

AVON LAKE CITY SCHOOLS



BRAND & COMMUNICATION GUIDELINES *2024-2025*



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PURPOSE OF THIS GUIDE

The Avon Lake City Schools Design and Brand Guide offers ALCS employees guidelines for advertisements, pamphlets, written documents, course descriptions, catalogs and more. Its goal is to let the District speak with one voice, thereby strengthening the ALCS brand. It also aims to avoid common mistakes that may dilute the effectiveness of any ALCS communication - digital or print. It is important that ALCS publications communicate information clearly, concisely and intelligently.

These guidelines describe the visual and verbal elements that represent Avon Lake City Schools identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our district.

These guidelines reflect Avon Lake City Schools' commitment to quality, consistency and style.

The Avon Lake City School District brand, including the logo, name, colors and identifying elements, are valuable district assets.

Each of us is responsible for protecting the district's interests by preventing unauthorized or incorrect use of the Avon Lake City Schools name and marks.

PURPOSE OF THIS GUIDE

Introduction:

The following Brand & Communications Guidelines provide you with specifications to accurately use the Avon Lake City School District trademarks and brand identity. This Brand Guide has been developed to represent the pride that is instilled in this community around the Avon Lake City School District. All individuals, schools, school affiliated organizations, non-affiliated organizations, and vendors are asked to follow the guidelines for the district and each school. We have provided examples of the most common logo formats and color codes to ensure consistent use of the brand. If you need a logo in a different format or want to alter a logo, please email the Superintendent's Office. Permission must be granted for any logo to be altered from its original design.

The District's logos are registered trademarks owned by the District. Any commercial or third-party use of these registered trademarks must receive prior written approval from the Superintendent's Office. Any approved uses may require the use of the appropriate "Trademark Notice". For any of the logos or brand elements that are not registered, the appropriate Trademark Notice is the "™" symbol. For any of the logos or brand elements that are registered, the appropriate Trademark Notice will be letter "R" enclosed in a circle, thus ®.

Design Guidelines:

These guidelines describe the correct use of the visual and verbal elements that represent the identity of the Avon Lake City School District. This includes our names, logos and other elements such as color palette and typography. The Avon Lake brand, including the logos, names, colors and identifying elements are valuable district assets. These guidelines reflect the District's commitment to quality, consistency and style. This message is fundamental to presenting a strong, unified image of the Avon Lake City School District.

Mission:

Our mission is to prepare students for an evolving world. We deliver student-centered learning, celebrate personalized goals, and encourage diverse career paths through collaborative partnerships with our staff, families, and community.

Vision:

Inspiring resilient students to achieve meaningful, successful, and fulfilling lives contributing to the success of our Avon Lake community.

ALCS LOGOS

Approved Logos:

The following section outlines the correct use of brand elements for the Avon Lake City School District, including the logo, colors and fonts. All those associated with the District or permitted to use Avon Lake City School District brand elements are required to follow this guide when using any element of the District's brand on all official documents and electronic communications, such as stationary, forms, promotional materials, website(s) and social media.

Permitted Uses:

The District permits the following uses of its logos and other brand elements:

- To recognized and approved student and school groups in the District without prior approval
- To community groups, which support the District's curricular or extra-curricular activities, such as PTA and booster clubs, with prior written approval obtained from the Superintendent's Office
- To other groups, organizations, or commercial entities, partnering with the District on special activities with prior written approval obtained from the Superintendent's Office

Uses Not Permitted:

The District's logos and other brand elements may not be used in connection with the following products or in any other manner that would injure the reputation of Avon Lake City School District. Prohibited uses include, but are not limited to:

- Alcoholic beverages
- Tobacco products
- Inherently dangerous products, such as firearms, explosives, knives and fuels
- Obscene or disparaging products
- Sexually suggestive products, such as slogans imprinted on clothing
- In connection with any product or service that is likely to cause confusion amongst users or in any manner that disparages or discredits the District.

ALCS LOGOS

Primary Logo:



Minimum Size for Logo

The minimum size the logo can be printed is 0.75" wide. If the logo does not fit in the space available, do not use the logo. Use the complete school name, Avon Lake City Schools.

Typography (specific to this logo)

Custom: "AL"

*Remaining typography are illustrated elements.

Clear Space for Logo

All logo placements must maintain a clear space on all four sides equivalent to 25 percent of the width of the logo. The logo should not be altered with a stroke or box, or be placed in a location where other graphic elements alter its appearance.

Secondary Logos:



Typography (specific to this logo)

Custom: "AL"

*Remaining typography are illustrated elements.



