District Brand & Style Guide

ANKENY
COMMUNITY SCHOOL DISTRICT

mission: our core purpose and distinction

Ankeny Community Schools is unified in its commitment, passion, and vision so every learner is prepared to achieve a lifetime of personal success.

core values: drivers of our words and actions

Community: Learn and work together experiencing belonging, respect and collaboration

Challenge: Develop high expectations and rigor with accountability

Excellence: Pursue passionately world-class learning and continuous improvement

Inspiration: Nurture the diverse aspirations of all learners

Leadership: Model accountability to the district strategic road map, by acting intentionally, disciplined and compassionate in words and action

vision: what we intend to create

Ankeny Community Schools will establish a culture known for:

Achievement and Responsiveness whereby all students:

- Are engaged in and accountable for their learning
- Persist in achieving their potential and prepared for success beyond PreK-12
- Are accessing individualized and challenging programming

Innovation and Professionalism whereby:

- All staff are high quality provide authentic, engaging instruction with a clear focus on students and learning
- All students and staff are integrating technology innovations which accelerate learning and assure success for all

Leadership and Unity whereby:

- All embrace and are engaged and are utilizing the comprehensive strategic roadmap to guide every priority and decision

Ankeny Community School District's style guide has been developed to establish a consistent and solid visual identity both internally and externally.

why a style guide?

It is important that the standards set in this style guide are carefully read and understood before beginning production on any district material. When working with outside agencies/vendors, please make sure to review our district standards with them before any materials are produced.

trademarks, policy and licensing

The district has taken several steps to help protect its logos and ensure their proper use. It is important that you become familiar with these rules and guides before using the logos of the district.

- The district has trademarked its logos.
- The Board of Education has created Policy 1004.21 - Advertising and Promotion to govern use of its logos. Under this policy, use of logos for promotional puposes and/or retail sale requires licensing.
- Licensing requires the user to follow the guidelines both in this book and of the policy.

It is important that the standards in this book are carefully read and understood before beginning production on any material that will incorporate a logo of the Ankeny Community School District.

At the Ankeny Community School District, we take great pride in our identity. We hope that you will, too.

more information

If you have questions regarding the style guide's content, how to implement the standards, or if your needs are not referred to in this guide, please contact Samantha Aukes, Communications Director at 515-289-3950, samantha. aukes@ankenyschools.org.

Ankeny Community School District - The "Circle A" is the primary logo of the school district and **may not be licensed by other organizations and companies.** It is used on all letterhead and business cards. All versions of this logo may only be used by the district, its schools, and its employees to represent the organization.

Ankeny Hawk - The Ankeny Hawk represents Ankeny High School and its feeder schools. To comply with the district's trademark, **the new (2010) version of the hawk must be used, as opposed to any previous versions of the hawk.** This logo may be licensed for both promotional use and creation of licensed goods.

Ankeny Jaguar - The Ankeny Centennial Jaguar represents Ankeny Centennial High School and its feeder schools. This logo may be licensed for both promotional use and creation of licensed goods.

General rules for use of Hawk & Jaguar logos include:

- Use of the logos/trademarks, and any messages, graphics or designs with the logo may not conflict with the mission, vision, values, goals, objectives or policies of Ankeny Community Schools.
- Promotional use must be in compliance with state and federal laws governing the school district.
- School logos may not be used to disparage or taunt other schools. Additionally, Ankeny logos may not be used to promote conflict or negative rivalry between schools within the district. The school district considers Ankeny to be one community, and therefore the "rivalry messages" often seen in collegiate sports (i.e., shirts with "Beat State," or "House Divided") are inappropriate for use with Ankeny Schools' logos.
- The school district reserves the right to order any company, individual or organization to cease and desist use of a logo, or to deny use of its logos to any individual, company or organization for any reason, but especially to those:
  - who violate the rules noted within Board policy, those in the logo use guide, or in the licensing agreements
  - whose products are deemed inappropriate for minors by the district or by law
  - whose advertising or promotion is deemed inappropriate by the school district
  - who make inappropriate or fraudulent claims or offers as determined by the school district
  - which are under investigation or are not in good standing in the community
  - who have engaged in activities or events have transpired with which association would be detrimental to the reputation of the school district
- Ankeny Community School District reserves the right to request submission of designs for approval at any time during the licensing agreement.
- Ankeny Community School District reserves the right to require tagging of merchandise in its local program. As of this time of this printing, tagging is not required through the local program.

LOGOS

The district logo was designed to visually express who we are and what we represent. The bands of color completing the "A" provide a feeling of moving forward and a world-class outlook with a sense of progress and motion. The "A" is breaking the boundaries of the circle, representing growth, opportunity and forward thinking.

The figure below shows the preferred district logo. Our logo consists of:

Element A: Symbol (Process Black, PMS 202, PMS 124 and PMS 877 Metallic)

Element B: Logotype (PMS 202)

When the preferred logo will not work in an application or design, one of the following may be used in its place.

These logos must be used as shown. Do not try to re-create, scan or screen capture the logo. Use of the provided artwork will ensure the highest level of quality, accuracy and consistency in all applications. You can contact Samantha Aukes, Communications Director at 515-289-3950, samantha.aukes@ankenyschools.org for electronic art files of any logo.

