NOBLESVILLE SCHOOLS
Brand Quick Reference Guide

See our website for a variety of over 1,200 color, configuration and file type options. Art is for INTERNAL use only.
Contact Marnie Cooke, Director of Marketing and Communications, with any questions on internal use or requests for external use.

COLOR PALETTE

Primary Palette

PMS Black	PMS 4515 or Metallic 871*

Secondary Palette

PMS 425	PMS 421

Promise Road	Stony Creek	White River	Hazel Dell	Noble Crossing	Hinkle Creek	North
PMS 259	PMS 661	PMS 349	PMS 423	PMS 1665	PMS 661	PMS 129

* Color option for use with metallic applications
APPAREL EMBROIDERY: Reference Maderia #1070 or closest metallic thread match

DISTRICT

District logos should be used for district-level applications and are available in a variety of color, configuration and file options. They can be used with or without the tagline.
The primary (first choice) configuration is vertical. The boxed district N can stand alone for internal purposes, when the full logo is nearby or when the association with Noblesville Schools is clear. Otherwise it should be used with the Noblesville Schools wordmark.

NOBLESVILLE SCHOOLS
ENGAGE | INSPIRE | EMPOWER
Vertical logo is our Primary & 1st logo of choice

NOBLESVILLE SCHOOLS
ENGAGE | INSPIRE | EMPOWER
Secondary/Horizontal logo

NOBLESVILLE SCHOOLS
ENGAGE | INSPIRE | EMPOWER
Wordmark w/tagline

District N

SCHOOLS

School logos should be used for formal school-level applications and are available in a variety of color, configuration and file options. They can be used with or without the tagline.
The primary (first choice) configuration is horizontal.

NORTH ELEMENTARY SCHOOL — ENGAGE | INSPIRE | EMPOWER

WHITE RIVER ELEMENTARY SCHOOL — ENGAGE | INSPIRE | EMPOWER

STONY CREEK ELEMENTARY SCHOOL — ENGAGE | INSPIRE | EMPOWER

NOBLE CROSSING ELEMENTARY SCHOOL — ENGAGE | INSPIRE | EMPOWER

PROMISE ROAD ELEMENTARY SCHOOL — ENGAGE | INSPIRE | EMPOWER

HINKLE CREEK ELEMENTARY SCHOOL — ENGAGE | INSPIRE | EMPOWER

HAZEL DELL ELEMENTARY SCHOOL — ENGAGE | INSPIRE | EMPOWER

NOBLESVILLE WEST MIDDLE SCHOOL — ENGAGE | INSPIRE | EMPOWER

NOBLESVILLE EAST MIDDLE SCHOOL — ENGAGE | INSPIRE | EMPOWER

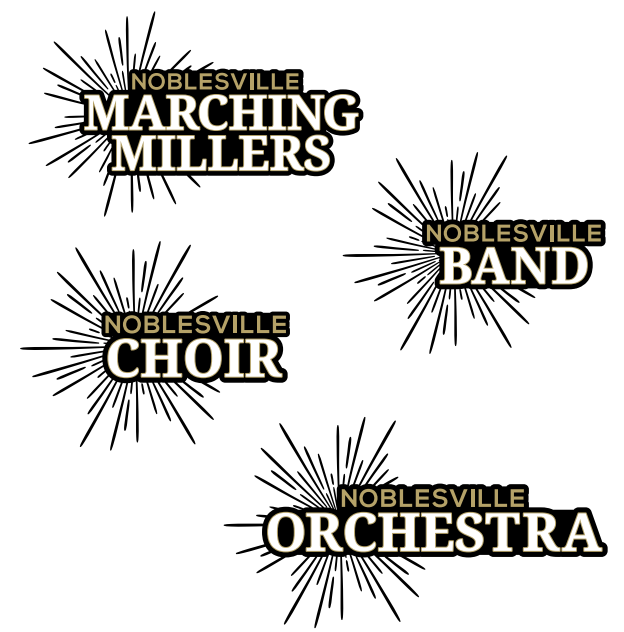**NOBLESVILLE** HIGH SCHOOL — ENGAGE | INSPIRE | EMPOWER

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.

NOBLESVILLE MILLERS

N · N EAST · N WEST · N MILLERS

NOBLESVILLE MILLERS

NOBLE CROSSING TIGERS

NORTH STARS

PROMISE ROAD PANTHERS

WHITE RIVER EAGLES

STONY CREEK MUSTANGS

HAZEL DELL HAWKS

HINKLE CREEK COUGARS

ADDITIONAL OPTIONS

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.

TYPOGRAPHY

Noblesville Schools SPECIALTY Typefaces:
Noblesville Schools specialty typefaces are for use in print headlines/headers or graphic element usage.