SHOREMEN

SHOREGALS

Typography (specific to this logo)

CALIBRI - BOLD (UPPERCASE)

SCHOOL NAMES

AVON LAKE HIGH SCHOOL

LEARWOOD MIDDLE SCHOOL

TROY INTERMEDIATE SCHOOL

EASTVIEW ELEMENTARY SCHOOL

ERIEVIEW ELEMENTARY SCHOOL

REDWOOD ELEMENTARY SCHOOL

WESTVIEW ELEMENTARY SCHOOL

APPROVED COLORS

PANTONE **202 C** & **PQ-136 C** are the primary colors of Avon Lake City Schools. These colors are key elements in supporting Avon Lake City Schools' brand.

Logo Colors



Pantone Matching System (PMS): 202 C

RGB equivalent: R:134 G:38 B:51

CMYK equivalent: C:31 M:94 Y:73 K:31

Web-safe hexadecimal: #862633



Pantone Matching System (PMS): PQ-136 C

RGB equivalent: R:255 G:219 B:63

CMYK equivalent: C:0 M:27 Y:86 K:0

Web-safe hexadecimal: #ffe152



APPROVED FONTS

The official fonts used in Avon Lake City Schools logos are **Calibri**.

Primary Font

The ALCS have chosen Calibri as its primary font family - which should be used for all ALCS publications. Calibri offers a range of weights and styles, of which only a few are shown below.

Calibri-Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890.,:;!@#\$%^&*()[]{}”

Calibri-Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890.,:;!@#\$%^&*()[]{}”

Calibri-Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890.,:;!@#\$%^&*()[]{}”

Calibri-Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890.,:;!@#\$%^&*()[]{}”

APPROVED SPIRIT WEAR AND JERSEYS

The athletic teams are a highly visible part of Avon Lake City Schools. It is crucial that the uniforms and jerseys players wear on the field match the brand standards for color and logo usage. The same applies to all Avon Lake City Schools spirit wear. Because clothing is a highly visible form of branding, it is especially important for all Avon Lake City Schools spirit wear to adhere to the brand guidelines. To ensure continuity between all school spirit wear and jerseys, it is necessary for coaches, teachers, PTA members and/or any other persons involved in the creation of these items to receive approval of the designs from the Superintendent's Office before they are used.

APPLICATION FOR LOGO USE

All parties desiring permission for use of these registered logos must first obtain consent through use of the application QR code. Fill out this application completely and submit to the Superintendent's office. Upon approval, you will be notified in writing with consent for use. Thank you for following these procedures to ensure brand compliance.



SOCIAL MEDIA

Avon Lake City School District uses Facebook and X to connect with students, parents, staff and other interested parties.

The Avon Lake City School District social media accounts are:



- District: @avonlakecityschools
- Westview Elementary: @WV_Wildcats
- Avon Lake High School: @AvonLakeHS
- Troy Intermediate School: @TroyIntAL
- Erieview Elementary School: @ErieviewEagles
- Redwood Elementary School: @RedwoodAvonLake
- Avon Lake Preschool - LEAPS: <https://www.facebook.com/alcspreschool/>



- District: @AvonLakeSchools
- Assistant Superintendent: @ALCurriculum
- Treasurer: @ALCSTreasurer
- Operations: @AvonLake_Ops
- High School Counseling Department: @ALHSGuidance
- Westview Elementary: @WV_Wildcats
- Avon Lake High School: @AvonLakeHS
- Learwood Middle School: @LearwoodALCS
- Troy Intermediate School: @TroyIntAvlake
- Erieview Elementary School: @ErieviewEagles
- Redwood Elementary School: @RedwoodALCS
- Avon Lake Athletics: @AvonLakeSports
- Eastview Elementary School: @ALEastview



- District: @avonlakeschools
- High School Counseling Department: @ALHS_Counselors
- Westview Elementary: @WV_Wildcats
- Avon Lake High School: @avonlakehighschool
- Erieview Elementary School: @erieviewpta

Maintaining a school social media page is a serious commitment and should not be done without a plan or support. Before creating any new social media account, an application must be submitted to Joelle Magyar at joelle.magyar@alcsdh.org for approval. This will help alleviate pressure from those maintaining the social media account to manage unwanted community interaction on a District-associated social media page. All personnel who manage a school social media account are required to keep Joelle Magyar apprised of any changes made to their account's username, password or email.

EMAIL SIGNATURE

All email communications are official documents of Avon Lake City School District and must contain a consistent brand signature. Your signature must include the following information:

- Name Lucida Handwriting 12 point font size black font color
- Title Calibri (Regular) 12 point font size black font color
- District or School Name Calibri (Regular) 12 point font size black font color
- Phone number Calibri (Regular) 12 point font size black font color
- Official Logo

This is the approved format for email signatures:

Mike Administrator
Superintendent
Avon Lake City Schools
(440) 933-6210/Extension



LETTERHEAD

Letterhead is the most visible means of communicating the Avon Lake City School District identity since it is used so frequently and reaches so many people. It is extremely important to ensure that letterhead is consistent.

All letterhead must include the Avon Lake City School District name, logo and contact information.

Use Calibri font for all content written on district letterhead.

This is the only acceptable format of letterhead:

