

AMES ELEMENTARY SCHOOLS LOGO

The Ames Elementary School brand is made up of core elements—the name, logo, and colors—that work together to communicate the intended brand vision and personality to employees, brand affiliates, and the public at large. It is important that these core elements remain consistent throughout all communication to create unity.

THE FULL LOGOTYPE

A logo is the visual representation of a brand and is meant to capture and evoke the overall brand essence. To create a solid brand image, it is important that the Ames Elementary School logos be used consistently across all communication materials.



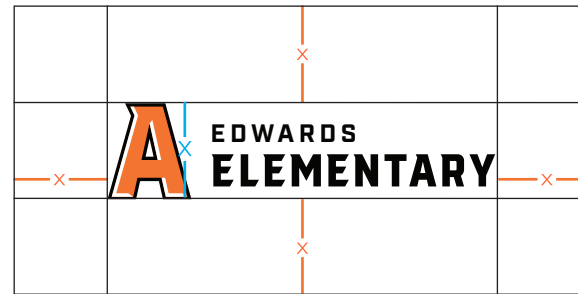
AMES ELEMENTARY PRIMARY LOGOS



LOGOTYPE LOGO SPACING

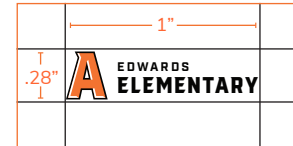
AREA OF ISOLATION

A minimum space requirement around the logo is required to ensure prominence of the mark and to prevent interference from other elements in a design. This space is defined as the area of isolation and is indicated by X in the figure to the right. X is equal to the height shown



MINIMUM SIZE REQUIREMENTS

To maintain recognizability, the Ames High type logo should not be made smaller than 1" wide by .28" tall.



LOGO COLOR VARIATIONS

FULL COLOR



TWO COLOR



ONE COLOR - BLACK



ONE COLOR - WHITE



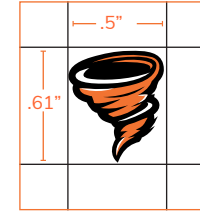
**ELEMENTARY
SCHOOL LOGOS**



MASCOT LOGO USAGE

MINIMUM SIZE REQUIREMENTS

To maintain recognizability, the Ames Little Cyclone mascot should not be made smaller than .5" wide by .61" tall.



LOGO COLOR VARIATIONS

FULL COLOR



TWO COLOR



ONE COLOR - BLACK



ONE COLOR - WHITE



SCHOOL FONTS AND TYPOGRAPHY

Consistent use of brand typography helps establish a unique Ames Community Schools “look” that greatly increases recognizability and memorability of the brand.

Three typographic families have been selected for the Ames Community Schools brand: Industry, Redzone Classic and Nunito Sans. The two main font families can be purchased at the urls listed below.

Industry and Redzone should be used for headlines, subheads, and other display text. Nunito Sans should be used for body text, captions, call outs, web applications, and can be used to add variety to subheads or display text.

Industry font purchase link:

www.fonts.com/font/fort-foundry/industry

Redzone Classic purchase link:

creativemarket.com/cjzilligen/1910374-Redzone-Classic

Nunito Sans download link:

fonts.google.com/specimen/Nunito+Sans

PRIMARY FONT INDUSTRY

TYPE EXAMPLES

INDUSTRY

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Medium | Demi | **Black** | *Black Italic*

PRIMARY FONT 2 REDZONE CLASSIC

TYPE EXAMPLES

REDZONE CLASSIC

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

SECONDARY FONT WEB SAFE REDZONE CLASSIC

TYPE EXAMPLES

Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular | *Italic* | SemiBold | **Bold**

TYPOGRAPHIC HIERARCHY

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for type layouts.

