

*Graphic
Identity
Standards
Manual*

JORDAN-ELBRIDGE
CENTRAL SCHOOL DISTRICT

Table of Contents

Introduction	3
Official Fonts	4
Official Name of School District	5
District Logo	6
District Logo Marks	7
Logo and Logo Marks: Official Ink Color Palette	8
Logo and Logo Marks: Size, Modification and Orientation	9
Logo and Logo Marks: Separating from Other Elements	10
Logo and Logo Marks: Black and White	11
Logo and Logo Marks: One Color - Navy (PMS282)	12
Approved Merchandise Colors	13
Approved Merchandise Colors: Full Color Logo	14
Approved Merchandise Colors: Full Color Logo Marks	15
Approved Merchandise Colors: Single Color Logo - Navy (PMS282)	16
Two Color - Navy (PMS282 and White)	16
Approved Merchandise Colors: Single Color Logo Marks - Navy (PMS282)	17
Two Color - Navy (PMS282 and White)	17

Introduction

The Board of Education of the Jordan-Elbridge Central School District recognizes that the District's name, trademarked logo and trademarked logo marks, when used as prescribed, are an invaluable asset to the District and the greater Jordan-Elbridge Community in the form of pride, unity and economic prosperity.

The Board also recognizes that when there is no prescribed or consistent usage, the brand asset (pride, unity and prosperity) is diminished, and may be lost entirely.

The Jordan-Elbridge Central School District **Graphic Identity Standards Manual** tells how the District's name, trademarked logo and trademarked logo marks are to be used.

Consistency and quality are the keys to creating a strong public relations asset for the school district and surrounding community. All Staff and Students are required to abide by this Manual. Outside groups such as the Parent Teacher Organization (PTO), Sports Boosters and Band Boosters must abide by this Manual when merchandising items that use or refer to the Jordan-Elbridge School District or any of its component parts.

The trademarked logo and logo marks are the property of the Jordan-Elbridge Central School District. This artwork is solely intended for the positive promotion of the District and greater Jordan-Elbridge community. Distortions, alterations or use of this artwork in ways contrary to the standards put forth in this manual are prohibited.

A current electronic version of this Manual is on the District website at www.jecsd.org.

Users are required to direct all vendor requests for logo and logo mark artwork to the communications office to ensure quality artwork reproduction.

Users are also highly encouraged to contact the communications office for advice regarding Manual compliance.

Contact:	Communications Specialist
Location:	Jordan-Elbridge Middle School 9 N. Chappell Street Jordan, NY 13080
Telephone:	(315) 689-8500 x 5012
E-mail:	elennon@jecsd.org

Official Fonts

The Jordan-Elbridge Central School District's official fonts are **Palatino** and **Arial**. Both fonts are industry standards and readily available in commonly used software packages.

Palatino is used for headings and Arial is used for body text. Good design requires heading and body text fonts to be different. Arial is used for body text because of its professional look and easiness to read.

Palatino font type can be regular, bold, italic or bold italic.

Arial font type can be regular, bold, italic or bold italic.

Current standard template documents and forms for internal use can be obtained on the District's intranet.

Headline Font

Palatino (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Palatino (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Palatino (Italics)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Palatino (Bold Italics)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Body Text Font

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial (italics)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial (bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial (bold italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Official Name of School District

The official District name is the **Jordan-Elbridge Central School District**. When the words Jordan-Elbridge are used, the hyphen is always included because it is part of the legally registered name of the District.

The District name and school names are considered headings when standing alone and are printed using the Palatino font.

The District name and school names are considered body text when not standing alone and are printed using the Arial font.

When printing to garments, a font variation may be required or desirable. Please contact the Public Relations Office for advice when printing to garments.

Examples of acceptable usage are shown to the right.

Jordan-Elbridge Central School District

Jordan-Elbridge (with hyphen)

JE (without hyphen)

JE High School

JE Middle School

Ramsdell Elementary School

Elbridge Elementary School

District Logo

The Jordan-Elbridge **District Logo** is original trademarked artwork.

On a white background, the District Logo is a 3-color logo (PMS¹ Black, PMS 286 and PMS 2707).

On a non-white background, the District Logo is a 4-color logo (PMS White, PMS Black, PMS 286 and PMS 2707).

See the Official Color Palette for color codes.

