Branding Style Guidelines
(Revised: January 25, 2019)
Table of Contents

2 Introduction

3 Brand elements
4 Clear space and minimum size
5 Logo
6 Symbol as a graphic
7 Logo palette
8 Acceptable uses of logo
10 Incorrect uses of logo
12 Font/Typography
13 E-mail signature

14 Contact Info
Introduction

The Hartford Public Schools system is a unique school district that provides a portfolio approach to Pre-K through 12 education. As a community of learners, educators and parents and residents, we are dedicated to the continued growth and improvement of our school system so that every child has access to a high performing school.

HPS did not define its brand internally; rather, we asked our stakeholders (parents, teachers, principals, community partners, corporate partners, community leaders) for their input. Through a series of one-on-one interviews with key stakeholders, HPS was able to define the relevant and emotional connections our stakeholders have with the district.

The result is not just a new logo and tagline. More importantly, it is the creation of a set of values that define HPS as well as how the system will continue with its important mission. We seek to move beyond a choice, and want to be the preferred school system in an aspirational and modern manner. Brands are only developed when we deliver on our brand promise – each and every time. In this area, all of our stakeholders play an important part.
Brand elements

A brand identity uses more than words to bring our mission and vision to life. Its basic elements are the building blocks for communicating who we are in an inspirational and human manner.

Signature elements
There is a fixed relationship among the symbol, logotype and tagline. **Placement of these elements should never be altered.**

Our logo
- The two leaves/shapes represent the child being embraced/celebrating with HPS Parents, Strategic Partners, Teachers, and/or Administrators. Green symbolizes Hope.
- The red apple/heart is an icon of goodwill. It represents Hartford Public Schools as a healthy organization and a love for children and passion for their education.
- The words “Hartford Public Schools” are in Blair font. Represents a strong foundation, with “Hartford” indicating the home of the school system.
Clear space and minimum size

Clear space is the space or “breathing room” maintained around our logo. Ensuring that our logo is the correct size and free of competing imagery or text gives it maximum impact. It also defines the minimum distance from the logo to the edge of a printed piece. The minimum clear space is equal to the height of the word “the” in the logo. Please note that the gray border around the logo represents the minimum space required. The more space surrounding the logo, the better.

*Gray border is not for design replication.
*Always use letter “H” for clear space reference.
*Always use “L” of “SCHOOLS” to determine space between logo and tagline.

To ensure legibility, the logo must always be 1.5” in width or larger.
**Logo and tagline**

**Relationship between logo and tagline**
Use the vertical relationship always. It conveys the preferred relationship between the logo and tagline. Do not alter the size of the tagline, always maintain constant proportions (see page 6). Only use the horizontal relationship when logo reaches minimum size (1.5 inches wide).
Symbol usage
The symbol is generally not used as a stand-alone graphic. It may be used as a graphic treatment in artwork where the entire signature also appears and it should never be cropped. Any use of the symbol as a graphic should first be approved by Communications. Please contact the Communications Department, for any questions regarding usage of the Hartford Public Schools symbol communications@hartfordschools.org.

*Symbol can be used as graphic element to enhance our brand on communications and publications with corresponding permission.
Color usage
We have an official color palette to represent our institution. The use of color helps us express that we are as vibrant as the communities we serve, and it is important to be consistent and use only the colors that we’ve chosen as part of our brand. They are identified below.

Primary palette
Our official color palette is made of five colors that correspond to the colors of our logo.

Secondary palette
Use for communications, documents and electronic media.
Acceptable uses of logo

**Logo backgrounds**
when using the logo on dark backgrounds (photos or solid colors), typographic elements should be changed from black to a full white.

**Black and white versions**
When applying the logo in one-color applications, such as faxes, newspaper ads or premium items, use the black version on a white background. You may also use the black logo on a light colored background, but only when a solid white background is unavailable. The black logo must always be solid black, not grayscale. Use the black version of our logo when CMYK printing is not available.
Incorrect uses of logo

Our logo is only effective when it is used properly. Presenting the logo incorrectly, or distorting it in any way, will only lead to confusion. Below are only a few examples of ways in which the logo may not be used. Appropriate usage is outlined on page 10 and 11.

- Never switch the colors of the signature elements.
- Never stretch the logo.
- Never recreate the logo by rekeying the company name.
- Never reproduce the signature without the symbol.
- Never alter or separate any of the signature elements.
- Never apply effects or filters to the signature.
- Never add any elements such as a border rule within the signature clear space.
Incorrect uses of logo

Do not alter the size or spatial relationship of the typographic elements.

Do not position other illustrative images near or within the brand mark.

Do not use the logo with transparency or gradient.

Do not convert the logo into 2 color.

Never convert the symbol or text to an outline.

Do not position the brand mark on photographic images where there is insufficient contrast and clear space. There should not be a tonal range within the confines of the brand mark’s clear space.

Do not position the logo on background colors that do not complement the corporate colors.

Do not position the brand symbol within a circle, square or ellipse on a printed piece.
Font/typography

**Usage of font**
Hartford Public Schools uses a distinctive type family, Museo, mainly in headlines, titles and subheads. Please use Calibri or Arial in the body of a document, e.g., letters, brochures, statement inserts, posters and ads, etc. or if the font used is smaller than 14px.

**Note:** Museo font needs to be installed in new district computers or new district computer users. If you do not have it, please contact MHIS at helpdesk@hartfordschools.org or at 860-757-9411. You may also contact the Communications Department for any questions regarding the font and/or brand at communications@hartfordschools.org.
**E-Mail Signature**

**FirstName LastName**
**Title**
www.hartfordschools.org
860-695-xxxx - office
860-xxx-xxxx - cell
YourEmail@hartfordschools.org

Always use an easy to read font, such as Calibri or Arial. **Avoid using italic and/or decorative fonts at all times.** Text color should be 80% black or 100% black.
Contact Info

All artwork and imagery used in these guidelines are for visual reference only and should not be extracted from this pdf file. For questions regarding these guidelines, please contact the Hartford Public Schools Communications Department directly.

communications@hartfordschools.org