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The graphic standards in this booklet apply to electronic media as well as traditional print production. To maintain the integrity of the district logo when working electronically, always move the logo as a complete graphic element without separation of elements. Use your software's appropriate resize tool to maintain the logo's original proportions. Never drag or "stretch" the logo when trying to move or resize.

CLEAR ZONE

The district logo is a dominant logo that demands a sufficient amount of area around it where no distracting graphic elements should be placed. This space is generally referred to as the "clear zone," and encompasses an area the height of the logotype, designated by the "x" in the diagram below. While it is acceptable to display the district logo over certain backgrounds (see page 2.1.9), it is

not acceptable to place any other graphic element within the clear zone defined above. This applies to all versions of the logo. It is important for the district logo to maintain its own presence and message; crowding of the clear zone would affect the presentation of the logo.
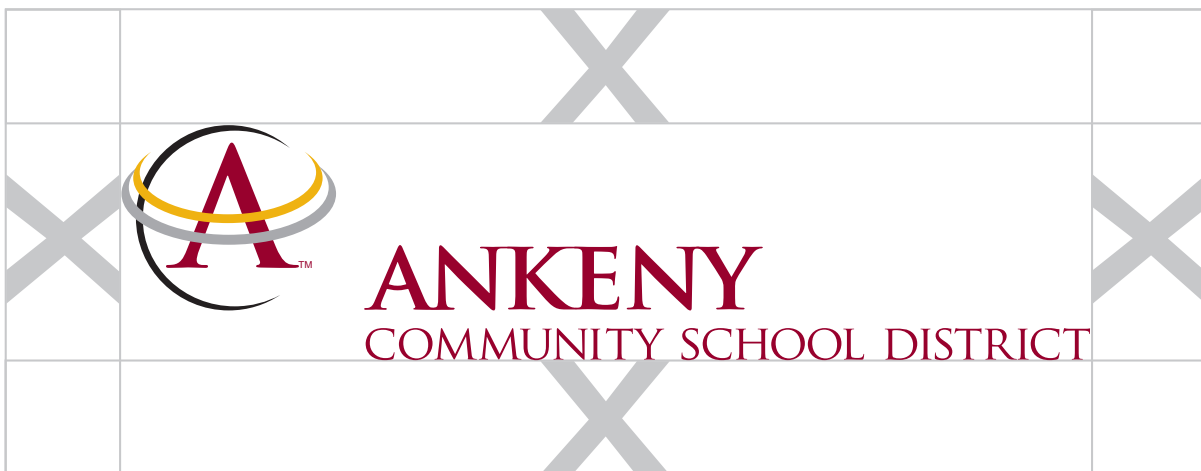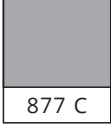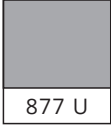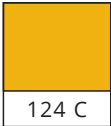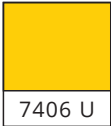
While the district logo is clean and reproduces well down
to small sizes, it is necessary to maintain readability.
Logos should be no smaller than 1.5 inches in width. On
a typical 8.5 inch x 11 inch sheet, keep logos no larger
than five inches in width. Please monitor your application/
design for integrity and quality of reproduction.
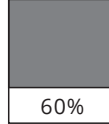
1.5 inches
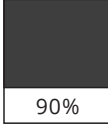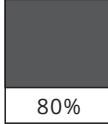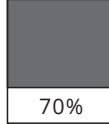

5 inches

LOGO COLORS

Unwavering use of the system color scheme is another way of preserving the design integrity. The Pantone colors for the district are Process Black, P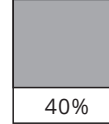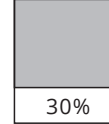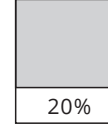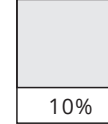MS 202, PMS 124 and PMS 877 Metallic for coated paper stock applications. In situations where an uncoated paper stock is being used,

PMS 124 must be substituted with PMS 7406. In situations where PMS 877 Metallic can not be used, PMS Cool Gray 7 may be substituted in its place. Primary Colors are as follows:
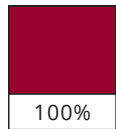
PRIMARY

Coated Paper Stock > 877 C
Uncoated Paper Stock > 877 U

CMYK Equivalent (for four-color process)		RGB Equivalent (for web, multimedia and MS Office applications)		WEB Color (for web use)	ISACORD Threads (for embroidery)
Cyan	0%	Red	167	a7a9ac	3971
Magenta	0%	Green	169		
Yellow	0%	Blue	172		
Black	40%				

SECONDARY

Coated Paper Stock > 202 C
Uncoated Paper Stock > 202 U

CMYK Equivalent (for four-color process)		RGB Equivalent (for web, multimedia and MS Office applications)		WEB Color (for web use)	ISACORD Threads (for embroidery)
Cyan	0%	Red	152	98002e	2123 or
Magenta	100%	Green	0		2113
Yellow	61%	Blue	46		
Black	43%				