Colors shown in this Manual or in any electronic form (e.g., jpeg, pdf) are approximate and are not to be used for ordering or reproduction.

Users are required to direct all vendor requests for logo and logo mark artwork to the Public Relations office to ensure quality artwork reproduction.

Full Color Logo on White Background



Full Color Logo on Official Navy (PMS282) Background



¹ PMS stands for Pantone Matching System, which is an industry standard color matching system developed by Pantone, Inc.

District Logo Marks

Jordan-Elbridge has four **Logo Marks**. These logo marks are original trademarked artwork.

The logo marks may be used alone or in conjunction with the District Logo on uniforms, merchandise and promotional material.

On a white background, the logo marks are 3-color (PMS Black, PMS 286 and PMS 2707).

On a non-white background, the logo marks are 4-color (PMS White, PMS Black, PMS 286 and PMS 2707).

See the Official Ink Color Palette for color codes.

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Users are required to direct all vendor requests for logo and logo mark artwork to the Public Relations office to ensure quality artwork reproduction.

**Full Color
Logo Marks
on White
Background**



**Full Color Logo Marks
on Official Navy
(PMS282)
Background**



Logo and Logo Marks: Official Ink Color Palette

Color is critical to the development of a strong identity system and brand.

Extra care must be taken to ensure that the specified PMS colors for the Logo and Logo Marks are reproduced per the PMS Chart. Different materials absorb color differently, which makes matching the required PMS colors as much, if not more, of an art than a science on the vendor's part. Request a sample to ensure color and artwork reproduction accuracy.

Colors shown in this Manual or in any electronic form (e.g., jpeg, pdf) are approximate and are not to be used for ordering or reproduction.

Users are required to direct all vendor requests for logo and logo mark artwork to the Public Relations office to ensure quality artwork reproduction.



WHITE

(When printed over dark colors)



PMS BLACK

C=100; M=100; Y=100; K=100
R=0; G=0; B=0



PMS 286

C=100; M=66; Y=0; K=2
Web: Hex={00,49,90} Microsoft Frontpage
The use of PMS 286 is for logo only.
No merchandise shall include this color – not even as an accent. This color is only in logo. It is NOT to be used for any other artwork graphic on merchandise.
(i.e. typeface on a t-shirt)



PMS 2707

C=25; M=13; Y=1; K=0
Web - Hex={BB,CD,E8} Microsoft Frontpage
The use of PMS 2707 is an “accent” color only.
For example, a jacket or a golf shirt with light blue trim). This color may be used minimally as an outline for typeface on a t-shirt.



Navy - PMS 282

For single-color use only.
C=100; M=97; Y=0; K=45
Web: Hex={00,22,5D}

Logo and Logo Marks: Size, Modification and Orientation

The Minimum Size of the Logo and Logo Marks is 1" (as shown)

The Logo and Logo Marks must be reproduced at a minimum size of 1". This will ensure readability and reproduction fidelity.

If it is necessary to make the Logo or Logo Marks smaller, then contact the Public Relations Office.

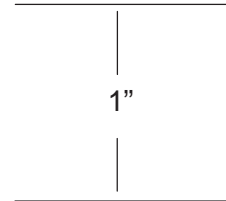
Logo and Logo Marks Cannot Be Altered

The Logo and Logo Marks cannot be altered. For example changing the artwork's proportional size (distortion), orientation (rotation), color or shade.

Position of Logo and Logo Marks

All logos and logo marks must be displayed horizontally. Examples of unacceptable positions are shown.

Users are required to direct all vendor requests for logo and logo mark artwork to the Public Relations office to ensure quality artwork reproduction.



Incorrect Uses



Stretching or turning the Logo or Logo Marks is prohibited.



Logo and Logo Marks: Separating from Other Elements

The minimum clear space between the Logo or a Logo Mark is 1/4" as illustrated.

The Logo and Logo Marks must have a clear space surrounding them to ensure proper visual balance and ease of identification. No other text or graphic is allowed within the designated clear space.

The Logo and Logo Marks cannot bleed off the edge of a page or object.



Incorrect - No clear space



Correct - 1/4" clear space.



Logo and Logo Marks: Black and White

Use black and white artwork provided by the Public Relations Office to make photocopies.

The black and white artwork is specifically designed for this purpose and it will produce better than using the full color artwork.

Users are required to direct all vendor requests for logo and logo mark artwork to the Public Relations office to ensure quality artwork reproduction.

