



Kings Local School District Brand Guidelines 2018

Primary logo and identification guidelines

Our Brand. Our Vision. Our Future.

Why a new logo?

The Kings Local School District is dedicated to achieving excellence in everything we do. It is important that we communicate effectively and promote our district in a clear, consistent, and professional manner. Our visual identity or brand conveys a very important message.

The Kings Local Schools brand may consist of items such as a logo and its assets, colors, and typography. Our brand is a reflection of our image and how others view our district. Consistent use of this guide will help us establish a common look and feel across the district and make our uniforms, signage, and communications recognizable to the public.

In the following document, we have developed a brand strategy to provide consistency while giving flexibility for both academic and athletic uses.

Official Use of Kings Local files

The images contained in this guide are the “official” logos of the Kings Local School District. The images available in this packet may be used for all internal and external materials and communication. These standards will help in defining our brand, encourage creativity, but most importantly, provide a framework for excellence for many years to come.

****All design proposals must be submitted and approved. Please allow up to 2 weeks for the approval process.****

For official file use or approval, please contact the following employees:

Dawn Gould
Community Relations Coordinator
dgould@kingslocal.net
513-459-2925

or

Eric Taylor
Athletic Director
etaylor@kingslocal.net
513-459-2939



Usage Guidelines

The objective of this guideline is to provide a reference tool for designers and others involved in communicating on behalf of the district.

In order to ensure the correct logo usage and visual identity for internal and external materials intended for distribution, all printing, advertising, and website materials should comply with the guidelines in this manual. All advertising and marketing materials must be reviewed by either Kings Local Schools prior to production and distribution.

Because the Kings Logo represents the entire district and not solely an athletic logo, all organizations directly affiliated with the school district are permitted to use the logo for fundraising purposes or otherwise, including but not limited to, PTO's, the Kings Athletic Booster Club, Kings Foundation, KEA, and Kings Band Boosters. Logo usage is unlimited to these organizations in its correct format and usage.

The Kings Local School District Marks are owned exclusively by the district and are protected under state and federal laws governing trademarks and copyrights. As a brand owner, the district has a responsibility to enforce the branding guidelines. Therefore, the district will require that any proposed use be approved beforehand. This includes use on clothing items, posters, web pages, and all other uses that may create a likelihood of confusion with respect to the source, sponsorship, or affiliation with the district, whether or not such use of is for profit.

Please note that unlicensed uses and uses inconsistent with the district's instructions on use are infringements of the district's intellectual property rights, which will be enforced as necessary. Outside organizations are not permitted to distribute any items with the Kings brand mark to the public without first consulting with Dawn Gould or Tyler Miller.

This policy applies to youth groups, affinity groups, booster groups, parent groups, vendors, and all other third parties.

If there is a question about proper logo usage, use the contact information from page one of this document prior to design development or any time throughout the design process.



PRIMARY LOGO

The official Kings Local School primary logo consists of the district name Kings Knights spelled out with the shield and knight head. This should be the primary logo used for all school-related literature and apparel.



Typography

The primary font for the Kings grand is Collegiate Heavy and Knights is Futura Extra Bold.

KINGS font: **Collegiate Black** 

KNIGHTS font: **Futura Extra Bold** 

Wordmark Logo Variations

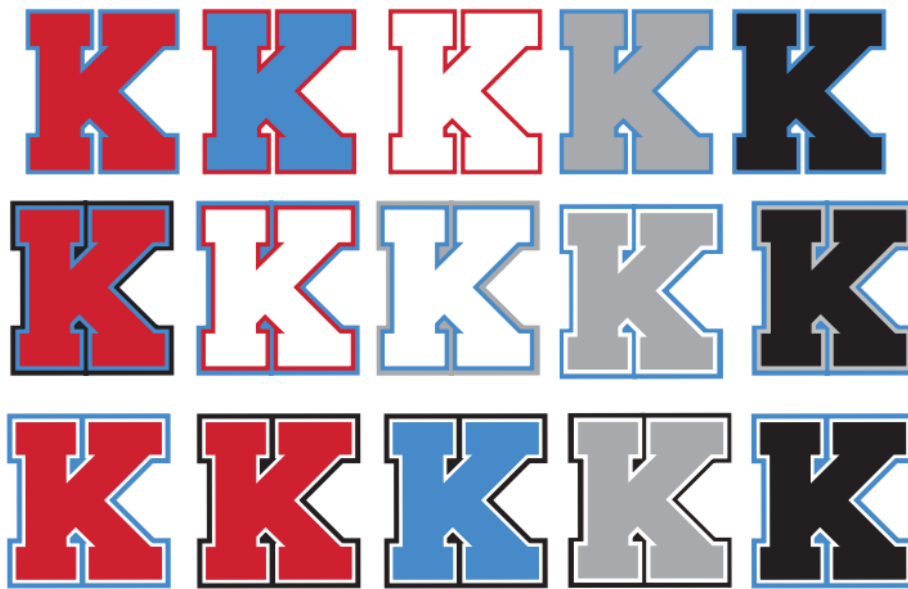
We have created some alternative wordmark versions of the stand alone Kings Knights. The variations can be used for black and light backgrounds. The wordmark can be used when simple text is needed.