NEXA BOLD

NEXA LIGHT

Bakery Script

Noblesville Schools WEB Typefaces:
POPPINS (for use in headlines/headers)
Arial (for use in body copy)

Noblesville ATHLETIC Typeface:
VARSITY (without outline)

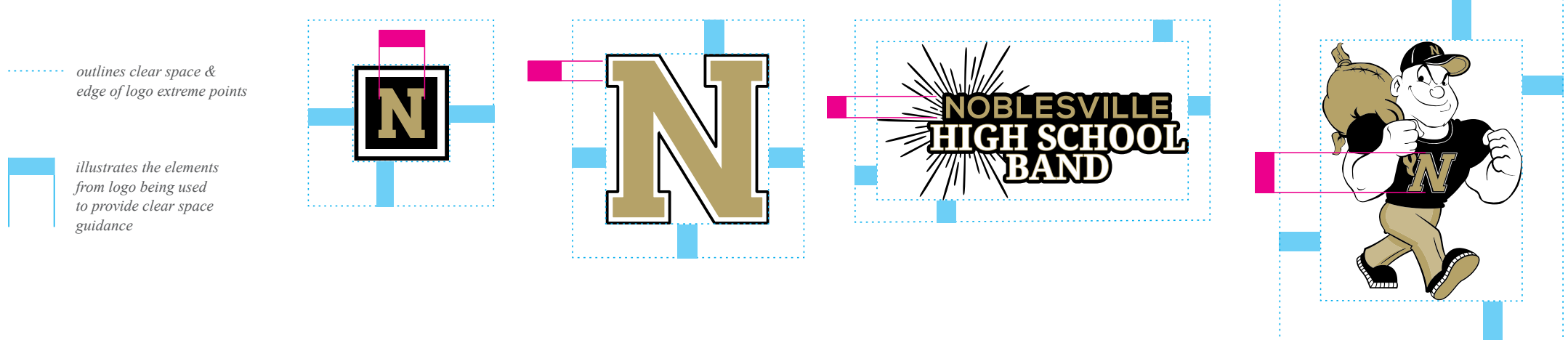**Noblesville PERFORMING ARTS Typeface:**
DROID SERIF

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.
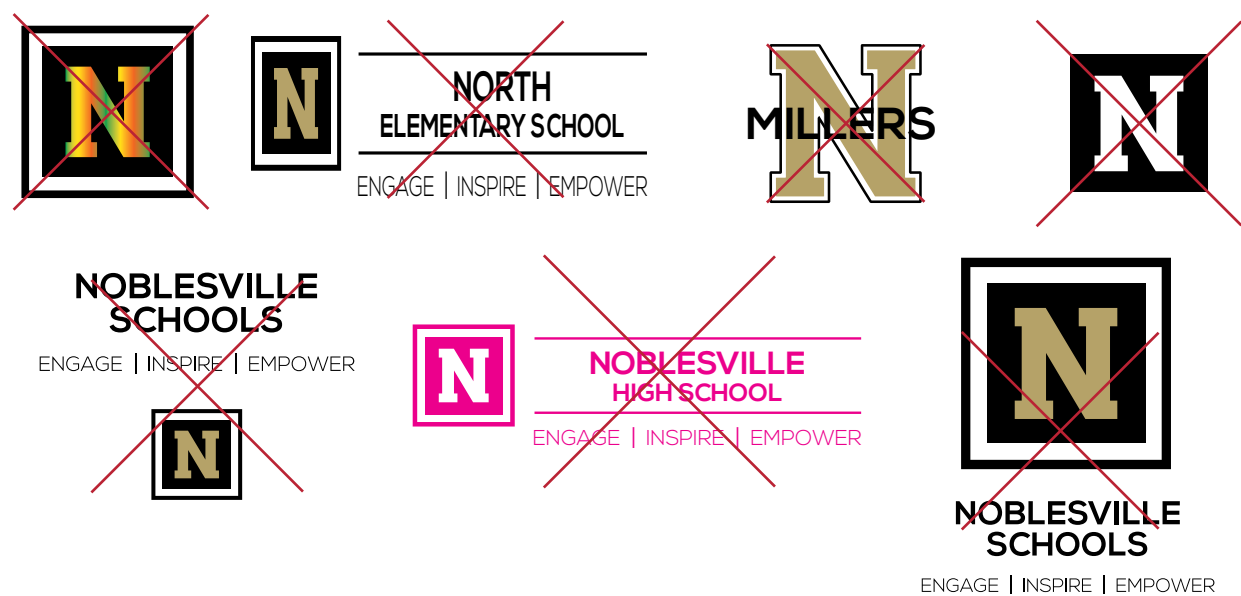
SIZING & SPACING

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

INCORRECT LOGO USE

To preserve the integrity and consistency of our brand, art images must be used as they were intended. Therefore, 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

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.

For example: