# AMES MIDDLE SCHOOL LOGO

The Ames Middle School brand is made up of core elements—the name, logos, 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 Middle Schol logos be used consistently across all communication materials.
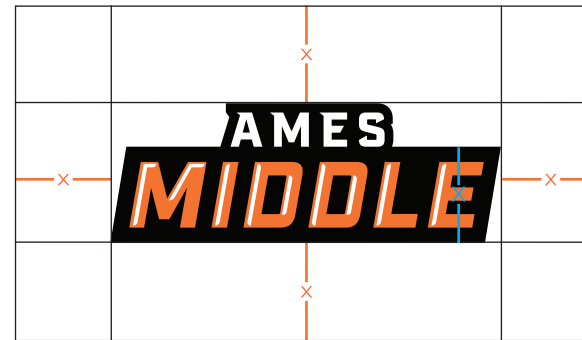

AMES MIDDLE PRIMARY LOGOS
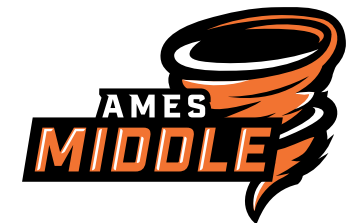
LOGOTYPE
LOGO SPACING

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 tothe 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 .75" wide by .27" tall.
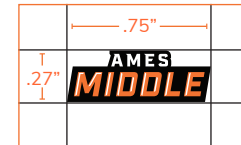
LOGO COLOR
VARIATIONS

FULL COLOR

TWO COLOR

ONE COLOR - BLACK

ONE COLOR - WHITE

MASCOT
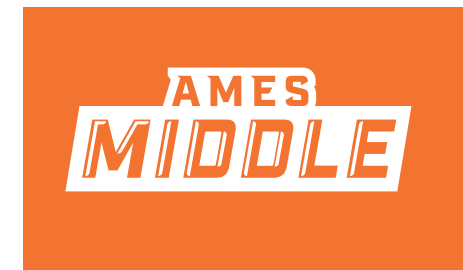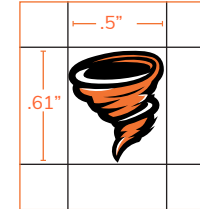# LOGO USAGE

MINIMUM SIZE REQUIREMENTS

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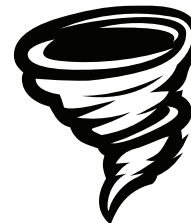

LOGO COLOR
VARIATIONS

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

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

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
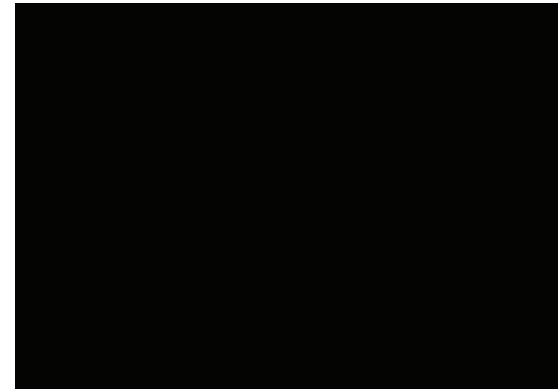
PRIMARY COLOR: BLACK

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
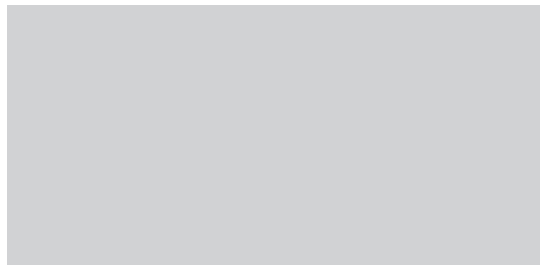
SECONDARY COLOR: DISTRICT LIGHT GRAY

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
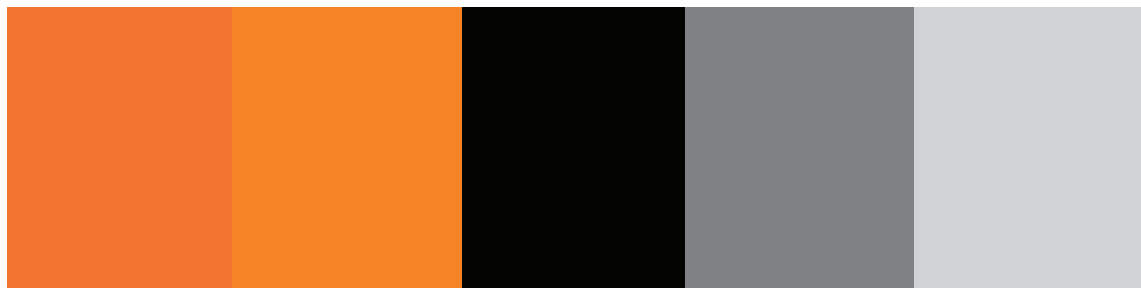
LOGO APPLICATIONS