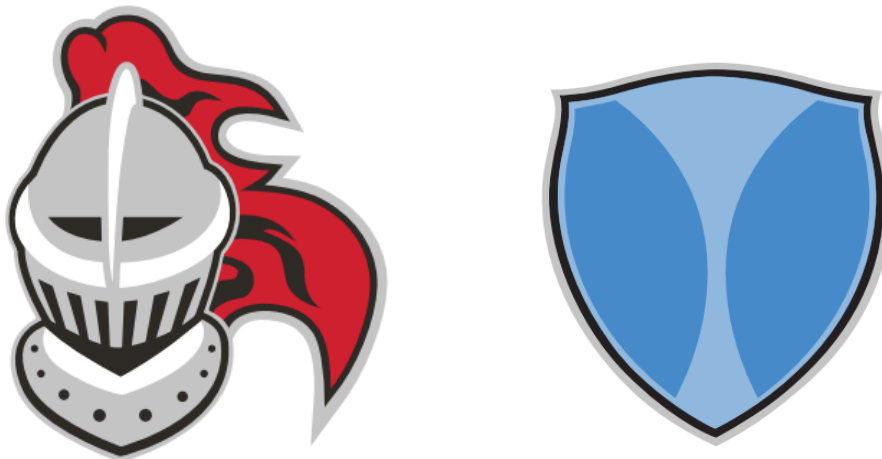
Lettermark Logo Variations

As another “asset” strategy of our brand, we have created a series of lettermarks. The variations include the “K” with different color variations. The lettermark is for use when the primary logo isn’t used.



Brand Assets

The following brand “assets” can be used in combination with the lettermark, as well as stand alone.





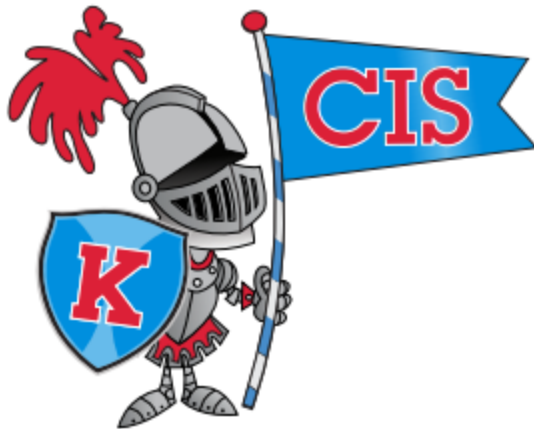
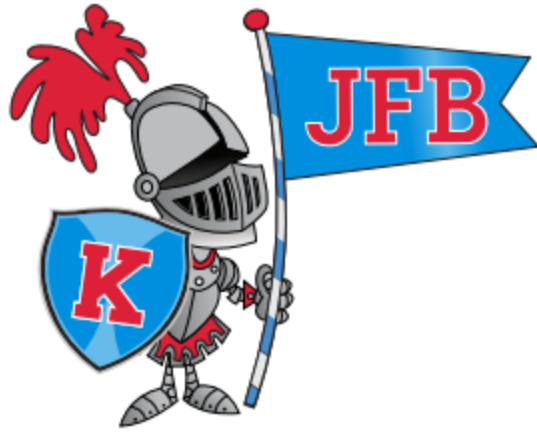
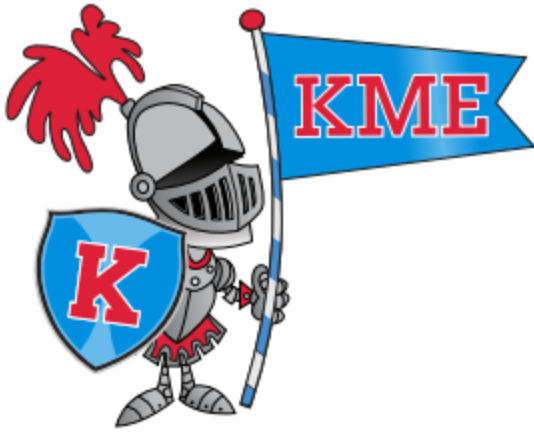
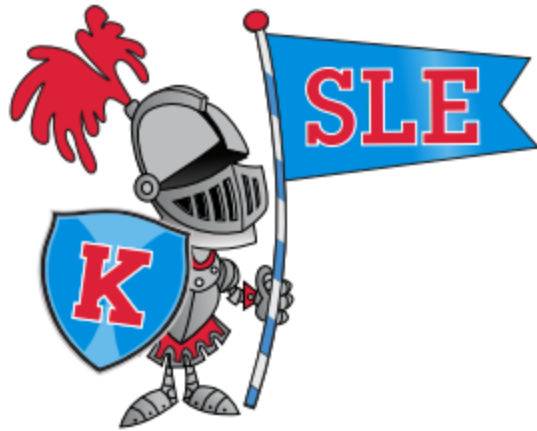
GOLF