SUPPORT

Coated Paper Stock > 124 C
Uncoated Paper Stock > 7406 U

CMYK Equivalent (for four-color process)		RGB Equivalent (for web, multimedia and MS Office applications)		WEB Color (for web use)	ISACORD Threads (for embroidery)
Cyan	0%	Red	238	eeb111	0704
Magenta	28%	Green	177		
Yellow	100%	Blue	17		
Black	6%				

SUPPORT

Coated Paper Stock > Black C
Uncoated Paper Stock > Black U

CMYK Equivalent (for four-color process)		RGB Equivalent (for web, multimedia and MS Office applications)		WEB Color (for web use)	ISACORD Threads (for embroidery)
Cyan	0%	Red	0	000000	0020
Magenta	0%	Green	0		
Yellow	0%	Blue	0		
Black	100%				

DISTRICT COLORS

Process Black

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
CMYK 0,0,0,100	**CMYK** 0,0,0,90	**CMYK** 0,0,0,80	**CMYK** 0,0,0,70	**CMYK** 0,0,0,60	**CMYK** 0,0,0,50	**CMYK** 0,0,0,40	**CMYK** 0,0,0,30	**CMYK** 0,0,0,20	**CMYK** 0,0,0,10
RGB 0,0,0	**RGB** 65,64,66	**RGB** 88,89,91	**RGB** 109,110,113	**RGB** 128,130,133	**RGB** 147,149,152	**RGB** 167,169,172	**RGB** 188,190,192	**RGB** 209,211,212	**RGB** 230,231,232
WEB 000000	**WEB** 414042	**WEB** 58595b	**WEB** 6d6e71	**WEB** 808285	**WEB** 939598	**WEB** a7a9ac	**WEB** bcbec0	**WEB** d1d3d4	**WEB** e6e7e8

PMS 202

100%
CMYK 0,100,61,43
RGB 152,0,46
WEB 98002e
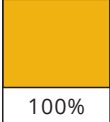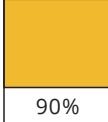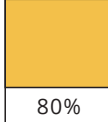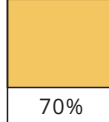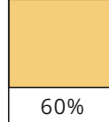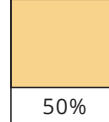
ONLY USE PMS 202 at 100% of its value.
Never use it as a screened color.
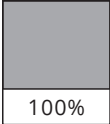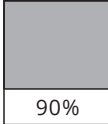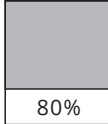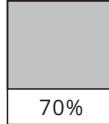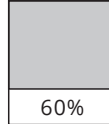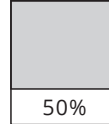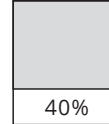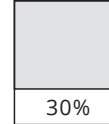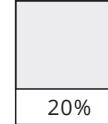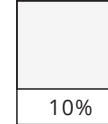
PMS 124

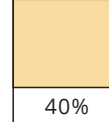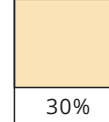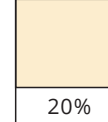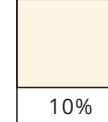| 100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
CMYK 0,28,100,6	**CMYK** 0,25,90,5	**CMYK** 0,22,80,5	**CMYK** 0,20,70,4	**CMYK** 0,17,60,4	**CMYK** 0,14,50,3	**CMYK** 0,11,40,2	**CMYK** 0,8,30,2	**CMYK** 0,6,20,1	**CMYK** 0,3,10,1
RGB 238,177,17	**RGB** 241,184,48	**RGB** 242,190,74	**RGB** 244,196,99	**RGB** 244,203,119	**RGB** 247,211,140	**RGB** 249,219,161	**RGB** 249,226,182	**RGB** 252,234,203	**RGB** 252,241,225
WEB eeb111	**WEB** f1b830	**WEB** f2be4a	**WEB** f4c463	**WEB** f4cb77	**WEB** f7d38c	**WEB** f9dba1	**WEB** f9e2b6	**WEB** fceacb	**WEB** fcf1e1

PMS 877 Metallic

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
CMYK 0,0,0,40	**CMYK** 0,0,0,36	**CMYK** 0,0,0,32	**CMYK** 0,0,0,28	**CMYK** 0,0,0,24	**CMYK** 0,0,0,20	**CMYK** 0,0,0,16	**CMYK** 0,0,0,12	**CMYK** 0,0,0,8	**CMYK** 0,0,0,4
RGB 167,169,172	**RGB** 175,177,180	**RGB** 184,186,188	**RGB** 192,194,196	**RGB** 201,202,204	**RGB** 209,211,212	**RGB** 218,219,220	**RGB** 226,227,228	**RGB** 235,235,236	**RGB** 243,243,244
WEB a7a9ac	**WEB** afb1b4	**WEB** b8babc	**WEB** c0c2c4	**WEB** c9cacc	**WEB** d1d3d4	**WEB** dadbdc	**WEB** e2e3e4	**WEB** ebebec	**WEB** f3f4f4

There are six color options for logo color usage:

1. Reverse
2. All Black
3. All PMS 202
4. Black, PMS 202, PMS 124 and PMS 877 Metallic

The examples on this page illustrate the only approved color options for the logo in print applications. Strong logo visibility is important when selecting options for background colors assuring every part of the logo contrasts.

