





School District of Shiocton Brand Style Guide and Logo Proposals

| Proposed Official District Colors | | |
|---|--|---|
| Primary District Color: Shiocton Green | Secondary District Color: Black | Tertiary District Color: White |
| Hex Code #006633 RGB 0 / 102 / 51 CMYK 100% 0% 50% 60% Closest Pantone 349 C | Hex Code #000000 RGB 0 / 0 / 0 CMYK 0% 0% 0% 100% Closest Pantone Black 6 C | Hex Code #ffffff RGB 255 / 255 / 255 CMYK 0% 0% 0% 0% |

| Proposed Official District Fonts | | |
|----------------------------------|--------------------------|--------------------|
| Official Serif Font | Official Sans Serif Font | Official Logo Font |
| Times New Roman | Arial | Anton |

| Proposed Official District Logos | | |
|---|---|---|
| Original Logo | Description / Changes | Proposed |
|  | District S Logo <i>Use: Throughout District and other Logos</i> <ul style="list-style-type: none"> • Recolored with Shiocton Green • Fixed outline imperfections • Created editable high-quality templates |  |
|  | District Logo <i>Use: Throughout District</i> <ul style="list-style-type: none"> • New reproduction • Recolored with Shiocton Green • Font Enlarged for readability • Fixed imperfections in text arc-ing and coloring • Created editable high-quality templates |  |



Chiefs Logo

Use: Throughout District

- New reproduction with District S
- Recolored with Shiocton Green
- Created editable high-quality templates



Athletics Notched S Logo

Use: Athletics Department

- New authorized logo for athletics
- Recolored with Shiocton Green
- Created editable high-quality templates



Athletics Circle Logo

Use: Athletics Department

- New design
- Recolored with Shiocton Green
- Created editable high-quality templates




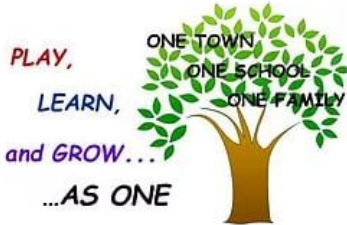






Motto Banners

Use: Throughout District and Social Media

- New designs
- Removed "Pride" tagline
- Recolored with Shiocton Green
- Created editable high-quality templates



| | | |
|--|---|---|
| | |  |
|  | <div>Fitness Center Logo</div> <p><i>Use: Shiocton Fitness Center</i></p> <ul style="list-style-type: none">• New design• District S• Recolored with Shiocton Green• Created editable high-quality templates |  |
|  | <div>Shiocton Child Care Center Logo</div> <p><i>Use: Shiocton Child Care Center</i></p> <ul style="list-style-type: none">• New design• Created editable high-quality templates |  |
|   | <div>The Link Logo</div> <p><i>Use: The Link Newsletter</i></p> <ul style="list-style-type: none">• New design• Created editable high-quality templates |  |