can be used for headlines, large format graphics, uniforms or display copy only (use it sparingly) and should never appear smaller than 25 pt. Don't use Droid Serif for body copy.

** See more specific Noblesville Schools typographic information on page 50-51.*

USAGES

UNACCEPTABLE USES

Incorrect Logo Use

Logo marks and lockups have been carefully designed as elements to be visually balanced and represent our brand appropriately. They're the correct color builds, and include the right elements. No alteration or customization of these marks is allowed. Included are some examples of incorrect logo usage and the rules shown below apply to every Noblesville Schools logo mark, logo lockup, and mascot even if not explicitly illustrated here.

Please note that it is not acceptable to:

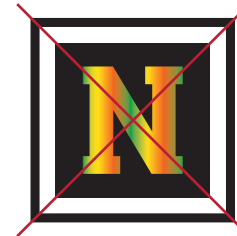
- Distort, stretch or apply special effects
- Change the relative size or positioning of elements
- Reproduce the logo in non-approved colors
- Place a dark logo on a dark background or a light logo on a light background
- Remove elements of the logo
- Edit logo or apply new elements
- Substitute fonts
- Outline or inline images
- Combine elements into one image
- Fill the logo with photos or patterns
- Use the logo as part of a sentence



Never stretch the logo out of proportion. See page 16 on how to retain the correct proportion.



Do not combine the logo elements in any way.



Do not add patterns to the logo elements, use proper logo files provided.



Do not change colors of the logo elements, use proper logo files provided.



**NOBLESVILLE
SCHOOLS**

ENGAGE | INSPIRE | EMPOWER

Do not change the relative size relationships of the logo elements.



NOBLESVILLE SCHOOLS
ENGAGE | INSPIRE | EMPOWER

Do not add an outline to any part of the logo.



Do not change or remove any parts of the logo.

UNACCEPTABLE USES

Logo Phase-Out

Old logos and mascot images are being phased out of use by Noblesville Schools. Please note some common examples below of logos no longer in use. Replace old graphics with the new logo system through attrition as you order new materials.



NOBLESVILLE HIGH SCHOOL
Engage. Inspire. Empower.



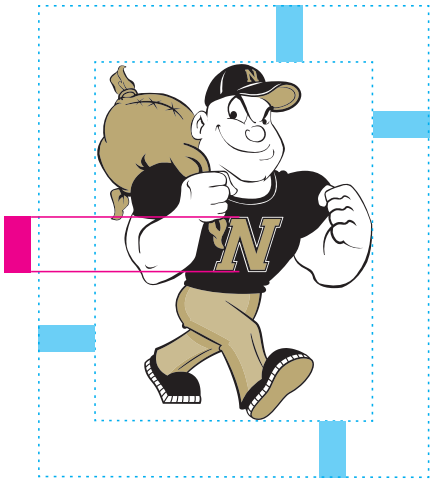
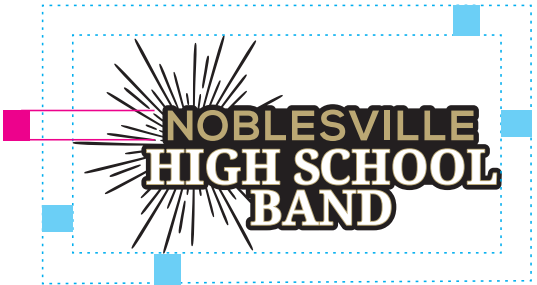
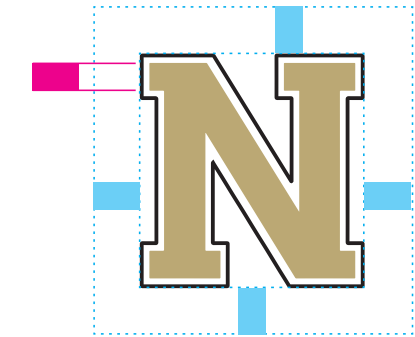
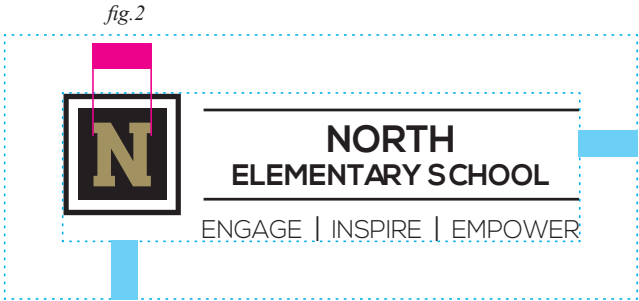
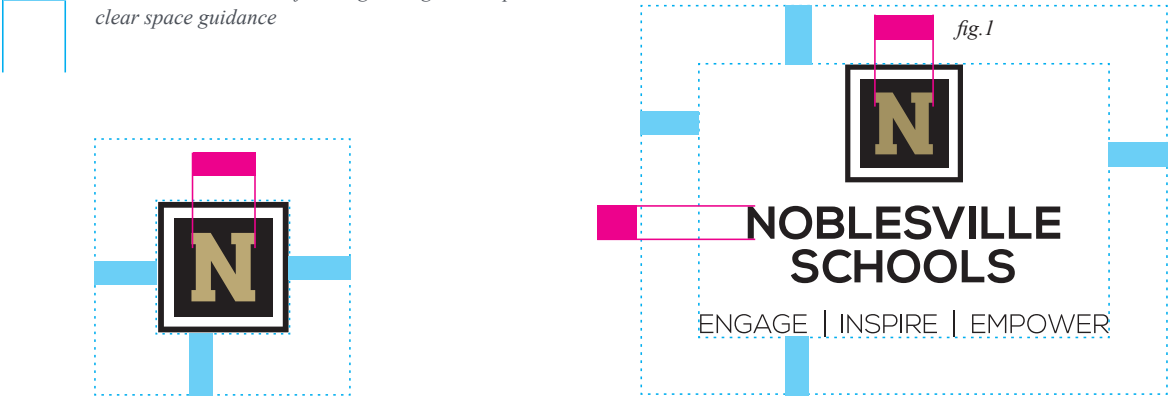
SIZING AND CLEAR SPACE