If printing in black only, always use option number two.

If printing in two color (Black and PMS 202), always use option number three.

If printing in full color or laser printing in color, always use option number six.

Etching/Engraving/Embossing
It is permissible to etch, engrave or emboss the district logo into wood, glass or other materials. However, take extreme care that all parts of the logo are visible and accurately represented. Use one of the one-color logos.

1. Reverse

2. All Black

3. All PMS 202

4. Black, PMS 202, PMS 124 and PMS 877 Metallic

It is important for the district logo to appear as it was intended.
Do not try to re-create the district logo or alter the color of the logo in
any way.

do not tilt the logo

do not distort the logo
horizontally

do not distort the logo
vertically

do not flip the logo

do not place boundaries
around the logo

do not screen the logo

do not use the logotype
without the symbol

The ANKENY COMMUNITY SCHOOL DISTRICT is
commited to excellence.

do not treat the logo as
type

do not typeset the logo-
type

do not use a heavy pat-
tern background

do not use dark colored
background

The Ankeny Community School
District is commited to excellence.

do not breach the clear
zone

do not use the logo as a
background

correct colored
paper background

correct option to use
symbol without logotype

correct reverse on black
background

The Ankeny Community School
District is commited to excellence.

correct clear zone
around logo

correct light colored
printed background

A strong brand is an asset. It adds value. To maintain a strong brand we must embrace a common set of guidelines regarding how we present ourselves.

These logo identity standards are designed to advise us and guide us as we present the Jaguars to the public. It is not a rule book intended to make us walk down the road to sameness. It is not intended to answer every conceivable question. It is intended to help us move forward consistently. Most importantly, it is intended to help us enhance the value of the Jaguar brand in our community.

This booklet contains guidelines and directions for the Jaguar brand. The Jaguar logo will appear on all Jaguar communications, packaging, correspondence, items and specialties.

Please adhere to the logo standards detailed in this booklet. If you have questions or need further information on the use of the Jaguar brand, contact Samantha Aukes, Communications Director at 515-289-3950, samantha. aukes@ankenyschools.org

Thank you for helping us achieve our goal of community, identity and brand.

PALETTE

The Jaguar logo has 10 different options that can be used. Theprimary logo will be used in the majority of applications/designs. These logomarks must be used as shown below. Do not try to re-create, scan or screen capture the logo. Use of the provided artwork will ensure the highest level of quality, accuracy and consistency in all applications/designs. You can contact Samantha Aukes, Communications Director at 515-289-3950, samantha.aukes@ankenyschools.org for electronic art files of any logomark.

primary logo

ELECTRONIC USE

The graphic standards in this booklet apply to electronic media as well as traditional print production. To maintain the integrity of the Jaguar logo when working electronically, always move the logo as a complete graphic element without separation of elements. Use your software's appropriate resize tool to maintain the logo's original proportions. Never drag or "stretch" the logo when trying to move or resize. Refer to page 2.2.7 for examples.

CLEAR ZONE

The Jaguar logos are dominant logos that demand a sufficient amount of area around it where no distracting graphic elements should be placed. This space is generally referred to as the "clear zone," and encompasses an area the width of the "S" in "Jaguars", designated by the "x" in the diagram below. While it is acceptable to display the Jaguar logo over certain backgrounds (see page 2.2.8), it is not acceptable to place any other graphic element within the clear zone defined above. This applies to all versions of the logo. It is important for the Jaguar logos to maintain their own presence and message; crowding of the clear zone would affect the presentation of the logos.
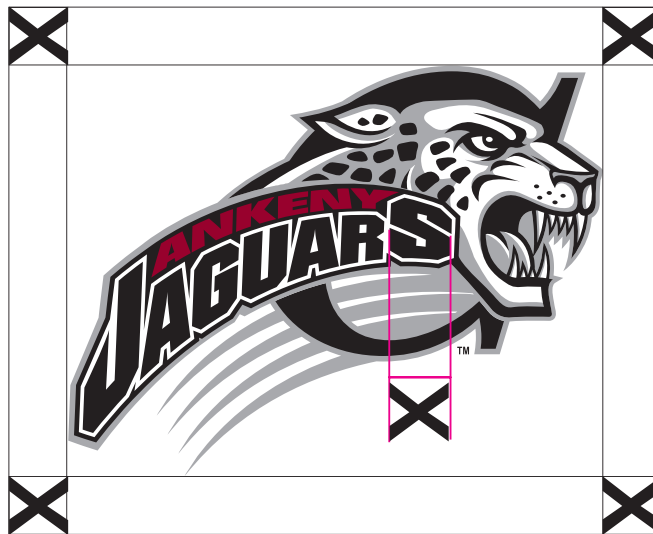
SIZE

While the Jaguar logos are clean and reproduce well down to small sizes, it is necessary to maintain readability. Logos should be no smaller than 1.5 inches in width. On a typical 8.5 inch x 11 inch sheet, keep logos no larger than 3.5 inches in width. Please monitor your application for integrity and quality of reproduction.
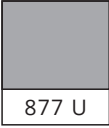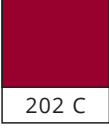
1.5 inches

3.5 inches

LOGO COLORS

Unwavering use of the system color scheme is another way of preserving the design integrity. The Pantone colors for the Jaguars are PMS 202, PMS 877 Metallic and Process Black. In situations where PMS 877 Metallic can not be used, PMS Cool Gray 7 may be substituted in its place (for both coated and uncoated paper stock).

