

A close-up, high-contrast photograph of an owl's face, focusing on its large, intense eyes and the texture of its feathers. The owl's gaze is directed straight at the viewer, creating a powerful and somewhat intimidating expression. The feathers are dark and intricately patterned, with lighter areas around the eyes and beak.

**Seymour** | COMMUNITY SCHOOLS

**BRAND STANDARDS** GUIDE



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For updates or more information, visit [www.scsc.k12.in.us](http://www.scsc.k12.in.us) or contact Lisa Ferguson at 812-522-3340 or at [fergusonL@scsc.k12.in.us](mailto:fergusonL@scsc.k12.in.us)



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# 1.0 WHO WE ARE

## 1.1 Our Story

## 1.2 Brand Introduction

Our Story

Seymour Community Schools is a public school district located within Jackson County in Seymour, Indiana. It was founded in 1864.

Seymour has a culturally diverse student population of over 5,000 and employs over 680 faculty and staff. The district’s high school boasts the world’s largest high school gymnasium, seating 8,228. Seymour offers a wide array of both college preparatory courses and technical career courses.

Seymour Community Schools believes in the centrality of the “student-first” mindset. It is a relationally driven culture and pursues an inclusive approach. It is an institution which balances its small town atmosphere with globally distinct opportunities. Seymour fosters innovation focused on a pragmatic, student-centered education. It is a place where opportunities abound and where students are still known by name.

Above all, Seymour Community Schools is committed to growth and innovation. The school district is proud of its traditional and cultural roots. It is a place where you will find as much diversity in its offerings as in its population.

Brand Introduction

WHAT BRAND IS, WHY IT’S IMPORTANT AND THE ROLE WE EACH PLAY.

Our brand, simply put, is our best identity. It’s who we are at the core. It’s our reputation, how others perceive us and our first opportunity to represent ourselves.

The following is a framework establishing guidelines and standards for our brand. These standards apply to Seymour Community Schools as a whole and, in turn, to all the individual schools across the district. These guidelines allow us to:

- Represent ourselves accurately and consistently, so that we speak with a cohesive tone of voice and a message that resonates with our audiences.
- Protect Seymour Community Schools’ integrity by portraying these communications as officially representing the district and/or its individual schools.
- Eliminate confusion or dilution of Seymour Community Schools’ brand and voice.

- Better leverage every marketing dollar spent.
- Increase our breadth and depth of reach with overarching marketing that transcends messaging to fragmented audiences.
- Reign in misuse of the brand and confusion caused by “unofficial or unsanctioned” branding efforts and usage.
- Better segment our brand where appropriate by usage so that areas of the district such as the Office of the Superintendent, athletics, clubs and academic offerings are properly tied in with the district as a whole, but still maintain their unique brand placement.

Each and every one of us plays a vital role in representing Seymour Community Schools and reflecting our reputation as an educational institution. By adhering to these guidelines, we will be helping to bring together individual efforts into one clear voice. This singular, consistent voice will reflect, strengthen and reinforce the Seymour Community Schools’ brand.





## 2.0 WHAT WE VALUE

- 2.1 Vision Statement
- 2.2 Mission Statement
- 2.3 Value Statement

## WHAT WE VALUE

2.1

### Vision Statement

Our vision is our true purpose, fundamental goal and reason for our existence as an institution.

**SEYMOUR COMMUNITY SCHOOLS VISION STATEMENT:**

Soaring to Excellence  
Every One, Every Day

Mission Statement

Our mission is the means by which we fulfill our vision as an institution while adhering to our core values.

SEYMOUR COMMUNITY SCHOOLS  
MISSION STATEMENT:

At Seymour Community Schools, we are on a mission to create a student-centered culture where all students can succeed. We provide unprecedented opportunities for all students in a climate where they can grow and achieve. We collaborate to build relationships with all stakeholders in order to create a remarkable learning environment.

Value Statement

At the heart of Seymour Community Schools are our core values. These are the consistent pillars on which Seymour stands and the values we will not falter or compromise on as an institution.

VALUES LIST:

- Student-Centered
- Opportunities
- Academic Excellence
- Relationship-Focused



## 3.0 BRAND VOICE

### 3.1 How to Talk About Seymour Community Schools

### 3.2 Our Voice

### 3.3 Our Tone

### 3.4 How Seymour Community Schools is Unique

### 3.5 Common Words and Phrases

### 3.6 Boilerplate Standards

### 3.7 Words and Phrases to Avoid

## BRAND VOICE

## 3.1

### How to Talk About Seymour Community Schools

While we have a number of different internal and external audiences as an institution and various representatives both on and off campus who put their own unique spin on Seymour and its individual schools, the following should be a guide of best practices for portraying Seymour Community Schools professionally, consistently and with integrity. Words have weight; they paint a picture. Just as important as what we say is also how we say it. To do this, we use these guidelines as a means of portraying our values, our sincere wish to build a relationship with our audience and our fundamental purpose and vision.