Maintain Clear Space Around Logos and Logo Lockups

Maintain a clear area around the extreme points of the logo or mascots (free from other text, imagery or logos.) This helps ensure our visibility and clarity. Use elements from within the chosen mark to help set your minimal space requirements. Examples illustrated below.

..... outlines clear space & edge of logo extreme points

illustrates the elements from logo being used to provide clear space guidance



STEP 1
Determine the extreme points of the logo mark (shown here with a blue dotted box).

STEP 2
Use the appropriate measurement and calculate your clear space, starting from the edge of those extreme points and measuring outwards.

HOW TO APPLY

Users have many options for art, but there may be times when something else is needed for a specific club or organization. In these circumstances, use your created identity (school, athletics, performing arts) and add your club/organization/group.

In this set of examples, Performing Arts graphic elements are used, however the same concept can be applied to clubs when using the main Noblesville High School logo. Use the 'Noblesville Band' logo; spirit wear (*example 1*), signage (*example 2*), event programs (*example 3*). The majority of real estate can go to the group/club you are promoting. As long as the main logo is included somewhere, then you have the remainder of space to design as you see fit for the group/club. Consider using brand fonts/colors for consistency, but you are not limited to this.

Example 1



Example 2



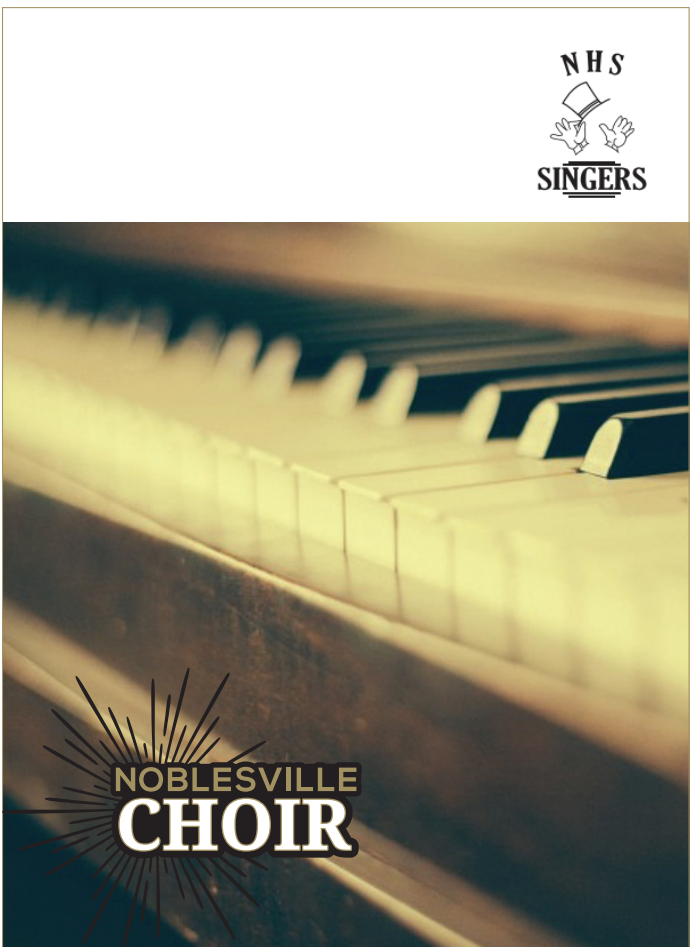
Example 3



LEGACY LOGOS

