



Identity Guide

The logos in this guide are the primary graphic elements of the Southeast Polk Community School District branding program. Consistent application and precise production of the logos will identify and reinforce public awareness of Southeast Polk, its schools, activities and other areas. When the logos are used properly with the other elements of the identification program, a unique and effective visual style can be established.

The logos and their treatment described in the following pages are: the official Southeast Polk District logo and logotype, the various school logos, the official Southeast Polk activities logo and logotype, variations for sport and activity logos and usage guidelines for the logos.

Reproduction for quality copies and digital images of the logo may be obtained through the Communications & Community Relations Department at District Office by contacting Jeannie Christenson at jean.christenson@southeastpolk.org. You may also visit the logo library on the district website at www.southeastpolk.org, where the primary marks of each logo are available.



Color, Font Standards and Referencing SEP

SEP OFFICIAL COLORS

The colors of the Southeast Polk Community School District are black and gold. PMS 109 is the official Pantone color for SEP gold. When using grey, 30% of black should be used.

These are the official colors for both the district and activities logos.



BLACK



SEP GOLD

PMS 109

C=1, M=15, Y=100, K=0

Web: #FFD200



SEP GREY

30% of black

SEP OFFICIAL FONTS

The Southeast Polk Community School District has three official fonts. Please contact the Community Relations department for access to these fonts.

The official fonts for the district are: Rage Italic and Myriad Pro

The official font for SEP Activities is: AddCityBoy

These fonts should be used for all official SEP applications including stationery and other office supplies, signage, uniforms and other district supported activities and purchases. Leeway will be given for spirit wear merchandise as long as the official Ram logo is used.

Rage Italic

Myriad Pro

AddCityBoy

REFERENCING THE DISTRICT

When referring to the Southeast Polk Community School District, its schools and activities programs the following are acceptable:

- Southeast Polk
- SEP
- SE Polk

Please note there is NO punctuation when using SEP and SE Polk. Please do NOT use S.E.P., S.E. Polk, S.E.-Polk or SE-Polk.

Preferred:
Southeast Polk
SEP

Alternate:
SE Polk (note punctuation)

District Logos

The district logo is adaptable so that each school has its own logo within the SEP Identity Package. Any use or alteration of these images not in accordance with Southeast Polk regulations is expressly prohibited.

MAIN DISTRICT LOGO:



District Logo Standards and Violations

ORIENTATION

There should be no rotation of any logo.



Coloring of the logo should be opposite of the background color of the page or apparel.



No outlines should be added to the logo.

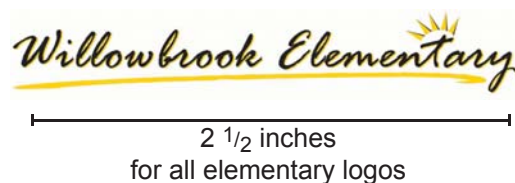


The logo should never be distorted in any way. If resizing is needed, hold down the shift key when dragging the corner. This will prevent the logo from being distorted.



SIZE

To make the logo as recognizable and readable as possible, these size standards should be used.



The Activities Logo

SEP ATHLETICS MARKS - Other color variations are available by contacting the community relations office. Any use or alteration of these images not in accordance with Southeast Polk regulations is expressly prohibited.



Activities Logo Standards and Violations

ORIENTATION AND COLORING

There should be no rotation of any logo.



The logo should always retain its outside border. The color of the page or apparel should contrast the outermost border of the logo. No extra borders may be added



The logo should never be distorted in any way. If resizing is needed, hold down the shift key when dragging the corner. This will prevent the logo from being distorted.



SIZE

To make the logo as recognizable and readable as possible, please follow the size minimums below.