BASKETBALL








SOCCER





Primary Brand Colors & Uniforms Policy

The official colors for the Kings Local School District are red and Columbia blue. The official Pantone codes listed in this guide should be used in the external production of all Kings Local materials. All apparel, including uniforms, warm-ups or any suit worn for competition will have a base color of either Red, Columbia Blue, White, or Grey.

				
Primary	Primary	Primary Accent	Accent	Highlight
Kings Red RGB 200 16 46 HEX/HTML C8102E CMYK 2 100 85 6 Pantone Red 186C	Columbia Blue RGB 65 143 222 HEX/HTML 418FDE CMYK 68 34 0 0 Pantone Blue 279C 40% Gradient Accent	Black RGB 39 37 31 HEX/HTML 27251F CMYK/OGV 0 0 0 100 / 0 0 0 Pantone Black C	Cool Grey 6C RGB 167 168 170 HEX/HTML A7A8AA CMYK 16 11 11 27 Pantone Cool Grey 3U	Bright White

District Procedure for **ANY and ALL Kings Local School District Organizations and Sports Teams** that utilize the names “Kings” or “Knights”, grades pre-K-12 is as follows:

All Team or Organizational Uniforms will need to get **written approval** from Athletic Director prior to purchase.

All Apparel, including uniforms, warm-ups, or any suit worn for competition will have a base color of either Red, Columbia Blue, White or Grey.

- **All Apparel will include BOTH Red and Columbia Blue**
- **Black may only be used as a TRIM/ACCENT/NUMBER** color**

The following exceptions will be made at the discretion of the Athletic Director:

1. Proper and appropriate appearance of students (i.e. – Columbia Blue Swimsuits, Volleyball shorts, Running shorts)
2. Proof of Monetary savings for specific team or organization
3. Generally accepted organizational practices (i.e. – Black Pants for Marching Band)
4. Coaches, sideline/travel apparel, and spirit packs

Team Uniforms must comply with all OHSAA and National Federation Regulations.

****Trim is defined as an outline of Team Name, Numbers, or Accent to main color on uniforms**

From this date forward all new apparel items purchased will adhere to this above policy



Brand Don'ts

In following the Branding Guidelines, please make sure to only use the official logos contained within this document. Our logos are not to be altered and modified in any way like the examples below. Please contact the district with any questions you have regarding appropriate uses.

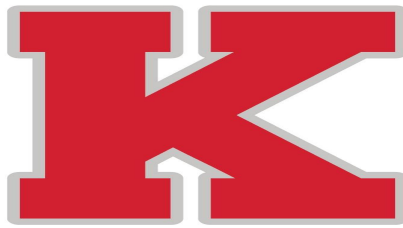
DON'T STRETCH

DON'T RECOLOR

DON'T CHANGE TEXT POSITION, STYLE OR SIZE

EXAMPLES:

Stretched horizontally



Stretched vertically





UNAUTHORIZED USAGE

Individuals and organizations outside of the Kings Local School District may not profit from the Kings logo usage through print, web, or collateral design or implementation. Outside organizations are not permitted to distribute any items with the Kings brand marks to the public without first consulting the Community Relations Coordinator or Athletic Director. The Kings brand mark is trademarked and has usage allowances exclusive to those organizations within the school district.

Board Approved 1/16/2018