If an approved legacy logo is to be used, it must be shown at a ratio of 80% new logo with 20% old logo (*example 1*). Additionally, you have the option to support your new identity by creating a type treatment wordmark to create specific identification as shown below in *example 2* - ‘NHS Singers.’

Example 1 - Legacy and new



Approved Legacy marks or type treatment wordmarks can be used, but are to be represented at approximately 20% of visual space.




Secondary brand extension logo should be placed at top and/or in a prominent position on collateral, spirit wear, social media, etc.


Example 2 - wordmark to identify specific club/organization



USAGE EXAMPLES



NOBLESVILLE
SCHOOLS



ENGAGE | INSPIRE | EMPOWER

18025 River Road, Noblesville, Indiana 46062 | 317.773.3171 | www.noblesvilleschools.org
ENGAGE | INSPIRE | EMPOWER

Letterhead

Notecard



NOBLESVILLE
SCHOOLS

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noblesvilleschools.org **FB** [noblesvilleschools](#) **T** [@nobschools](#)




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NOBLESVILLE SCHOOLS
18025 River Road
Noblesville, Indiana 46062

Business Cards



NOBLESVILLE SCHOOLS

Marnie Cooke
Director of Marketing and Communications

Name Tags

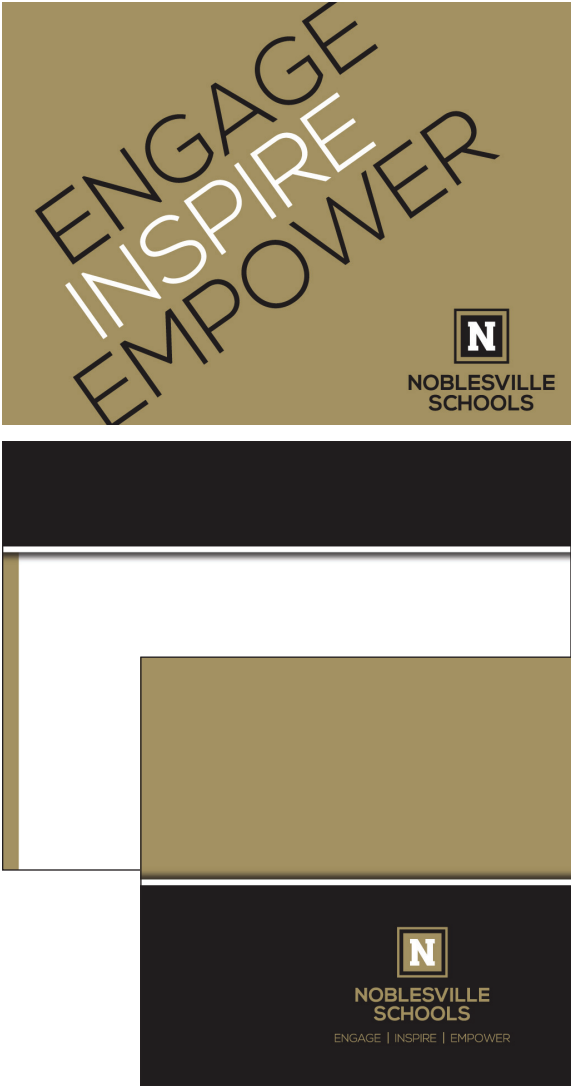
USAGE EXAMPLES

Promotional Event Tools



USAGE EXAMPLES

PPT Template with 8+ master slides



Marching Millers Large format truck graphics illustrates the option to create a special effect, metallic, 3-D approach.





May 2017

NOBLESVILLE SCHOOLS
EDUCATIONAL SERVICES CENTER

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QUESTIONS?

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