

Design and Style Guide: Helensview School Quick Reference

IMPORTANCE OF STANDARDS: A style and design guide is a set of rules for the design of documents, websites, signage, and any other communication to create uniform branding for Helensview School. Style guides help maintain a consistent look so that the viewer can immediately associate the brand and communication with whomever produced them.

REQUIRED ELEMENTS: Always place the Helensview School Logo in some form on your primary page. Wherever possible, also include the MESD logo and / or agency name. If an event is sponsored in partnership with another agency, program or school, include both logos and full names at the top or in the footer.



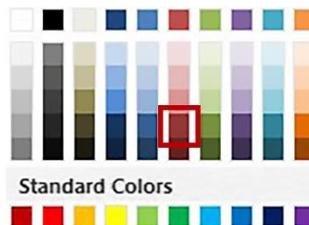
LOGO: Always use a PNG file type with a transparent background, unless it is to be placed on a white background within the document. Use the full color logo whenever possible. Size the logo so that it is large enough to be clearly visible, is aesthetically proportionate to the other elements on the page, and has enough space around it. Be sure that the logo's proportions remain the same when resized.

COLOR USAGE: Main design elements such as covers, headlines and subheads should stick to the primary color palette. Primary tints and complementary colors may be used to provide accents for differentiation, or as they fit within a cohesive, harmonious design. Note that colors may render differently on different displays. For quick documents and presentations, use the closest color approximation available in the program you are using.

DOCUMENT FONT USAGE: Within a document or publication, use the fonts from the MESD Design and Style Guide. The font families below have been selected as district standards. Use different font weights or styles within those families to provide variety. Sans serif fonts are typically used for headlines; serif fonts are good for long passages of text.

SANS SERIF: Arial
 a b c d e f g h i j k l
 A B C D E F G H I J
 0 1 2 3 4 5 6 7 8 9

SERIF: Times New Roman
 a b c d e f g h i j k l m
 A B C D E F G H I J
 0 1 2 3 4 5 6 7 8 9



MESD BRAND COLORS: The MESD brand colors complement the Helensview School brand colors. You may use the monochrome version of the MESD logo or the full color version of the logo on documents and publications where the Helensview School colors are used.



For printed products, merchandise, posters, and longer-lasting pieces, use the precise brand colors:

Burgundy	White	Black
#822b5d	#ffffff	#000000
R130 G43 B93	R255 G255 B255	R0 G0 B0
C37 M97 Y39 K12	C0 M0 Y0 K0	C75 M68 Y67 K90

Include the full agency name in your document, either as part of the logo (above), or written out near the logo. If referring to MESD within the text of your document, the first reference should include the full agency name.