PRIMARY

Coated Paper Stock >

Black C

Uncoated Paper Stock >

Black U

CMYK Equivalent *(for four-color process)*		RGB Equivalent *(for web, multimedia and MS Office applications)*		WEB Color *(for web use)*	ISACORD Threads *(for embroidery)*
Cyan	0%	Red	0	000000	0020
Magenta	0%	Green	0		
Yellow	0%	Blue	0		
Black	100%				

SECONDARY

Coated Paper Stock >

877 C

Uncoated Paper Stock >

877 U

CMYK Equivalent *(for four-color process)*		RGB Equivalent *(for web, multimedia and MS Office applications)*		WEB Color *(for web use)*	ISACORD Threads *(for embroidery)*
Cyan	0%	Red	167	a7a9ac	3971
Magenta	0%	Green	169		
Yellow	0%	Blue	172		
Black	40%				

SUPPORT

Coated Paper Stock >

202 C

Uncoated Paper Stock >

202 U

CMYK Equivalent *(for four-color process)*		RGB Equivalent *(for web, multimedia and MS Office applications)*		WEB Color *(for web use)*	ISACORD Threads *(for embroidery)*
Cyan	0%	Red	151	98002e	2123 or
Magenta	100%	Green	0		2113
Yellow	61%	Blue	46		
Black	43%				

There are five color options for logo color usage:

1. Reverse on Black

2. All Black

3. All PMS 877 Metallic

4. Black and PMS 877 Metallic

5. Black, PMS 877 Metallic and PMS 202

The examples below illustrate the only approved color options for the logo in print applications. Strong logo visibility is important when selecting options for background colors assuring every part of the logo contrasts.

Etching/Engraving/Embossing

It is permissible to etch, engrave or emboss the Jaguar logo into wood, glass or other materials. However, take extreme care that all parts of the logo are visible and accurately represented. Use the one-color logos on page 7.2.1-7.2.2 for these applications.

1. Reverse on Black

2. All Black

3. All PMS 877 Metallic

4. Black and PMS 877 Metallic

5. Black, PMS 877 Metallic and PMS 202

It is important for the Jaguar logo to appear as it was intended. Do not try to re-create the Jaguar logo or alter the color of the logo in any way.

do not fill in logo

do not distort the logo horizontally ('stretch")

do not distort the logo vertically ("squeeze")

do not tilt logo

do not place boundaries around the logo

Jaguar Top Ten Rules:
1. Walk in the halls.
2. Use indoor voices

do not screen the logo & do not print over top

do not flip the logo

The JAGUARS are com-mitted to excellence.

do not treat the logo as type

JAGUAR NEWSLETTER

don't use multiple logos together in a design or on a page

only use logos in their approved color schemes

The Jaguar logo is intended for a white or light-colored background. Do not place heavy pattern backgrounds behind logo. Color should only show through white areas when unavoidable, as in using colored paper.

no heavy pattern
background

no dark colored paper
background

incorrect one-color on
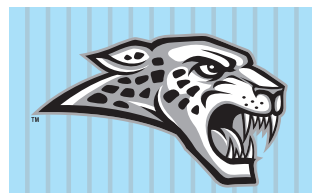light background

do not use logo
as pattern background

Jaguar Top Ten Rules:
1. Walk in the halls.
2. Use indoor voices

do not screen the logo
and do not print over top

correct light colored
printed background

correct on colored
paper background;
apparel rule is different

correct on colored
paper background

correct reverse on
black background

correct one-color
reverse on black

JAGUAR USAGE ON APPAREL

"distressing" of the logo is okay, within reason

"splatter," "tribal," "tattoo" or other style graphical backgrounds are okay *on apparel*

when using heavy pattern around logo, an ample clear zone is *preferred*

text may run behind logos that do not include text, with a clear space cut around *preferred.*

text may also be used in designs, providing minimal clear space is observed and the text does not create a new "logo"

More than one logo may be used on apparel if in different "design spaces"

JAGUAR INCORRECT APPAREL USAGE

do not imprint white on light colored apparel

do not allow apparel color to show through

do not separate pieces of the logo

do not combine logos into one design space; i.e., two logos together on the front, etc.

integrity of borders and internal space must be maintained; artwork may not cross in front of or encroach into the logo

do not print over the top of the logo

"college-style" rivalry messages and "housedivided" messages are inappropriate

logos cannot be modified to create new versions due to the trademark; do not modify text

Jaguar apparel logo colors

The examples below illustrate approved color options for the logo in apparel applications.

The white imprint can be applied to **any color shirt**. The shirt color must be dark enough for easy readability.