#### NAME BRANDING

Our official legal entity name is Seymour Community School Corporation, but it is overly formal and does not lend itself to the friendly voice we wish to portray, so it should be used only where the correct legal entity name is required. For communications with colleagues, government agencies and other districts, “SCSC” may be utilized. Our name “Seymour Community Schools” should always be used for externally facing communications. This adds professionalism and consistency, but also separates the institution and its ethos from that of the town where it resides. While the institution and the town coexist and, to an extent, intermingle, they are not one in the same.

Internally facing documents and correspondence should use “Seymour Community School Corporation” in the initial mention and then can be followed with the institution being referred to as “Seymour Community Schools” or “SCSC”.

Our Voice

In all our correspondence, we want our ethos, our true personality, to come through.

OUR WRITING SHOULD BE:

- Relational, but professional. This includes speaking of Seymour Community Schools in the first person.
- Trustworthy (we stand behind our words).
- Action-focused and audience-engaging.
- Mindful that terms match our personality.
- Term-specific. While the terms “students” and “parents” are acceptable, we can also use “prospective family,” “extended family” and “community” as these terms portray the closeness and relational values to which Seymour aspires.

Our voice is meant to clarify how Seymour Community Schools is unique among its competitors, why our current “customers” put their trust in us and how we, as an institution, solve the problems and pain points students and parents currently face in today’s public education landscape.

Our Tone

Our voice is portrayed by what we say. We also want to portray a specific tone with our various audiences. The tone is created by how we “set the mood” for our district and our schools. This should generally be an organic movement which occurs when we all begin to show the school system’s personality as we know it. It is, however, important to continue to emphasize those traits in written form as a reminder.

Seymour Community Schools is a tight-knit, safe community with a rich history and traditional values. We are serious about education and provide a high-quality education with an eye toward practical application and integrating cultural diversity. We are serious about our work and proud of our schools and our community, but never take ourselves too seriously and prefer to stay humbly grounded. We sometimes make mistakes because we are continuously making new efforts. We find valuable insights through those mistakes which help us to grow and improve. We are open in our dealings and we follow through on our promises. We sincerely listen to and learn from our student body and fellow faculty and staff.

Our faculty and staff are caring, relational people who give their time and effort beyond the classroom as mentors and guides, not just to ensure a great education for our students, but also to help develop open hearts and bright minds that are prepared to engage in meaningful, lifelong pursuits.

At Seymour Community Schools, we are strong supporters of our community. We believe students and organizations who are committed to and active in their communities help foster meaningful, lifelong habits of actively participating in civic growth and improvement.

As an evolving, ethnically diverse community, we believe civic engagement helps unite us as a people. Seymour Community Schools, its faculty and staff stand committed to serving and connecting to our local community to build a more prosperous tomorrow and enrich the lives of all of our neighbors. This is part of what makes Seymour Community Schools unique.



How Seymour Community Schools is Unique

When speaking about how Seymour Community Schools is unique, refer to the following points:

- Seymour firmly believes in the centrality of the student first mind set.
- Students have the opportunity to truly showcase and maximize their gifts and talents.
- As a school, we believe in our staff members, their abilities and their wealth of knowledge and ideas.
- We make education happen.
- We are an ethnically diverse school that pursues an inclusive approach and fully believes in our unique cultural wealth.
- We are relationally driven and pursue interaction with both students and parents.
- No matter a student’s future life pursuits, we offer opportunities for each and every student.
- We are a close-knit school system that still provides globally distinct opportunities.
- Our students are still known by name and valued as individuals.
- We are proud of our rural heritage and traditional values.
- We provide relational mentoring and personal attention. Students do not get “lost” here.
- Students and parents will find Seymour to be a safe place.
- We have opportunities to excel and participate academically, socially, artistically and athletically to provide students a well-rounded experience.
- We provide exceptional facilities and programs for our student athletes, artists and musicians.
- We are committed to “growing everyone every day.”

Common Words & Phrases

The following represent common words and phrases that add consistency to the Seymour Community Schools language spoken to external audiences. Using these keywords and phrases will help individuals and the district as a whole speak with a singular voice. This in turn helps build long-term brand identity for the institution. This is not an exhaustive list and may be expanded as necessary. If you are unsure about specific keyword or phrasing usage, contact Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us.

