



XENIA
COMMUNITY SCHOOLS

BRANDING GUIDE

Logo and identification guidelines 2019



OUR LOGO IS OUR IDENTITY

These guidelines describe the visual elements that represent **Xenia Community Schools**. This includes our name, logo, and other elements such as color, type, and graphics. These elements are valuable district assets.

The logos available in this branding guide may be used for all internal and external materials and communications. These logo standards provide a framework for sending a consistent message of who we are.

Every staff member is responsible for protecting the district's interests by preventing unauthorized or incorrect use the Xenia Community Schools name and logo.

PRIMARY DISTRICT LOGO



This logo is the building block of the school district's identity and is the primary visual element that identifies us.

The **primary district logo** consists of two elements: the "XENIA" text in a specific font treatment inside a bold letter "X" in Xenia Blue color treatment, outlined in white and black.

APPROVED LOGO VARIATIONS



The **horizontal logo variation** features the "XENIA" text in a specific font treatment inside a bold letter "X" in Xenia Blue color treatment, outlined in white and black on the left, with the text "XENIA" and "COMMUNITY SCHOOLS" in a specific font treatment and Xenia Black and Xenia Blue color treatment on the right.



The **school building-specific logo variation** features the "XENIA" text in a specific font treatment inside a bold letter "X" in Xenia Blue color treatment, outlined in white and black, along with the school name stacked below the "X" in Xenia Blue color treatment and a specific font treatment.

ARROWOOD ELEMENTARY

SCHOOL BUILDING LOGOS

Each school building has its own version of the primary district logo, both stacked and horizontal. The stacked version has the school name spelled out in a specific font and Xenia Blue color treatment beneath the primary district logo. The horizontal version has the primary district logo on the left and the school building name spelled out in a specific font treatment and Xenia Black color treatment on the right. The Preschool has a unique ABC block treatment to its logo.



ARROWWOOD ELEMENTARY



COX ELEMENTARY



MCKINLEY ELEMENTARY



SHAWNEE ELEMENTARY



TECUMSEH ELEMENTARY



WARNER MIDDLE SCHOOL



XENIA HIGH SCHOOL



XENIA
ARROWWOOD ELEMENTARY SCHOOL



XENIA
COX ELEMENTARY SCHOOL



XENIA
MCKINLEY ELEMENTARY SCHOOL



XENIA
SHAWNEE ELEMENTARY SCHOOL



XENIA
TECUMSEH ELEMENTARY SCHOOL



XENIA
PRESCHOOL



XENIA
WARNER MIDDLE SCHOOL



XENIA
HIGH SCHOOL

ATHLETIC LOGO

The district's Athletic Logo consists of a bold "X" in Xenia Blue color treatment with a sword and pirate flag image overtop, representing Xenia's mascot, the Buccaneer. The Athletic Logo has a specific direction it must face. The flag must be left-facing, meaning the sword must be on the left side.



Approved athletic logo.



This is an INCORRECT logo. The flag is facing the wrong way. This logo may only be used with prior written permission from the Superintendent. See next page for very specific circumstances where this *may* be approved.

The athletic logo should only be used for athletic purposes and should not be used on any documents or communications related to academics, clubs, or activities. The athletic logo must use the identical Xenia Blue color treatment as the primary district logo (see page 8.)

The phase-in process for all logos is an eventual process. The goal is to replace old logos as funds are available. **No new materials are allowed to be printed with the old logos.** If an old logo is used, or if the Athletic Logo is used incorrectly or is altered in any way, the item(s) will be required to be reprinted at the expense of the person responsible for placing the printing order.

ATHLETIC LOGO USE

The Athletic Logo must be left facing.

The Superintendent may grant permission for the Athletic Director to use a right-facing logo on team uniforms, but only on one sleeve and only on one side of a helmet. Written permission to use the right-facing logo is required prior to placing an order. As the Athletic Logo is the official branding trademark of the Xenia Buccaneers, this rule applies to all organized sports who identify as “Xenia Buccaneers” regardless if the sports organization is funded by district funds or funded independently. If an old logo is used, or if the Athletic Logo is used incorrectly or is altered in any way, the item(s) will be required to be reprinted at the expense of the person responsible for placing the printing order and legal action for trademark infringement may be pursued.

EXAMPLES OF ACCEPTABLE USE ON UNIFORMS, APPAREL, ETC.

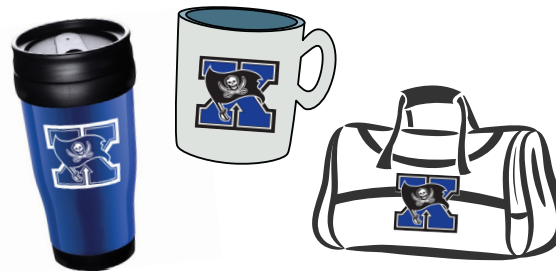
APPAREL



TEAM UNIFORMS



NON-APPAREL ITEMS



ATHLETIC LOGO USE, CONTINUED

EXAMPLES OF ACCEPTABLE USE ON STRUCTURES, BUILDINGS, ETC.

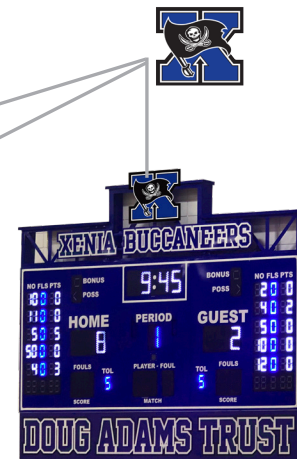
BUILDING APPLICATIONS



COURT & FIELD APPLICATIONS



SCORE BOARDS

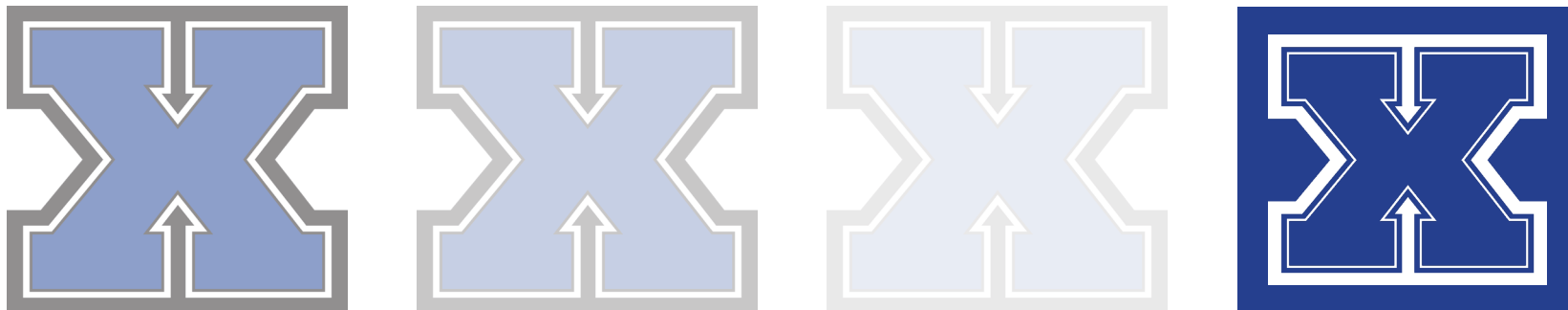


DESIGN ELEMENT VARIATIONS

The standalone bold, “X” in Xenia Blue color treatment may be used only as a graphic design element variation and only when the text “XENIA COMMUNITY SCHOOLS” appears in accompanying copy.



This standalone “X” logo may be used a watermark, or as an all-white standalone “X” overtop the solid Xenia Blue color treatment (see page 8) and only when the text “XENIA COMMUNITY SCHOOLS” appears in accompanying copy.



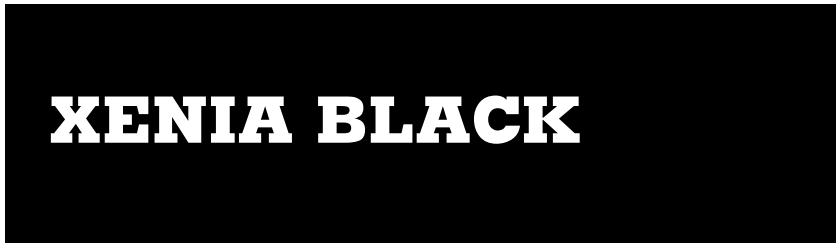
This standalone “X” is never to be used in replacement of the official primary logo, logo variations, or athletic logo. No text may be added overtop of or surrounding the standalone “X.” The standalone “X” may not be recolored or used in any color variation other than all-white overtop the solid Xenia Blue color treatment (see page 8).

COLOR SPECIFICATIONS

All Xenia Community Schools' logos consist of two colors: Xenia Blue and Xenia Black. To ensure consistency, adhere to these specifications:



PANTONE SOLID COATED BLUE 072
FOR WEB USE: R: 28 | G: 63 | B: 148
FOR PRINTING USE: C: 100 | M: 88 | Y: 0 | K: 5



PANTONE SOLID COATED BLACK
FOR WEB USE: R: 0 | G: 0 | B: 0
FOR PRINTING USE: C: 0 | M: 0 | Y: 0 | K: 0

FONT SPECIFICATIONS



Memphis Extra Bold can be used for header text or subheader text. Eurostile Bold can be used for subheaders and body copy.

Printed in-house materials and web applications may use other typefaces in absence of Memphis Extra Bold and Eurostile Bold such as Gill Sans MT, Times New Roman or Arial. However, those fonts must never be used as substituted typefaces in the logo.

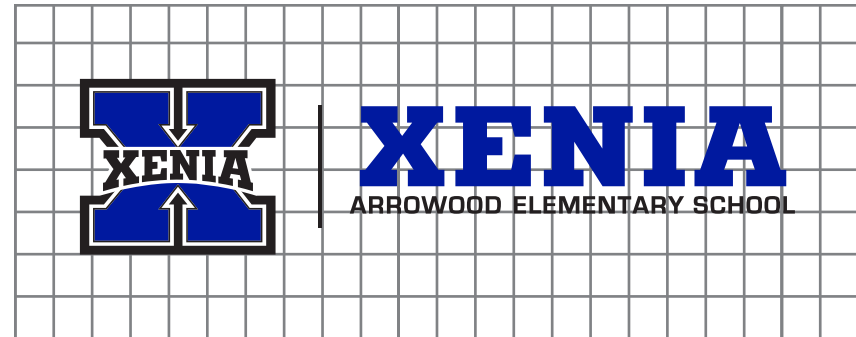
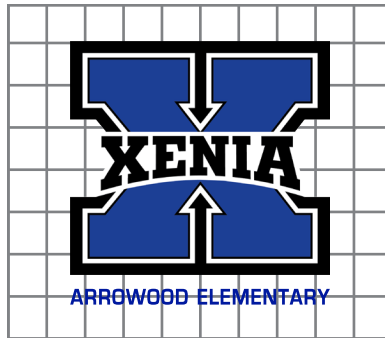
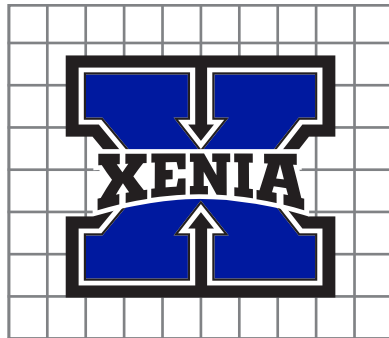
USEAGE GUIDELINES

Usage of the official district logo must be consistent in communications and the following guidelines must be used. This guide cannot anticipate every possible situation, nor can it spell out every instance where an application may be deemed inappropriate. For guidance, contact the district's Coordinator of Communications.

ACCEPTABLE CLEAR SPACE

To ensure the legibility of the logo, it must be surrounded by a minimum amount of clear space. The logo must be kept free from conflicting visual elements. Do not place type, photos, or any other elements within this space.

Examples of acceptable clear space, as indicated by the grid behind each logo:



USEAGE GUIDELINES, continued

MINIMUM LOGO SIZES

The vertical stacked logos are square in shape. To ensure legibility of the logo follow these size guidelines:



Minimum size:
0.5 in. by 0.5 in.



Minimum size:
0.75 in. X 0.75 in.



Minimum size:
0.75 in. by 0.75 in.

The horizontal logo is rectagle in shape. To ensure legibility of the logo follow these size guidelines:



XENIA
COMMUNITY SCHOOLS

Minimum size:
2.75 inches X 0.75 inches



XENIA
ARROWOOD ELEMENTARY SCHOOL

Minimum size:
2.75 inches X 0.75 inches

COLOR VARIATIONS

All logos may only be full color, all black, or all white.



XENIA
COMMUNITY SCHOOLS



XENIA
ARROWOOD ELEMENTARY SCHOOL

USEAGE GUIDELINES, continued

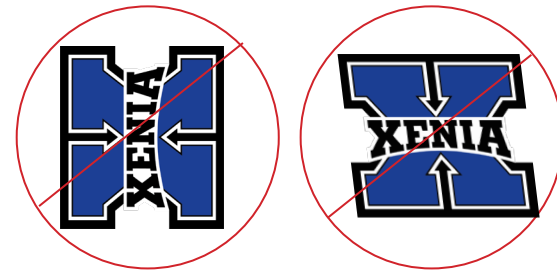
IMPROPER USE

Do not compromise the overall look of the logos by altering them in any way. **These rules apply to all logos, not only the ones displayed here for illustrative purposes.** If you need to re-size the logo, lock the aspect ratio so the height and width are scaled together.

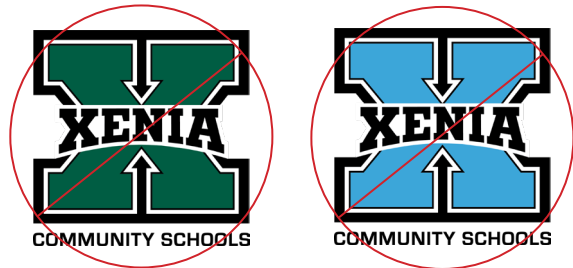
Do not change or alter the text of any logo.



Do not rotate, stretch, or change the text or position of the logo.



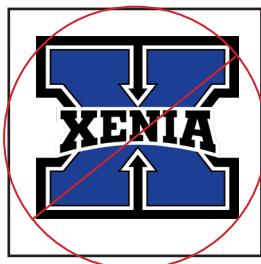
Do not change or alter the colors in the logo.



Do not use these old logos.



Do not place a box around the logo.



USEAGE GUIDELINES, continued

ELECTRONIC FILES AVAILABLE

Electronic files of all logos in the following formats are available on the district's website and by request:



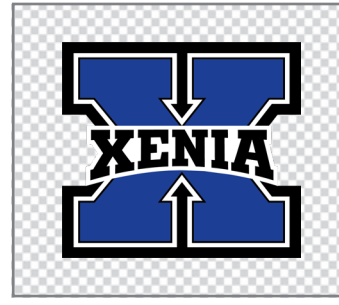
.JPEG

(Joint Photographic Experts Group)
for use on white backgrounds



.PNG

(Portable Network Graphics)
full-color-lower resolution
compressed file for use on colored backgrounds; not suitable for print



.EPS

vector format with high resolution graphics - suitable for print, embroidery, screenprinting, etc.



.TIFF

(Tagged Image File Format)
very large, uncompressed file

Other file types available by request:

GIF (Graphics Interchange Format) - large, compressed file for web use, not suitable for print

SVG (Scalable Vector Graphics) - all-purpose vector format for web use

AI (Adobe Illustrator) - vector format suitable for all formats, however, logos cannot be altered or edited

PDF (Portable Document Format) - viewable format and easy to share; make sure to use a large PDF for printing purposes

PSD (Photoshop Document) - file saved in Photoshop with layers

APPLICATIONS

To ensure brand consistency, templates have been designed for the following documents and are available for staff to download. Professional printing of these documents must be ordered through the district's Coordinator of Communications' Office.

LETTERHEAD

FAX COVER SHEET

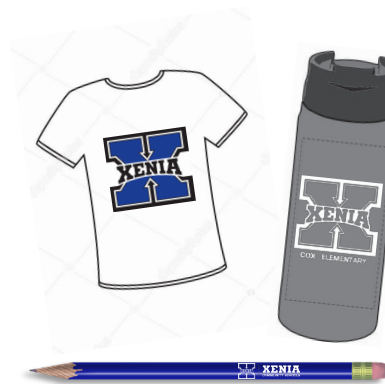


ENVELOPES

BUSINESS CARDS

MEETING AGENDA

FLYERS



SPECIALTY PRINTED ITEMS

The phase-in process for all logos is an eventual process. The goal is to replace old logos as funds are available. **No new materials are allowed to be printed with the old logos.** If a logo is used incorrectly the item(s) will be required to be reprinted at the expense of the person responsible for placing the printing order.



XENIA
COMMUNITY SCHOOLS

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