These are a handful of theoretical logo applications, showing appropriate use of the brand. As logo applications are developed they will be added to the brand standards guide. **Please review all application proofs with the Director of Communications before printing.**
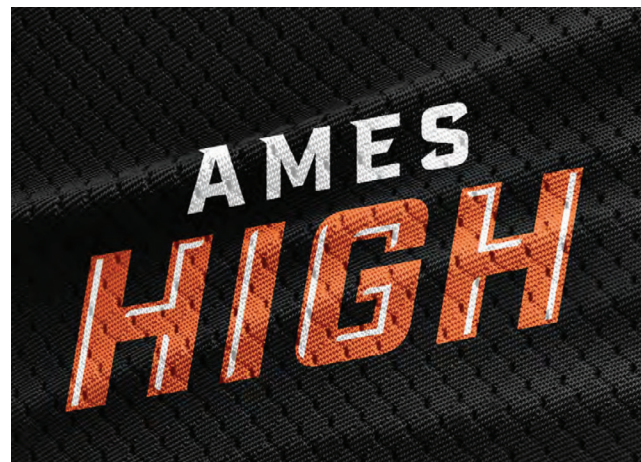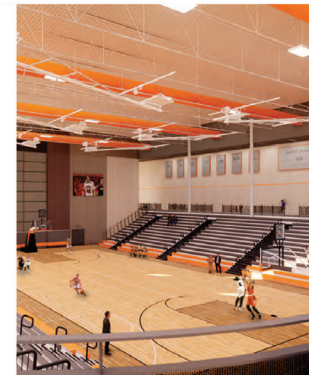
LETTERHEAD STANDARDS

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.

A EDWARDS ELEMENTARY

John Doe
Rippke Design
429 Douglas Ave.
Ames, IA 50010

Dear John,

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accumsan. Sed viverra eros eget orci porta, ut
in faucibus orci luctus et ultrices posuere cubil
tempus sollicitudin. Morbi lectus dolor, mollis p
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finibus sapien, vitae sollicitudin felis orci sit am
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Vivamus pellentesque orci a augue elementum