KEYWORDS AND PHRASES

- Centrality of the “student-first” mindset
- Innovation focused on a pragmatic, student-focused education
- Proactively pursuing an inclusive approach
- Relationally driven culture—where a small-town feel blends with globally distinct opportunities
- Students who are known by name and empowered by available opportunities
- Traditional values
- Passionate care
- Pride of school (bleed purple)
- Connection / connected
- Mutual respect
- 21st-century practical education
- Accepting and embracing of cultural diversity
- Supportive
- Community
- Close-knit
- Safe
- Family
- Mentorship
- Accepting / welcoming
- You are heard and valued
- Curriculum and academic opportunities for every student
- Servant leadership
- Trust in one another
- Cultural wealth / culturally rich
- Purposeful mentorship beyond education
- Vested in community collaboration
- Options and opportunities
- Catalyst in creating momentum
- Successful transition into the next phase of a student’s life



Boilerplate Standards

BOILERPLATE USAGE

The standard Seymour Community School District boilerplate should appear at the end of every press release and can be used for other official documents. The boilerplate is used to deliver basic information and details about the school system, its purpose / vision and its philosophy. On occasion, certain modifications of this boilerplate can be utilized. Any modifications must be approved by Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us.

STANDARD BOILERPLATE LANGUAGE

Seymour Community Schools is a public school district located in Seymour, Indiana founded in 1870. With its faculty and staff totaling more than 680, Seymour Community Schools offers a wide array of both college preparatory courses and technical career courses to its culturally diverse student population of over 5,000. Seymour Community Schools is a tight-knit, safe community with a rich history and traditional values. We are serious about education and provide a high-quality education with an eye toward practical application and integrating cultural diversity.

BOILERPLATE LANGUAGE FOR SOCIAL MEDIA

(140 characters)

Seymour Community Schools is a public school district in Seymour, IN where you'll find diversity in both its offerings and its population.

Words & Phrases to Avoid

Just as there are words and phrases that help solidify and focus the Seymour Community Schools voice to our audience in a positive way, there is also potential to negatively portray our voice. To avoid this as much as possible, certain words and phrases should not be a part of our voice. This is not an exhaustive list, but it gives a solid base for the types of keywords and phrases to avoid.

- Selective
- Exclusive
- Progressive (this term should never be used alone, but combined with a descriptive word such as “culturally progressive” or “academically progressive”)
- Diverse (this term should never be used alone, but combined with a descriptive word such as “ethnically diverse”)
- Quaint
- Limited

- Typical
- Small (this term should not be used on its own, but ONLY as “small town” or “small community”)
- Liberal
- Tolerant
- Corporation (Except when use in formal application or in State wide use)
- Challenged

A close-up, high-contrast image of an owl's face, focusing on its large, dark eyes and textured feathers. The image is in shades of brown and tan, with the owl's face centered and filling most of the frame.

## 4.0 AUDIENCES

- 4.1 Students and Parents
- 4.2 Core Summary and Supporting Messages
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- 4.6 Value Propositions
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## AUDIENCES

### 4.1

### Students and Parents

#### OUR AUDIENCES

Each of our audiences has differing needs and perspectives. While our messaging should always be consistent at its core, certain aspects may need to be refined based on the specific audience we are targeting. Use the following as a guide to help you tell our story through the perspective of your audience’s specific needs.

#### WHAT THEY DESIRE FROM US:

Prospective as well as current students and their parents are searching for strong academics and educational experiences that provide practical application for an evolving global marketplace. Some are seeking opportunities for college entrance through college preparatory courses and activities. Others are seeking a foundation that provides practical, technical work preparation to move directly into the job market as skilled workers. Students, in particular, are also seeking a full experience. They want a school system that provides beyond their basic need for academic preparation. They want a school that gives them a foundation to build relationships and learn new life skills—a place that opens them to new experiences, cultures and points of view.



Students and Parents, *continued*

INTENT BEHIND COMMUNICATION:

Prospective Students and Parents

- To have a better understanding of all that Seymour Community Schools has to offer them
- To make a decision to join the Seymour Community Schools’ family

Current Students

- To have a better knowledge of and take full advantage of all that Seymour Community Schools offers
- To make students feel safe about where they attend school and who is teaching them
- For students to feel safe and known within their school
- To become ground-level marketers, advocates and cheerleaders for Seymour Community Schools within their own communities, families, and social circles
- To develop an affection and loyalty for Seymour Community Schools and its brand identity

WHAT WE WANT THEM TO BELIEVE ABOUT SEYMOUR COMMUNITY SCHOOLS:

- Seymour Community Schools is the best choice for them.
- Seymour Community Schools is dedicated to providing a quality education and equipping students for the best possible outcome.
- Seymour Community Schools is a close-knit family atmosphere that is culturally accepting and puts students first.
- Seymour Community Schools are sincerely committed to growing every child every day.

