SHERBURNE-EARLVILLE CENTRAL SCHOOL DISTRICT
BRAND GUIDELINES

The purpose of this guide is to establish and maintain the consistent use of Sherburne-Earlville Central School District's logo, type, font & color palette.

Branding is more than a logo. A well-developed brand is built on a foundation that represents the essence of the school's mission, vision, core values, attributes and qualities of both its core academic and extracurricular programming.
Brands encourage loyalty and create a sense of pride.

School departments or clubs **ARE NOT** to develop or use any other logos without the approval of Superintendent. If you have any questions in this Brand Guide please contact Robert G. Berson, Superintendent of Schools (607) 674-7343.
Thank you in advance for reviewing.

Note: This branding guide was updated 4/2024 to reflect the district's new nickname (Sherburne-Earlville Timberwolves).

Mission Statement

"Inspire and empower each learner to reach their full potential."

Vision Statement

"An innovative, high performing rural school district delivering educational excellence."

Core Beliefs

- Students are our number one priority.
- Everyone can learn and grow.
- We welcome and respect diversity.
- Everyone is treated with compassion, kindness and dignity.
- An engaging education includes rigorous academics, as well as relevant life skills.
- Creativity and innovation are key in a rapidly changing world.
- We promote integrity, trust, accountability, and hard work.
- Community, collaboration and partnerships are vital to our success.
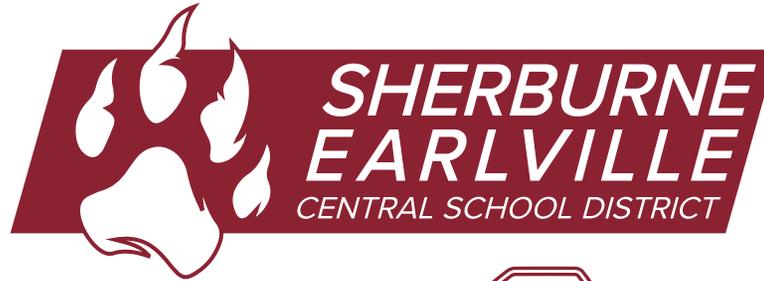
Official Logo/Logo Uses

Primary Logo

Primary Alternate

SHERBURNE
EARLVILLE
CENTRAL SCHOOL DISTRICT

SHERBURNE
EARLVILLE
CENTRAL SCHOOL DISTRICT

SHERBURNE
EARLVILLE
CENTRAL SCHOOL DISTRICT

Official Logo/Logo Uses

Secondary Logo

Secondary Alternate

Official Logo/Logo Uses

Tertiary Logo

SE
TIMBERWOLVES

SE
TIMBERWOLVES

TIMBERWOLVES
TIMBERWOLVES

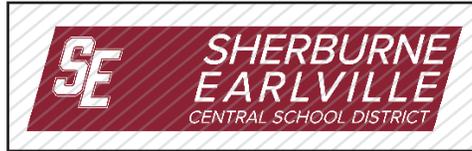SHERBURNE – EARLVILLE
SHERBURNE – EARLVILLE

SE **TIMBERWOLVES**

SE TIMBERWOLVES
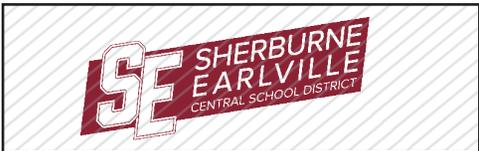
Improper Use

Don't stretch, condense or change the dimensions of the identity.

Don't alter the placement or scale of the elements.

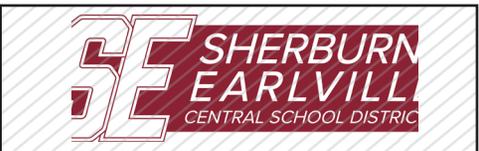**Don't** use colors that aren't specified in this document.

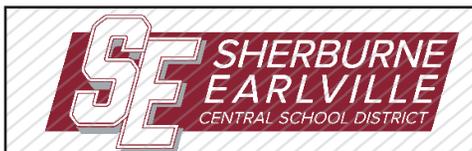**Don't** rotate the image or wordmark.

Don't combine or add elements to the identity.

Don't use fonts that aren't specified in this document.

Don't crop the image or wordmark.

Don't use shadows.

Don't mirror or flip.

Color Standards

Colors are often used in the terms of CMYK or Pantone (used for print media), RGB (used in electric media). It is important to understand color distiction between the two. In summary:

CMYK refers to the 4-color process (cyan, magenta, yellow and black) used on a commercial press. The 4-color process for SE Maroon is C=29 M=95 Y=75 K=29. CMYK images wil NOT work in electronic media.

Pantone refers to the specific ink color, also referred to as spot color, used on a printing press or ink transfer process such as silk screening. The SE Maroon Pantone color is 202C and refered to by vendors using processes in which the Pantone color is matched to a paint or ink color.

RGB refers to the color on a computer screen or monitor (red, green, blue). These colors are usually listed as a percentage of each value. For instance the RGB value of SE Maroon is 140-36-51. Files in RGB format will NOT work in commercial printing.

Sherburne-Earlville CMYK/Pantone/RGB Breakdowns

SE Maroon
CMYK - 29/95/75/29
Pantone 202C
RGB
R=140
G=36
B=51

Gray
CMYK - 38/27/27/0
Pantone 429C
RGB
R=163
G=170
B=173

White

Color Standards

SE Maroon
CMYK - 29/95/75/29
Pantone 202C
RGB
R=140
G=36
B=51

White
CMYK - 0/0/0/0

RGB
R=255
G=255
B=255

Color Standards

Consistency establishes trust. It is vital that Sherburne-Earlville CSD logos be used in a consistant manner by all departments, offices and divisions across the school district. Our logos must not be altered in any way and should only appear in full color, grayscale or black and white.

Full Color   **Grayscale**   **Black & White**

Fonts/Collateral Material

Fonts Sherburne-Earlville Central School District shall use:

Proxima Nova Regular or
Proxima Nova Bold

Print All department forms, marketing materials, and other print materials prepared by or for Sherburne-Earlville CSD must adhere to the logo, color and font standards identified in this brand guide.

Electronic E-Newsletters, Press Releases, Fax Cover Sheets, Powerpoint Presentations and Web Pages prepared for the district must adhere to the logo, color and font standards identified in this brand guide.

Signage Signage must be visible from a distance and include the Sherburne-Earlville Central School District Logo.

All vinyl colors shall be coordinated to match the CMYK or Pantone colors provided on the Color Standards page.

Apparel The brand standards apply in the design and execution of apparel items, whether provided through the district or third-party purchasing.

Artwork Vendors will need to be provided appropriate artwork for the district logos. The artwork has been optimized and is avaiable in vector file format. It will be distributed to the appropriate vendors upon approval from the district.

Clear Space

To ensure that clear space is maintained around each logo, use **half the logo** as a measuring tool around the perimeter. This will provide prominence and legibilty to the logo.