

Spring Grove Area School District

# Design and Brand **GUIDELINES**

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## CONTACT

Spring Grove Area School District  
100 East College Avenue  
Spring Grove, PA 17362

P: 717-225-4731  
F: 717-225-6028

[sgasd.org](http://sgasd.org)

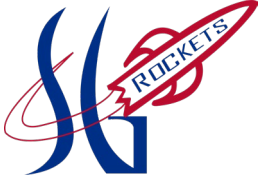
Twitter, Facebook, & Instagram: @SGSchoolNews

Hashtags: #RocketPride | #SGASD | #LearningWithoutLimits

YouTube: Spring Grove Area School District

## COMMUNITY RELATIONS DEPT.

Stephanie Kennedy | E: [kennedys@sgasd.org](mailto:kennedys@sgasd.org)



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## *Introduction*

The purpose of branding is to attach meaning to the District's visual elements through unified messaging and consistency. It is critical that the standards in this guide are followed so that all district collateral reinforces the message we want to send and is presented in a polished and professional manner.

A well-defined, consistent image will reinforce our name and presence as a professional and committed public school system in the eyes of the public, the community, and supporters.

There are many ways in which we already work together to establish the 'brand' that people have come to know as Spring Grove Area School District. As we prepare materials, design athletic uniforms, or simply refer to the District in written materials, consistency is vitally important. Please refer to these guidelines as they impact any work in which you are involved.

The SGASD's logo is the official trademark of the District. Permission must be obtained to use the logo outside of official district publications.

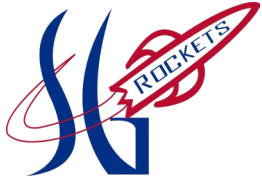
Please contact the Community Relations Department at 717-225-4731 if you have questions regarding the use of the District's logo or brand strategy.

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## *District References*

For clarity and consistency, references to the District or the buildings should maintain the following guidelines:

- School buildings that serve grades 5 - 12 must include the word "area" indicating that these entities serve the broader community:
  - Spring Grove Area School District
  - Spring Grove Area High School (*Please note: there is no 'senior' in the name of the high school.*)
  - Spring Grove Area Middle School
  - Spring Grove Area Intermediate School
- The elementary schools do not include the word 'area' since they are considered neighborhood schools.
  - New Salem Elementary School
  - Paradise Elementary School
  - Spring Grove Elementary School
- Papermakers Stadium does not contain an apostrophe.
- The administrative office is referred to as the Educational Service Center.



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## *Logo Style Standards*

The logo shown below is approved for use by district entities, and with permission, by related vendors. The symbol is copyrighted. The use of the district logo on clothing, flags, signs, printed materials, etc. must be consistent with the following guidelines.

### **APPEARANCE**

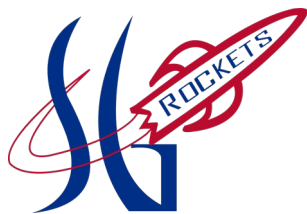
The logos should never be rotated in any way, including on its side or upside down. It should appear right side up exactly as shown. The utmost care should be taken to keep the logos proportionally accurate when sizing to fit in various applications.

It is acceptable to have the logos appear in all white, blue, or black. You may submit a request to the Communications & Marketing Office to use other colors for special themes or holidays.

### **OFFICIAL DISTRICT LOGO**

If possible, try to use the official district logo on the left side of your document. When a graphic proportioned like the official district logo is positioned on the right, the human eye has a tendency to follow the 'movement' of the design element (in this case, the rocket itself) and may miss some of the information you are trying to get across.

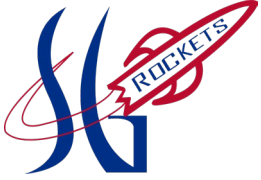
The rocket shape should not be separated from the letters "SG."



### **ATHLETICS LOGO**

The SG block letters logo, commonly used by athletics, is also available for use. It should not be considered the official district logo and used on a limited basis.





# Design and Brand GUIDELINES

## School Colors

The official school colors of SGASD are blue and white. The red is purely to be used as an accent color and is not an official district color. These colors should not be changed or altered in any way.



PMS: #287  
C: 100 R: 0  
M: 91 G: 48  
Y: 17 B: 135  
K: 6 Web: #003087



C: 0 R: 255  
M: 0 G: 255  
Y: 0 B: 255  
K: 0 Web: #ffffff

### Accent Color Only:



PMS: #200  
C: 18 R: 186  
M: 100 G: 12  
Y: 87 B: 47  
K: 9 Web: #ba0c2f

## District Mottos

- Learning Without Limits
- Rocket Pride

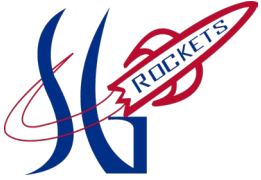
### DISTRICT MOTTO GRAPHICS

#### ROCKET PRIDE



#### LEARNING WITHOUT LIMITS





# Design and Brand **GUIDELINES**

## *Social Media*

The District uses Facebook, Twitter, and Instagram to highlight events, accomplishments, learning, and much more. Each school has its own Facebook and Twitter pages. Some departments also have their own social media accounts. Official Spring Grove Area School District social media accounts must be approved by the Board of School Directors.