Core Message

KEY POINTS:

Seymour Community Schools aspires to come alongside and grow every student every day. We do this by:

- Ensuring there are opportunities for each and every student no matter their future direction or aspirations
- Proactively pursuing an inclusive approach
- Practicing the belief in a “student-first” mindset every day
- Providing the widest array of academic, social, artistic, musical and athletic opportunities possible for all students
- Continually setting and refining a true 21st-century, globally ready education
- Purposely mentoring students beyond education

Seymour Community Schools is committed to providing academic opportunities for every student by using a cutting-edge curriculum to accommodate both college-bound and career-bound students. We are purposeful in setting a good academic foundation beginning at the

elementary level. This foundation is built upon, layer by layer, until graduation.

A solid curriculum is important, but it is only the start. With today’s global marketplace, much more is required of today’s students. With these new demands in mind, Seymour puts an emphasis on not only understanding the curriculum, but challenging students to look for new ways of finding the answers to the questions. We ask students to pursue new methods and become problem-solvers as opposed to memorizers.

We are laser-focused on providing a pragmatic, student-focused education. We believe real-world, practical application of our curriculum provides students with the tools they need to be successful in the global marketplace. We innovate through our new agriculture programs, our welding program, and programs like Owl Manufacturing, where students run their own manufacturing company from top to bottom and sell along side real companies in the real world.

As a school system, we also believe in an inclusive approach. This means we embrace our cultural wealth and view it as a great advantage in today’s

Core Message, continued

globally oriented world. We encourage students to interact across cultures and languages and find common ground, and we offer opportunities to gain new cultural understanding. This acceptance of cultural diversity includes teaching students respect for others. We show this by making respect a part of our educational fabric and also by modeling respect to our students through our staff and faculty’s approach to one another and to students. We believe a student who is respected feels valued, and a student who feels valued is a confident and productive student who also respects others.

We are a relationally driven school system. We strive to keep balance between our small community feel and our unique global diversity. We do this by priding ourselves on knowing our students by name and empowering those students to think on a global scale.

Key Points

FACULTY AND STAFF

- Our faculty and staff are passionate about their profession. They truly look for ways to grow every child every day.
- The staff and faculty have a respect for every student and for each other. This translates into a safe, nurturing and caring environment that is palpable.
- These caring educators and mentors challenge students’ critical thinking while teaching them life lessons and relational skills they can carry with them throughout their lives.
- We care about education, but also believe teaching encompasses many areas of students’ lives. In addition to our teachers and aides, we employ counselors and/or social workers at all of our schools. Our family-like, close-knit atmosphere provides a place where students feel safe to open up, share their issues and grow inwardly as well as educationally.

- We model servant leadership from the top down and bottom up. Not only do we feel this is a critical piece to our success, but it also permeates the student body, imparting important values and skills to students who are the leaders of tomorrow.

CURRICULUM

- Our curriculum has been carefully crafted to help students learn to solve problems and develop multiple methods to tackle obstacles.
- At the high school level, Seymour Community Schools has developed a wide-ranging set of classes that allow students to acquire dual credit (24-36 advanced credits) for college prior to graduation. This translates into saving both time and money for students and parents alike, lessening the financial burden of college or continuing education.
- For students pursuing a career directly after high school graduation, we offer a number of cutting-edge and real-world opportunities for students. Among these are our agriculture program, welding program and a unique, student-led, student-run business program called Owl Manufacturing.



Key Points, *continued*

STUDENTS

- Seymour Community Schools is a place where you can belong. Regardless of your passion, background, ability or interest, we have something to offer you.
- We are a place where you can grow academically, but also a place where you can build lifelong friendships with your peers and bond with educators who will become valued mentors in teaching you important life lessons.
- We have a culturally and ethnically diverse student body. This unique mixture of students allows you to learn from and grow with each other in ways that aren't possible in many other schools.
- Seymour Community Schools is committed to providing a real-world, 21st-century education that ensures practical application and success in a rapidly changing career landscape.

CONNECTIONS

- Seymour Community Schools will continually seek out opportunities to partner with the community through business usage as well as sponsoring or participating with service

- organizations to build familiarity and trust across both entities.
- Seymour Community Schools will use Owl Manufacturing, as well as skilled technical trade programs and future programs, to connect to businesses and the community at large.

PERSONALITY

- Safe environment for our students
- Caring, tight-knit, family-like community
- Relational and mentoring in our daily interactions with students, transcending academics
- Small-town feel with a global attitude
- Student-first mind-set
- Culturally wealthy and accepting
- Focused on real-world, practical education for the 21st century

Faculty and Staff

INTENT BEHIND COMMUNICATION

- To take pride in Seymour Community Schools as an institution that has exceptional curriculums and education, strong values and a culturally rich future ahead
- To strengthen and enhance their knowledge, understanding and connecting to the Seymour Community Schools brand identity
- To better understand how Seymour Community Schools is unique and differentiated from other schools and to be able to articulate that message credibly to external audiences
- Commit to uphold and further the purpose, mission, vision and values of the school
- Help contribute to the future success of Seymour Community Schools by acting as an advocate and ground-level marketer of the brand

KEY POINTS:

- Seymour Community Schools is a uniquely situated school system due to a combination of its relational atmosphere; sincere commitment to put the student first at all times; level of faculty and staff interaction and their willingness to be educators, mentors and cheerleaders for their students; purposeful acceptance and integration of its cultural and ethnic diversity; and strong academic, social, artistic, musical and athletic opportunities.
- We are committed to putting students first and providing opportunities for students far beyond what is found at similarly sized institutions. We are further committed to providing a real-world, cutting-edge education while maintaining our tight-knit atmosphere where students are still known by name.

Employers and Community Leaders

WHAT THEY DESIRE FROM US

HR departments, executives and business leaders are all in search of a strong, skilled, well-rounded and adaptable work force for their companies and organizations. They seek these employees both directly after graduation as technically skilled workers and also as returning community members after completing further education. They also desire volunteers and partnerships that help the growth and prosperity of the community.

INTENT BEHIND COMMUNICATION

- To have local and regional employers look to Seymour Community Schools as a solid, consistent source of new employment candidates
- To employ current students as temporary employees and interns and to employ students as full time employees after graduation
- Retain and promote Seymour graduates into into long-term, key corporate and operational positions

- Recognize that Seymour graduates are strong academically, socially and in real-world application of their skills
- That organizations look to Seymour for internship and special project needs

WHAT WE WANT THEM TO BELIEVE ABOUT SEYMOUR COMMUNITY SCHOOLS

- That Seymour graduates are ready to hit the ground running from day one
- Seymour graduates are well-rounded, adaptable and responsible team players in the workforce
- Seymour’s curriculum produces graduates that portray aptitude, engagement and mastery of their skills

Value Propositions

WHAT ARE VALUE PROPOSITIONS?

Value propositions describe benefits students and parents will experience from attending Seymour Community Schools, and explain why our institution is the best choice for their needs compared to the competition. Value propositions are not slogans, taglines or lists of features and benefits. Think of value propositions as our core messaging to our audience.

Our value propositions are meant to explain how we can best help students and parents solve a pain point or fulfill their greatest needs through Seymour Community Schools’ unique solutions.

Because value propositions are most often specific to a given target audience, there will be multiple messages. These messages should permeate places like our website and should show up in multiple areas. They should exist on our homepage, in our marketing messaging, in athletics, etc.



Core Summary and Supporting Messages

SUMMARY CORE MESSAGE

A school district that is committed to growth and innovation, is proud of its traditional and cultural roots, and has as much diversity in its offerings as in its population.

SUPPORTING MESSAGE 1

At Seymour Community Schools, our faculty and staff are caring, relational people who give their time and effort beyond the classroom as mentors and guides, not just to ensure a great education for our students, but also to develop open hearts and bright minds that are prepared to engage in meaningful, lifelong pursuits.

SUPPORTING MESSAGE 2

Seymour Community Schools is committed to providing academic opportunities for every student by using a cutting-edge curriculum to accommodate both college-bound and career-bound students. We are purposeful in setting a good academic foundation beginning at the elementary level. This foundation is built upon, layer by layer, until graduation.

SUPPORTING MESSAGE 3

At Seymour Community Schools, we are strong supporters of our community. We believe students and organizations alike who are committed to and active in their communities help foster meaningful, lifelong habits of actively participating in civic growth and improvement.

5.1 Value of Logos

5.2 Logo Variations

5.3 Logo Guidelines

5.4 Logo Best Practices

5.5 Logo Uses to Avoid

5.6 Seal Usage

Value of Logos

A logo is not our entire brand identity. A logo is, however, the front line or calling card of our identity. It invites new “customers” to explore more about us. It differentiates us from our competition and facilitates brand loyalty. It’s the familiar, recognizable symbol of who we are to our loyal audience; past students, parents, community members and others associate our logo with our personality and the memories it brings to mind. Because of all these reasons and more, our logo’s consistency and proper usage are vital.



Logo Variations

The following are general guidelines for the Seymour Community School District logo:

WORDMARK

The centerpiece of our logomark is the word “Seymour,” set in Georgia Bold typeface using the core Seymour purple color and the following words “Community Schools,” set in the Helvetica Neue LT Std 65 Medium typeface in gray. The two word sets are separated by a thin gray line. The wordmark is ideal when a small identity or simple design is necessary.

Shown are the two variations

WORDMARK



Horizontal Lockup



Vertical Lockup



Logo Variations, *continued*

DIVISION VARIATIONS

When using the Seymour Community Schools logo for a division-specific application, the name of the division should be placed to the right of the logo, replacing the words “community schools.” The font used is Helvetica Neue LT Std 65 Medium.

For clubs, athletics, departments, etc. that exist within a given division, a third line of text can be added. This application extends the dividing line and adds the third-teir name to the right of that line directly below the division name.

DIVISION WORDMARK

Seymour | HIGH SCHOOL

Horizontal Lockup

Seymour  
HIGH SCHOOL

Vertical Lockup

Seymour | HIGH SCHOOL  
OWL MANUFACTURING

Third-teir Lockup

Logo Guidelines

Brand consistency is very important. Consistency of logos, wordmarks and seals is no exception. However, some flexibility is necessary within the brand in order to accommodate the full range of media necessary to convey the district’s message. In light of this, various colors, layouts and other variations are provided to accommodate this need. These variations, however, still must meet the guidelines established for their particular usage. When in doubt about a particular usage or variation, you should always contact Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us for clarification and approval.

STANDARD FULL-COLOR USE

When producing the logo in full color, the Seymour name should appear in purple; accompanying identifying text (in this case, “community schools”) and separating bar should appear in gray. This applies for all variations, vertical and horizontal.

STANDARD ONE-COLOR USE

When producing the logo in one color, the wordmark should appear only in black or white. This applies for all variations, vertical and horizontal.

STANDARD FULL-COLOR USE

Seymour | COMMUNITY SCHOOLS

STANDARD ONE-COLOR USE

Seymour | COMMUNITY SCHOOLS

Standard

Seymour | COMMUNITY SCHOOLS

Inverse

Logo Best Practices

Proper logo usage is vital if we are to present ourselves with a clear, singular voice, personality and message. The following items will guide you through using our logos properly as well as issues to avoid. If you are still unsure or have questions or concerns about the proper usage or portrayal of a logo, please contact Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us for help.

- Use only approved, unaltered versions of the Seymour logo(s).
- When scaling (enlarging or reducing) a logo, always make sure that the shift key is used to maintain the original proportion of the mark. The logo(s) must always stay in their original proportions.
- If you don't have the correct file, you may obtain one by contacting Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us
- Use the official logo(s) when the Seymour logo needs to be shown within a list of visual marks from other entities or institutions.

PLACING THE LOGOMARK

When placing the logomark, it is important to maintain sufficient “white space” around the image to enable it to stand out and not be overcrowded. As a guide, use a space equivalent to the height of the capital “S” in “Seymour” around the logomark on every side.



Logo Uses to Avoid



**⊘ STRETCHED/ CONDENSED**  
The logomark should not be stretched, condensed or distorted in any way.



**⊘ WRONG COLOR**  
Do not change the color of any of the words of the wordmark. It may be used in full color, all black or all white.



**⊘ INCOMPLETE**  
The wordmark must include the gray bar and accompanying words



**⊘ OUTLINED**  
The wordmark cannot be outlined in any color.

Logo Uses to Avoid, *continued*



⊘ **ROTATED**

The logomark should not be rotated or tilted to any degree.



⊘ **EFFECTS**

Do not use any effect on the logomark, such as a drop shadow or glow.

**Seymour**

COMMUNITY SCHOOLS is a public school district in Seymour, IN where you'll find diversity in both its offerings and its population.

Seymour | Community Schools

⊘ **WRONG TYPEFACE**

The wordmark must remain in only the standard typefaces.



⊘ **INCORRECT REVERSE**

The wordmark should not be reversed on a highly variegated background.

Seal Usage

The institution's seal is both the most formal and prestigious representation of the Seymour Community School District. As such, great care needs to be taken in its usage. In general, the seal should be reserved for:

- Diplomas and certificates
- Plaques and awards
- Official transcripts
- Resolutions
- Formal Superintendent / District items
- Special documents

The seal should only be used with written permission from Lisa Ferguson at 812-522-3340 or at [fergusonL@scsc.k12.in.us](mailto:fergusonL@scsc.k12.in.us)

The seal is available in the following three formats.

**FULL SEAL**



**WINGED SEAL**



**SHIELD SEAL**





# 6.0 COLORS & FONTS

- 6.1 Primary and Secondary Colors
- 6.2 Typography
- 6.3 Typography Best Practices

# COLORS & FONTS

# 6.1

## Primary and Secondary Colors

### PRIMARY COLORS

The official primary colors of Seymour Community Schools are Purple and Dark Gray for all print and digital materials including letterhead, business cards, website, and marketing materials.

### SECONDARY COLORS

The secondary colors of Seymour Community Schools are Black and Light Gray and should be used only as an accent to the primary colors, not in isolation.