The black and white imprint can be applied to **any color shirt**. The shirt color must be dark enough for easy readability.

The black, white, PMS 877 and PMS 202 imprint can be applied to **any color shirt**. When PMS 877 Metallic isn't available, it may be substituted with PMS Cool Gray 7. The shirt color must be dark enough for easy readability.

1. OK

2. OK

3. OK

4. OK

5. NO on apparel

6. NO

7. OK

8. NO on apparel

9. NO

10. NO

11. NO

12. OK

The Jaguar's face should never appear reversed as it is shown in exaples 6, 9, 10 and 11.
Additionally, colored apparel cannot show through the face as is shown in examples 5 and 8.

A strong brand is an asset. It adds value. To maintain a strong brand we must embrace a common set of guidelines regarding how we present ourselves.

These logo identity standards are designed to advise us and guide us as we present the Hawks to the public. It is not a rule book intended to make us walk down the road to sameness. It is not intended to answer every conceivable question. It is intended to help us move forward consistently. Most importantly, it is intended to help us enhance the value of the Hawk brand in our community.

This booklet contains guidelines and directions for the Hawk brand. The Hawk logo will appear on all Hawk communications, packaging, correspondence, items and specialties.

Please adhere to the logo standards detailed in this booklet. If you have questions or need further information on the use of the Hawk brand, contact Samantha Aukes, Communications Director at 515-289-3950, samantha.aukes@ankenyschools.org

Thank you for helping us achieve our goal of community, identity and brand.

The Hawk logo has 10 different options that can be used. The primary logo will be used in the majority of applications/designs.These logomarks must be used as shown below. Do not try to re-create, scan or screen capture the logo. Use of the provided artwork will ensure the highest level of quality, accuracy and consistency in all applications/designs. You can contact amantha Aukes, Communications Director at 515-289-3950, samantha. aukes@ankenyschools.org for electronic art files of any logomark.

primary logo
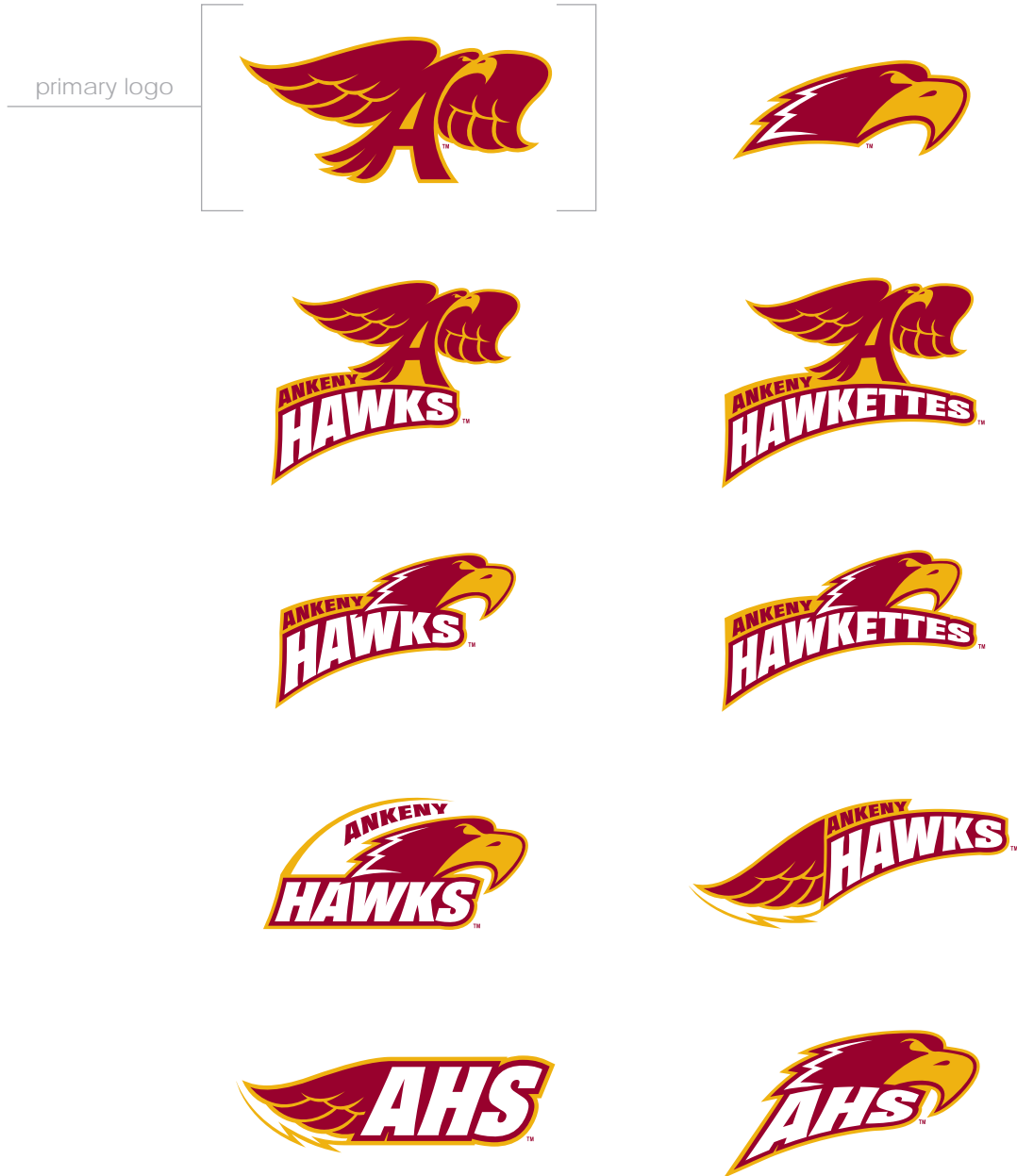
The graphic standards in this booklet apply to electronic media as well as traditional print production. To maintain the integrity of the Hawk logo when working electronically, always move the logo as a complete graphic element without separation of elements. Use your software's appropriate resize tool to maintain the logo's original proportions. Never drag or "stretch" the logo when trying to move or resize. Refer to page 2.3.7 for examples.