CONTEXT TEXT AND HEADLINE COPY

Caption Text

Ames High School

Nunito Sans Regular
7pt Type / 9pt Leading

Body Copy Text

Ames High School

Nunito Sans Regular
9pt Type / 11pt Leading

Headlines
Copy Text

AMES HIGH SCHOOL

Nunito Sans Bold - Capital Letters
12pt Type / 14pt Leading

HEADLINES AND TYPO BREAKS

Subheading
Sections

AMES HIGH SCHOOL

Industry Bold- Capital Letters
16pt Type / 19pt Leading

Headlines and
Titles

AMES HIGH

Industry Bold- Capital Letters
34pt Type / 38pt Leading

AMES HIGH

Redzone Classic
34pt Type / 36pt Leading

PRIMARY COLOR PALETTE AND COLOR CODES

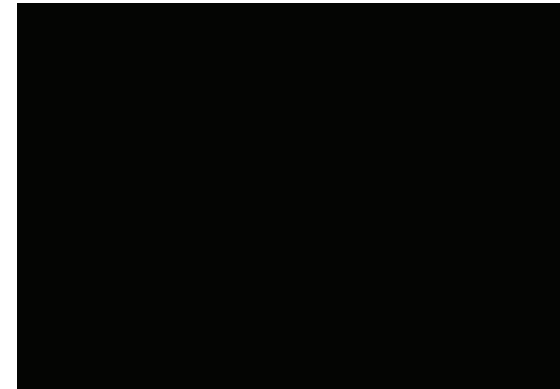
To ensure the consistency of the visual identity, a color palette has been established for all print (Pantone® Matching System and CMYK values) and web (RGB values) applications. The correct use of the Ames Community Schools color palette is essential to the success of the brand's recognition.



PRIMARY COLOR: AMES ORANGE

COLOR CODES

CMYK : C0 M68 Y90 K0
RGB : R243 G116 B50
Pantone : 165 U
Hex # : f37432



PRIMARY COLOR: BLACK

COLOR CODES

CMYK : C75 M68 Y67 K90
RGB : R0 G0 B0
Pantone : 419 U
Hex # : 000000

SECONDARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a secondary color palette has been established for all print (Pantone® Matching System and CMYK values) and web (RGB values) applications. This color scheme is based on the Ames Community School District primary color scheme. The correct use of the Ames Community Schools color palette is essential to the success of the brand's recognition.



SECONDARY COLOR: DISTRICT BRIGHT ORANGE COLOR CODES

CMYK : C0 M59 Y96 K0
RGB : R245 G132 B38
Pantone : 1505 U
Hex # : f68428



SECONDARY COLOR: DISTRICT DARK GRAY COLOR CODES

CMYK : C0 M0 Y0 K60
RGB : R128 G130 B133
Pantone : 419 U AT 60% Tint
Hex # : 808285



SECONDARY COLOR: DISTRICT LIGHT GRAY COLOR CODES

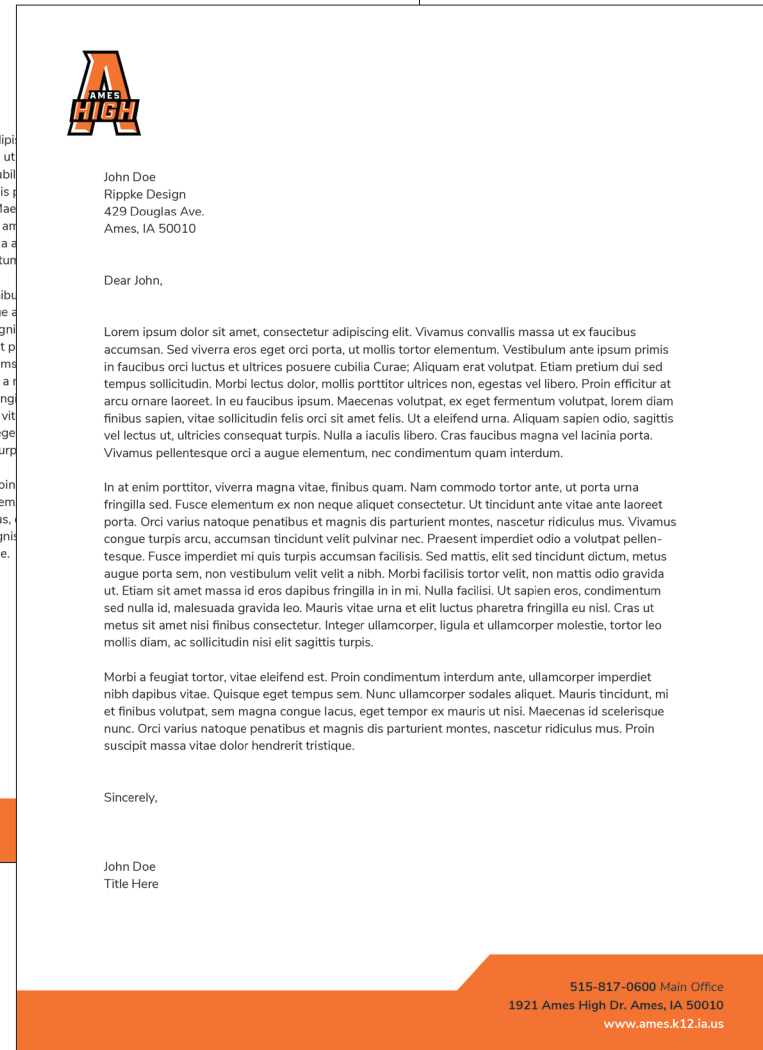
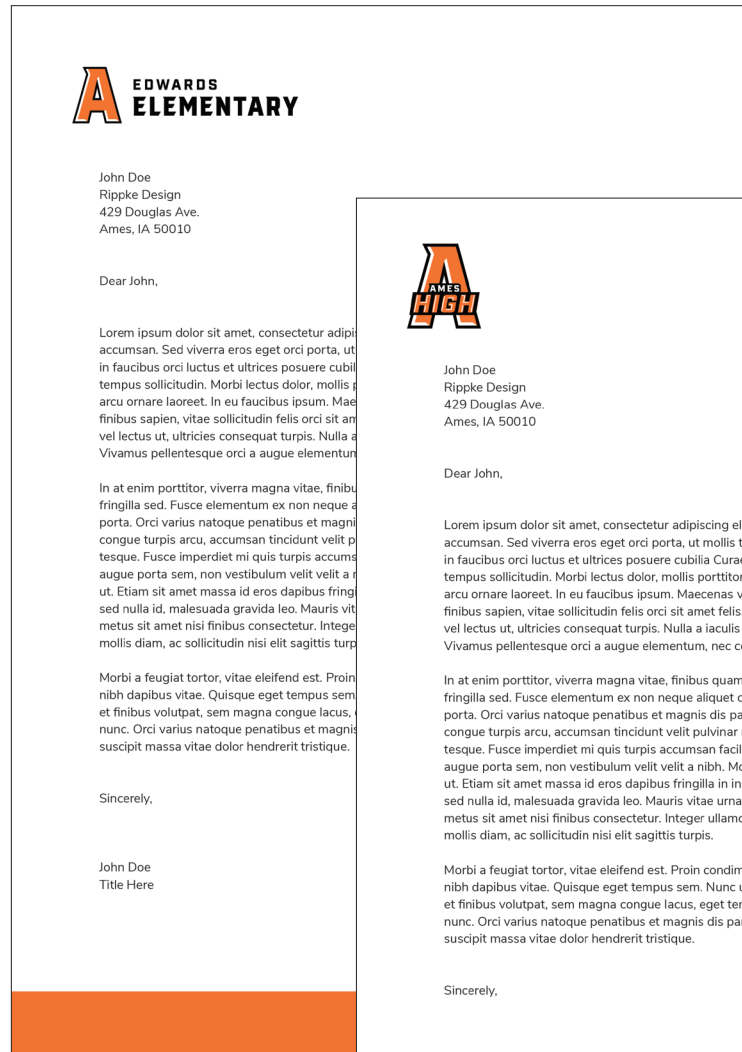
CMYK : C0 M0 Y0 K20
RGB : R209 G210 B212
Pantone : 419 U AT 20% Tint
Hex # : d1d2d4

AMES COMMUNITY SCHOOLS COMPLETE COLOR SCHEME



LETTERHEAD STANDARDS

In order to maintain the brand standard, it is crucial that brand fonts, colors, and other elements be used consistently across all printed correspondence. A letterhead template has been developed for each Ames Community School that sets the formatting style for margins, fonts, colors, line spacing, and other brand elements that should be used when developing a printed document. An example of this template and the business card template is pictured here. These templates should be used for all correspondence intended to be printed on the Ames Community Schools branded letterhead and business cards. Nunito Sans is only to be used in the body copy of the letterhead. This is to ensure consistency as everyone has access to this font.



CONTACT

For further information or questions, please contact

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