### PRIMARY COLORS



**Seymour Purple**  
CMYK: 82, 98, 0, 12  
RGB: 78, 42, 132  
HEX: #4E2983  
PMS: 268 U



**Dark Gray**  
CMYK: 62, 53, 48, 19  
RGB: 94, 101, 105  
HEX: #636569  
PMS: Cool Gray 10 C

### SECONDARY COLORS



**BLACK**  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000  
PMS: Process Black



**Light Purple**  
CMYK: 70, 77, 0, 0  
RGB: 102, 70, 149  
HEX: #664695



**Light Gray**  
CMYK: 21, 16, 18, 0  
RGB: 201, 201, 199  
HEX: #C9C9C7  
PMS: Cool Gray 2 C



**White**  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #FFFFFF

Typography

To support the Seymour Community Schools brand, the following fonts have been selected for use as the institution’s official typefaces.

The Georgia family provides a look that is trustworthy, stable and classic. Georgia is a serif typeface that has high readability for body copy, headlines, captions and callouts. It is available in Regular and Bold with italic versions of each.

The Helvetica Neue LT STD family is a highly legible sans-serif typeface and provides a clean and contemporary look for body copy, headlines, captions and callouts. Helvetica Neue is available in weights varying from Ultra Light to Heavy, with italic, extended and condensed versions of each.

Official typefaces must be used in all print and digital materials including letterhead, business cards, website and marketing materials.

GEORGIA BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

HELVETICA NEUE LT STD 65 MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

Typography Best Practices

When laying out type, it is important to consider visual hierarchy in order to effectively communicate the levels of information. Creative license can be taken when establishing a typographic layout for clubs, academic offerings and audience-specific marketing materials. However, consistency and legibility should be maintained in order to reinforce the Seymour Community Schools identity (see example to the right).

1. Georgia, Bold

30 pt size, 34 pt line space

2. Helvetica Neue, 65 Medium

14 pt size, 18 pt line space

3. Georgia, Bold

11 pt size, 15 pt line space

4. Helvetica Neue, 45 Light

11 pt size, 15 pt line space

Boilerplate<sup>1</sup>

Seymour Community Schools is a public school district in Seymour, IN where you’ll find diversity in both its offerings and its population.<sup>2</sup>

SUBHEAD<sup>3</sup>

A school district that is committed to growth and innovation, is proud of its traditional and cultural roots, and has as much diversity in its offerings as in its population.<sup>4</sup>



## 7.0 IMAGERY

### 7.1 Photography

### 7.2 Imagery Best Practices

## IMAGERY

## 7.1

### Photography

#### WHAT SEYMOUR COMMUNITY SCHOOLS LOOKS LIKE

Voice is more than just the words we choose. It is also reflected in the unspoken imagery of the school and is just as important in reflecting who we are to our audience. The following guidelines are meant to help us maintain the consistency and authenticity of our “visual voice.”

#### IMAGE DO’S

- Use authentic images including: students, faculty, staff, parents and facilities.
- Look to photograph “life in real time” as opposed to staged or studio shots.
- Look to photograph shots with high energy, positive and happy facial expressions and natural movement and poses.
- Additional modifications of imagery can be done in post and should be done subtly and tastefully.
- Always strive to capture the institution’s voice in shots. Always think about what makes the district unique.

- Continue to remember the usage for the imagery you are capturing. In many cases, the photograph will be used in a marketing piece that will require headline or body text. Make sure you capture a slightly undersized image in the frame to allow spacing for this text.
- When photographing groups, give the audience an individual within the group to focus on.
- Use professional techniques to add energy and positivity to the photography including:
  1. Shallow/purposeful depth of field
  2. Low/high angles
  3. Creative use of light
  4. Creative use of negative space

Photography, *continued*

IMAGE DONT’S

- Avoid stock photography whenever possible.
- Don’t use vintage filters or digital effects.
- Don’t leave unnecessary clutter in the shot.
- Don’t waste a shot by forgetting to do a pre-check for unwanted or unusable items within the photograph. Keep an eye on what subjects are wearing or holding or what might be visible in the background. Avoid shirts with corporate, other school or university logos, inappropriate language or graphics, dirty or unflattering apparel choices (excessive holes, wear marks, cut-off sleeves) and branded packaging (food or beverage containers).

Imagery Best Practices

COLOR

To avoid any color distortion in your photos, set your images’ color mode to CMYK for print pieces. For web, set all images’ color mode to RGB.

PHOTO RESOLUTION

Make sure your image has a high enough resolution before scaling to avoid pixelated imagery. For print, images should have a dpi of 300 pixels.

For web, image resolution should have a dpi of 72 pixels.

REDUNDANCY

Always take multiple shots of the subject in order to avoid missing the perfect shot choice.