CLEAR ZONE

The Hawk logos are dominant logos that demand a sufficient amount of area around it where no distracting graphic elements should be placed. This space is generally referred to as the "clear zone," and encompasses an area the width of the "S" in "Hawks", designated by the "x" in the diagram below. While it is acceptable to display the Hawk logo over certain backgrounds (see page 2.3.8), it is not acceptable to place any other graphic element within the clear zone defined above. This applies to all versions of the logo. It is important for the Hawk logos to maintain their own presence and message; crowding of the clear zone would affect the presentation of the logos.

SIZE

While the Hawk logos are clean and reproduce well down to small sizes, it is necessary to maintain readability. Logos should be no smaller than 1.5 inches in width. On a typical 8.5 inch x 11 inch sheet, keep logos no larger than 3.5 inches in width. Please monitor your application for integrity and quality of reproduction.
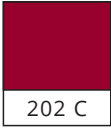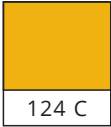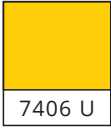
1.5 inches

3.5 inches

LOGO COLORS

2 . 3 . 5

Unwavering use of the system color scheme is another way of preserving the design integrity. The Pantone colors for the Hawks are PMS 202, PMS 124 and Process Black for coated paper stock applications. In situations where an uncoated paper stock is being used, PMS 124 must be substituted with PMS 7406.

PRIMARY

Coated Paper Stock >

202 C

Uncoated Paper Stock >

202 U

CMYK Equivalent *(for four-color process)*		RGB Equivalent *(for web, multimedia and MS Office applications)*		WEB Color *(for web use)*	ISACORD Threads *(for embroidery)*
Cyan	0%	Red	152	98002e	2123 or
Magenta	100%	Green	0		2113
Yellow	61%	Blue	46		
Black	43%				

SECONDARY

Coated Paper Stock >

124 C

Uncoated Paper Stock >

7406 U

CMYK Equivalent *(for four-color process)*		RGB Equivalent *(for web, multimedia and MS Office applications)*		WEB Color *(for web use)*	ISACORD Threads *(for embroidery)*
Cyan	0%	Red	238	eeb111	0704
Magenta	28%	Green	177		
Yellow	100%	Blue	17		
Black	6%				

ACCEPTABLE COLOR USE FOR PRINT APPLICATIONS

There are five color options for logo color usage:

1. Reverse

2. All Black

3. All PMS 202

4. All PMS 124

5. PMS 202 and PMS 124

The examples below illustrate the only approved color options for the logo in print applications. Strong logo visibility is important when selecting options for background colors assuring every
part of the logo contrasts.

Etching/Engraving/Embossing

It is permissible to etch, engrave or emboss the Hawk logo into wood, glass or other materials. However, take extreme care that all parts of the logo are visible and accurately represented. Use the one-color logos on page 7.3.1-7.3.4 for these applications.

1. Reverse

2. All Black

3. All PMS 202

4. All PMS 124

5. PMS 202 and PMS 124

It is important for the Hawk logo to appear as it was intended. Do not try to re-create the Hawk logo or alter the color of the logo in any way.

do not tilt logo

do not distort the logo horizontally ('stretch")

do not distort the logo vertically ("squeeze")

do not flip the logo

do not place boundaries around the logo

do not screen the logo or print over top

Hawk Top Ten Rules:
1. Walk in the halls.
2. Use indoor voices

only use logos in their approved color schemes

The HAWKS are committed to excellence.

do not treat the logo as type

HAWK NEWSLETTER

don't use multiple logos together in a design or on a page

BACKGROUNDS IN PRINT

The Hawk logo is intended for a white or light-colored background. Do not place heavy pattern backgrounds behind logo. Color should only show through white areas when unavoidable, as in using colored paper.

no heavy pattern
background

no dark colored paper
background

do not use logo
as pattern background

Hawk Top Ten Rules:
1. Walk in the halls.
2. Use indoor voices

do not screen the logo
and do not print over top

correct light colored
printed background

correct colored
paper background

correct reverse on
black background

Hawk usage on apparel

"distressing" of the logo is okay, within reason

"splatter," "tribal," "tattoo" or other style graphical backgrounds are okay **on apparel**

when using heavy pattern around logo, an ample clear zone is *preferred*

text may run behind logos that do not include text, with a clear space cut around *preferred*

text may also be used in designs, providing minimal clear space is observed and the text does not create a new "logo"

more than one logo may be used on apparel if in different "design spaces"

