



APPLETON AREA

SCHOOL DISTRICT

Brand Identity Guidelines

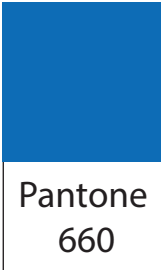




Name: SS Nickson One

APPLETON AREA
SCHOOL DISTRICT

Tag Line: Univers Black



CMYK: 64, 0, 91, 0
RGB: 92, 193, 81
HEX: #5cc151

CMYK: 84, 57, 0, 0
RGB: 42, 110, 187
HEX: #2a6ebb

CMYK: 22, 100, 85, 14
RGB: 172, 26, 47
HEX: #ac1a2f

CMYK: 1, 15, 100, 0
RGB: 255, 210, 0
HEX: #ffd200



Color

Black & White

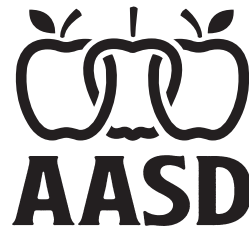
Standard Logo
Vertical



Standard Logo
Horizontal



Initials Logo
Vertical



Initials Logo
Horizontal



Apples Only Logo



Type Only Logo



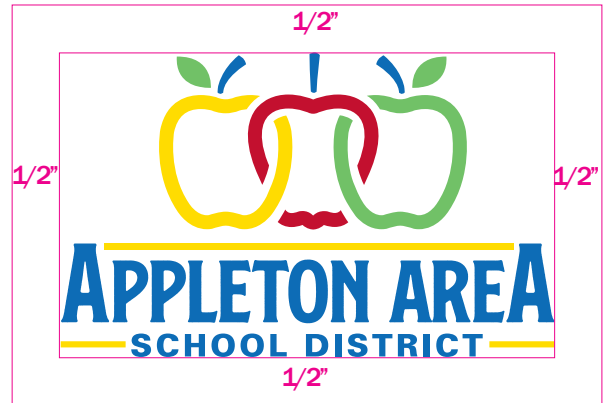
APPLETON AREA SCHOOL DISTRICT | Logo Usages

(These standards apply to all logo options)

Full color logo



All copy and graphics should remain outside of a 1/2 inch boundary of the logo



Solid black one color logo



Do not place color logo on background that has similar colors as color logo



Color logo on black or dark background



Do not place color logo on background that is a photo or is too busy as to reduce readability



Reversed logo on black or dark background



The logo should not be altered in any way. Nothing should be added to it. The logo's essence should always remain the same through any application.



Ad Headlines and callout fonts

Franklin Demi Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy fonts

Franklin Gothic Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sample headline and body copy

Franklin Demi Condensed

Body copy: Franklin Gothic Medium Condensed. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