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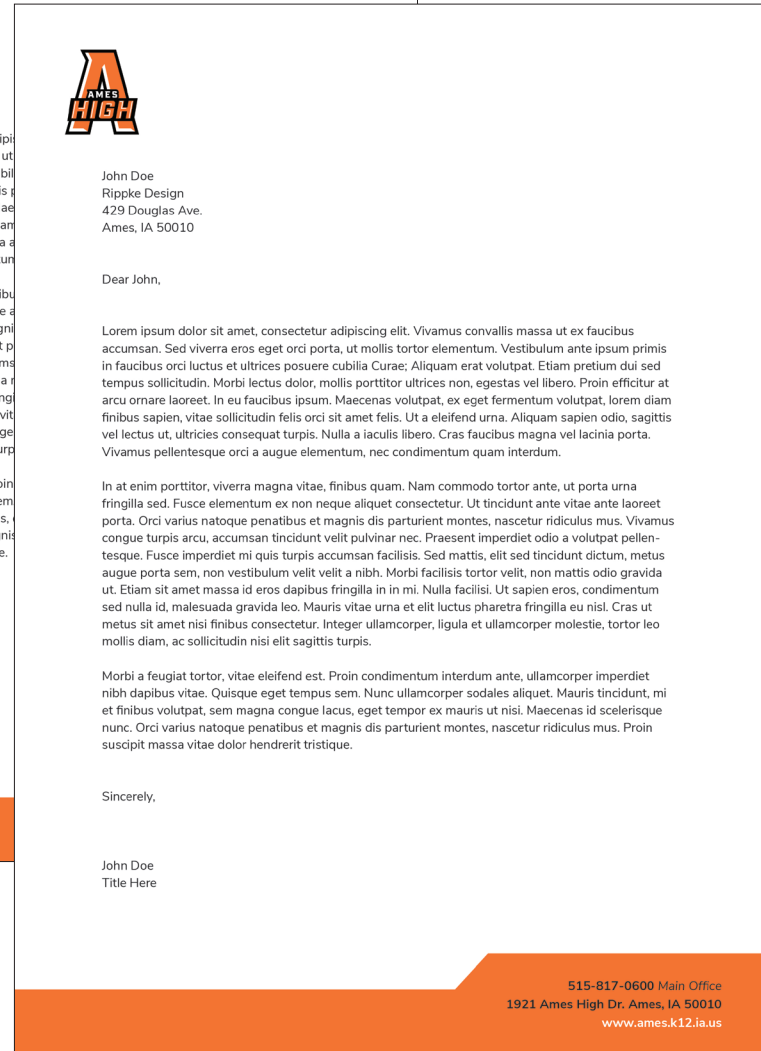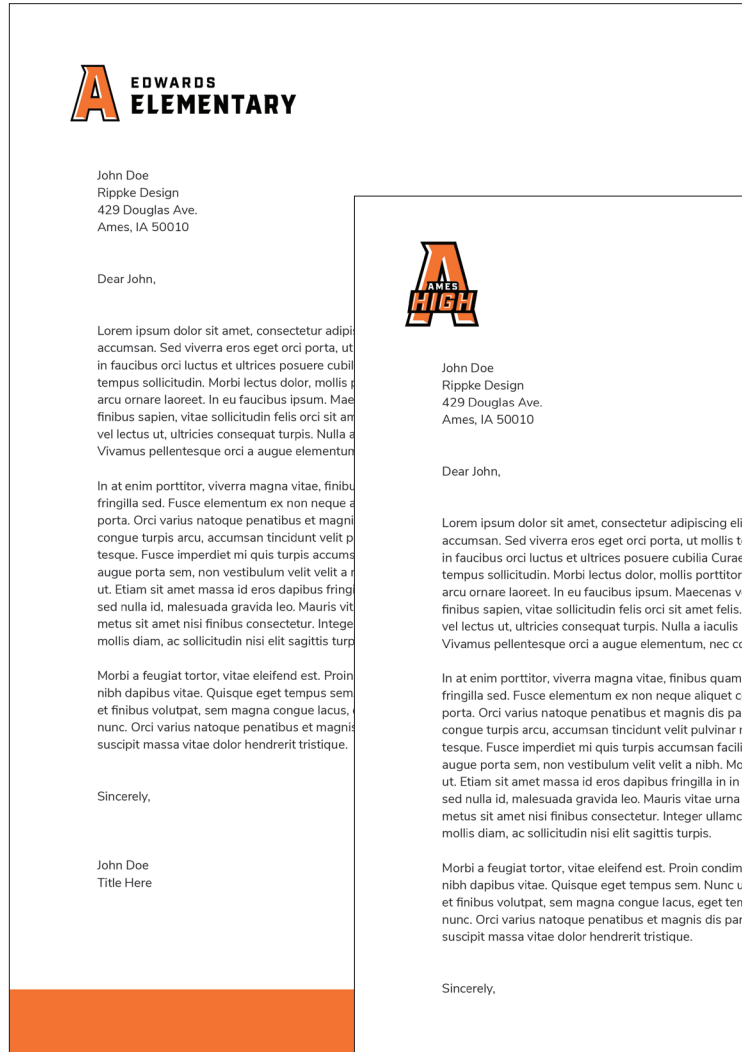
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et finibus volutpat, sem magna congue lacus,
nunc. Orci varius natoque penatibus et magnis
suscipit massa vitae dolor hendrerit tristique.

Sincerely,

John Doe
Title Here

A AMES HIGH

John Doe
Rippke Design
429 Douglas Ave.
Ames, IA 50010

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus convallis massa ut ex faucibus accumsan. Sed viverra eros eget orci porta, ut mollis tortor elementum. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam erat volutpat. Etiam pretium dui sed tempus sollicitudin. Morbi lectus dolor, mollis porttitor ultrices non, egestas vel libero. Proin efficitur at arcu ornare laoreet. In eu faucibus ipsum. Maecenas volutpat, ex eget fermentum volutpat, lorem diam finibus sapien, vitae sollicitudin felis orci sit amet felis. Ut a eleifend urna. Aliquam sapien odio, sagittis vel lectus ut, ultricies consequat turpis. Nulla a iaculis libero. Cras faucibus magna vel lacinia porta. Vivamus pellentesque orci a augue elementum, nec condimentum quam interdum.

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Sincerely,

John Doe
Title Here

515-817-0600 Main Office
1921 Ames High Dr. Ames, IA 50010
www.ames.k12.ia.us

CONTACT

For further information or questions, please contact

Amy DeLashmutt
Director of Communications

Ames Community School District
2005 24th Street
Ames, Iowa 50010

O: 515.268.6651