Hawk incorrect apparel usage

do not imprint white on light colored apparel

do not allow apparel color to show through

do not separate pieces of the logo

do not combine logos into one design space; i.e., two logos together on the front, etc.

integrity of borders and internal space must be maintained; artwork may not cross in front of or encroach into the logo

do not print over the top of the logo

"college-style" rivalry messages and "house-divided" messages are inappropriate
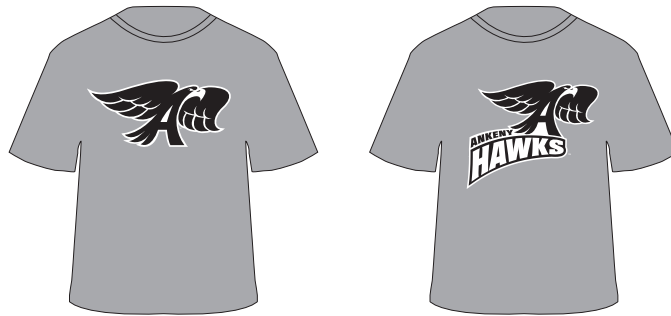

logos cannot be modified to create new versions due to the trademark; do not modify logo text
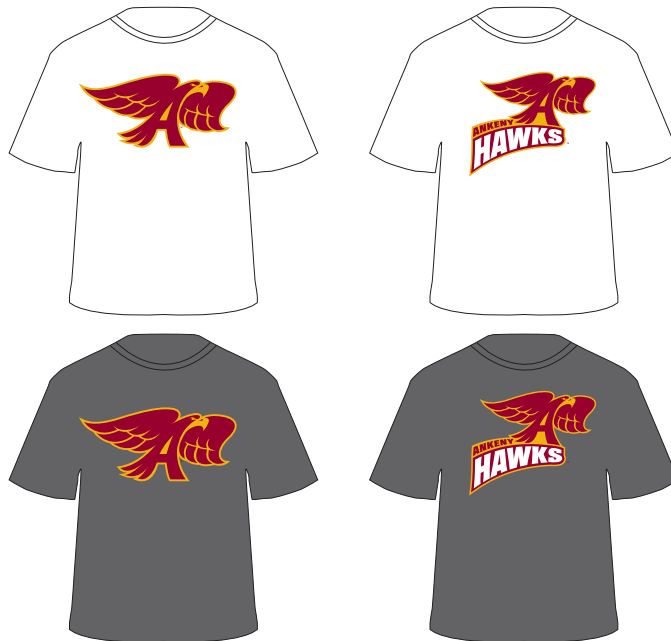
Hawk apparel logo colors

The examples below illustrate approved color options for the logo in apparel applications.

The white imprint can be applied to **any color shirt**. The shirt color must be dark enough for easy readability.

The black and white imprint can be applied to **any color shirt**. The shirt color must be dark enough for easy readability.

The white, PMS 877 and PMS 202 imprint can be applied to **any color shirt**. The shirt color must be dark enough for easy readability.

Old Hawk

New Hawk

"Squinting Eye"

"Aggressive Eye"

Squared

Streamlined

Higher feathers

Lower feathers

Do Not Use

Use

In 2010, the Ankeny Hawk was updated for the new century and to take advantage of new styles that had emerged in logo design. Under the district's trademark, **the new Hawk logo should always be used and the old Hawk logo can no longer be used**. If you have previously produced materials with the old Hawk logo and are uncertain of whether you are using the new logo or old logo, the above chart has several reference points to help you quickly determine whether you have the correct art file.

Uniforms

COLOR MATCHING AND LOGO USE ON UNIFORMS

Fabrics that are available for athletic and activities uniforms will frequently be limited to choices that do not perfectly align with the school district's specified colors. In these cases, it is preferable to match any screen printed or embroidered colors to the colors of the uniform fabric, not the specified district colors, so that the colors do not clash.

Logo use should, however, follow basic color designs. For example, a white hawk should not be used with a gold outline, as this is not one of the approved color combination options. This is primarily because it is difficult to distinguish these colors from each other at a distance. A white hawk or a gold hawk may be used, but not with an additional outline.
(See pages 2.2.6 and 2.3.6 of this guide for color combination options.)

Use of Logos on Helmets
The one and only exception to the rule of not "flipping" the logo is on football and other helmets that need a logo on both sides. In this circumstance, the logo on each side of the helmet should face the front of the helmet (face mask) much as would be seen on professional or collegiate football helmets. If only one side of the helmet is to have a logo affixed, it should be the right side, so that the logo both faces the front and is represented in its normal format.

Match screen print and embroidery colors to fabric, not art file.

Use only approved color combinations. For example: white hawk cannot be outlined in gold.

Logos on helmets should always face the front.

ANKENY
COMMUNITY SCHOOL DISTRICT

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