Logo



Logo Marks



Logo and Logo Marks: Single Color - Navy (PMS 282)

Navy (PMS 282) is to be used when using just one color for the Logo or Logo Marks.

Users are required to direct all vendor requests for logo and logo mark artwork to the Public Relations office to ensure quality artwork reproduction.

Logo



Logo Marks



Approved Merchandise Colors

The Logo and Logo Marks may be reproduced on the colors listed to the right. These are common colors for garments and other merchandise.

The only acceptable team uniform colors are Navy (PMS282) & White.

Below is a sample list of merchandise subject to the background color requirement.

T-shirts, Sweatshirts
Jackets, Water Bottles
Hats, Umbrellas
Mugs, Buttons, Pins

Garment or merchandise color should match as close as possible to these approved background colors.

Extra care must be taken to ensure that the specified PMS colors for the Logo and Logo Marks are reproduced per the PMS Chart. Different materials absorb color differently, which makes matching the required PMS colors as much, if not more, of an art than a science on the vendor's part. Request a sample to ensure color and artwork reproduction accuracy.

Colors shown in this Manual or in any electronic form (e.g., jpeg, pdf) are approximate and are not to be used for ordering or reproduction.

Users are required to direct all vendor requests for logo and logo mark artwork to the Public Relations office to ensure quality artwork reproduction.



White



Navy (PMS 282)



Light Gray



Dark Gray / Athletic Gray

The only acceptable team uniform colors are Navy (PMS282) & White.

Approved Merchandise Colors: Full Color Logo

The District full color logo may be reproduced on the colors listed to the right.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.

Before reproducing any official logo on any non-approved substrate, consult the Jordan-Elbridge Central School District's Office of Communications and Public Relations at (315) 689-8500 x5012.



3-Color on White



4-Color - Navy (PMS282)



4-Color - Light Gray



4-Color - Dark Gray

Approved Merchandise Colors: Full Color Logo Marks

The District Logo Marks may be reproduced in full color on the colors listed below.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.

Before reproducing any official logo on any non-approved substrate, consult the Jordan-Elbridge Central School District's Office of Communications and Public Relations at (315) 689-8500 x5012.



3-Color on White



4-Color on Navy (PMS282)



4-Color on Light Gray



4-Color on Dark Gray



3-Color on White



4-Color on Navy (PMS282)



4-Color on Light Gray



4-Color on Dark Gray



3-Color on White



4-Color on Navy (PMS282)



4-Color on Light Gray



4-Color on Dark Gray



3-Color on White



4-Color on Navy (PMS282)



4-Color on Light Gray



4-Color on Dark Gray

Approved Merchandise Colors:

Single & Two Color Logo

Navy (PMS282) & White

The District Logo may be reproduced using the approved single color Navy (PMS282) on white merchandise. A two-color Navy (PMS 282) and white may be used on the gray colors shown below.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.

Before reproducing any official logo on any non-approved substrate, consult the Jordan-Elbridge Central School District's Office of Communications and Public Relations at (315) 689-8500 x5012.

Single Color Logo



Navy Ink on White



White Ink on Navy (PMS282)

Two Color Logo - Navy (PMS and White)



White & Navy Ink (PMS282)
on Light Gray



White & Navy Ink (PMS282)
on Light Gray

Approved Merchandise Colors: Single & Two Color Logo Marks

Navy (PMS282) & White

The District Logo Marks may be reproduced using the approved single color Navy (PMS282) on white merchandise. A two-color Navy (PMS 282) and white may be used on the gray colors shown below.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.

Before reproducing any official logo on any non-approved substrate, consult the Jordan-Elbridge Central School District's Office of Communications and Public Relations at (315) 689-8500 x5012.

SINGLE COLOR LOGO MARKS



Navy Ink on White



White Ink on Navy



Navy Ink on White



White Ink on Navy



Navy Ink on White



White Ink on Navy



Navy Ink on White



White Ink on Navy

2-COLOR LOGO MARKS



White & Navy on Light Gray



White & Navy on Dark Gray



White & Navy on Light Gray



White & Navy on Dark Gray



White & Navy on Light Gray



White & Navy on Dark Gray



White & Navy on Light Gray



White & Navy on Dark Gray



JORDAN-ELBRIDGE
CENTRAL SCHOOL DISTRICT

Office of Communications and Public Relations

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