### **SOCIAL MEDIA ACCOUNTS**

Spring Grove Area School District maintains a Facebook, Instagram, and Twitter account managed by the Community Relations Department. Please refer to [School Board Policy 816](#) for detailed information on district social media.



@SGSchoolNews

### **DISTRICT HASHTAGS**

Using hashtags in social media posts helps an organization become more searchable and target a certain market or audience. The District uses two hashtags listed below to make it easier for people to find information on social media related to the District.

**#SGASD**

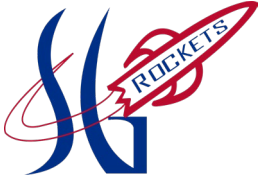
**#RocketPride**

**#LearningWithoutLimits**

### **SOCIAL MEDIA IMAGE SIZES**

High-quality and creative imagery is imperative to social media marketing success, so it's important to know the proper dimensions for each network you use.

You can find the most current social media image size cheat sheets [HERE](#).



# Design and Brand **GUIDELINES**

## *Letterhead*

District letterhead should remain consistent across each building. The main header should read Spring Grove Area School District. Building specific information is located under the main header.

### LETTERHEAD EXAMPLES

	<b>SPRING GROVE AREA SCHOOL DISTRICT</b> Educational Service Center 100 East College Avenue Spring Grove, PA 17362	<a href="http://www.sgasd.org">www.sgasd.org</a> (717) 225-4731 Fax: (717) 225-6028
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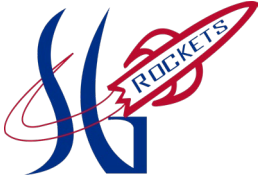
	<b>SPRING GROVE AREA SCHOOL DISTRICT</b> Spring Grove Area Middle School 244 Old Hanover Road Spring Grove, PA 17362	<a href="http://www.sgasd.org">www.sgasd.org</a> (717) 225-4731 Fax: (717) 225-0146
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## *Business Cards*

Business cards are ordered twice per year (September & February). Staff should contact the Community Relations Department if interested in placing an order.

### BUSINESS CARD EXAMPLE

 Educational Service Center 100 East College Ave. Spring Grove, PA 17362	<b>Spring Grove Area School District</b>  <b>Stephanie L. Kennedy</b> <i>Coordinator of School / Community Relations</i>
	Phone: 717-225-4731, ext. 3031 Fax: 717-225-6028 E-mail: <a href="mailto:kennedys@sgasd.org">kennedys@sgasd.org</a> <a href="http://www.sgasd.org">www.sgasd.org</a>



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## *Self-Service Design Tips*

When creating flyers, posters, newsletters, etc., it is important to have a clean and professional design that sends a clear message. When developing your marketing collateral, please keep the following design tips in mind.

### **GRAPHICS**

Using graphics in your materials is a great way to catch the reader's eye. Any graphics used should be high quality and help convey your message. Do not use graphics found in a Google image search. These images are often copyrighted or are not available for reuse by other organizations, not to mention they are often of poor quality.

Alternative websites to find free high-quality, royalty-free graphics:

- [www.pixabay.com](http://www.pixabay.com)
- [www.unsplash.com](http://www.unsplash.com)
- [www.pexels.com](http://www.pexels.com)
- [www.flickr.com](http://www.flickr.com)
- [www.burst.shopify.com](http://www.burst.shopify.com)

### **DESIGN**

When creating marketing materials, follow these golden rules for a great design:

#### **CUT THE CLUTTER**

White space is essential to draw the reader's eye to the most important information. Taking a less-is-more approach with graphics and text will improve the visual appeal and improve readability.

#### **FONTS**

Balance readability with style. Fonts should be easy to read and help communicate your message. This is another area where less is more...Do not use more than two to three fonts on one piece of marketing material.

#### **TEXT SIZE**

The size of your text is also important. When in doubt, go smaller. A general rule of thumb for body text is 10 - 12 points. For headlines, use text that is five or six points larger than the body text.

The following resources are free and are helpful alternatives to Microsoft Publisher or Adobe Photoshop:

- [www.canva.com](http://www.canva.com) - offers free ready-made design templates. You can also start from scratch.
- [www.fotor.com](http://www.fotor.com) - free online photo editor
- [www.befunky.com](http://www.befunky.com) - free design templates and photo editor