## 8.0 OFFICE OF THE SUPERINTENDENT

### 8.1 Superintendent's Office Brand

### 8.2 Brand Guidelines

## OFFICE OF THE SUPERINTENDENT

### 8.1

### Superintendent / District Brand

The Superintendent / District brand is important as the Office of the Superintendent is seen as a representation of Seymour Community Schools as a whole, and the way it reflects the identity of the school is vital to our institution. Therefore, strict adherence should be followed whenever branding is associated with the district office or the Office of the Superintendent.

Likewise, the Seymour Community Schools seal also carries additional weight. It is the “formal signature” of the school, and wherever it is used, it is showing the full approval of the institution by its mark.



Brand Guidelines

The official Superintendent and District’s brand uses only the full logomark and seal.

Make sure you are adhering to the following branding restrictions and stipulations. Should you have questions or concerns regarding usage in this area, refer back to section 5.0 Brand Identity. For further clarification or approval, contact Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us.

DISTRICT LOGOMARK

Seymour | COMMUNITY SCHOOLS

Seymour  
COMMUNITY SCHOOLS

DISTRICT SEAL



Image still being developed and refined to meet expectations

9.0 ATHLETICS, CLUBS AND ACADEMIC OFFERINGS  
LOGO GUIDELINES

- 9.1 Athletics Logo Guidelines
- 9.2 Athletics Logo Variations
- 9.3 Athletics Logo Best Practices
- 9.4 Primary and Secondary Colors

Athletics and Club Logo Guidelines

Brand consistency is very important. Consistency of athletics, clubs and academic offerings logos and wordmarks is no exception. However, some flexibility is necessary within the brand in order to accommodate the full range of media necessary to convey the school's athletics and club department message. In light of this, various color, layout and other variations are provided to accommodate this need. These variations, however, still must meet the guidelines established for their particular usage. When in doubt about a particular usage or variation, you should always contact Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us for clarification and approval.

APPLIED USE

When utilizing the athletics, club or academic offering brand, it is required that Seymour Community Schools is represented somewhere on the apparel. This allows for the natural tie between the school and the sport, club or academic offering.

ATHLETICS AND CLUB BLOCK S LOGO



Athletics and Club Logo Variations

BLOCK S LOGO VARIATIONS



Full-Color

One-Color

The Block S logo can be customized to fit the applicable sport or club. Sports/club names should be COLLEGE SEMI CONDENSED in Black and placed below a thin Cool Gray 10 C line. If the name extends past the width of the line, two lines should be used (see examples above).



Athletics and Club Logo Best Practices

Proper athletic, club and academic offerings logo usage is vital if we are to present ourselves with a clear, singular voice, personality and message. The following items will guide you through using these logos properly as well as issues to avoid. If you are still unsure or have questions or concerns about the proper usage or portrayal of a logo, please contact Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us for help.

- Use only approved, unaltered versions of the Seymour athletic, club and academic offerings logos.
- When scaling (enlarging or reducing) a logo, always make sure that the shift key is used to maintain the original proportion of the mark. The logo(s) must always stay in their original proportions.
- If you don't have the correct file, you may obtain one by contacting Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us

- Use the official logo(s) when Seymour's athletics logo needs to be shown within a list of visual marks from other entities or institutions.

PLEASE AVOID THE FOLLOWING

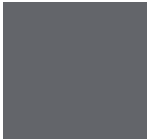
- Never use the athletic, club or academic offering logos within text.
- Do not re-create the logos in any way.
- Do not add any additional marks, graphic elements, or words, except as approved by Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us.
- Do not alter the logo, except to change the sizing proportionally.
- Do not outline the logo.

Primary & Secondary Colors

PRIMARY COLORS



**Seymour Purple**  
CMYK: 82, 98, 0, 12  
RGB: 78, 42, 132  
HEX: #4E2983  
PMS: 268 U

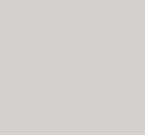


**Dark Gray**  
CMYK: 62, 53, 48, 19  
RGB: 94, 101, 105  
HEX: #636569  
PMS: Cool Gray 10 C

SECONDARY COLORS



**Black**  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000  
PMS: Process Black



**Light Gray**  
CMYK: 21, 16, 18, 0  
RGB: 201, 201, 199  
HEX: #C9C9C7  
PMS: Cool Gray 2 C



**Light Purple**  
CMYK: 70, 77, 0, 0  
RGB: 102, 70, 149  
HEX: #664695



**White**  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #FFFFFF



# 10.0 USAGE & PERMISSIONS

## 10.1 Permissions

## 10.2 Usage Policy

# USAGE & PERMISSIONS

# 10.1

## Permissions

PLEASE NOTE: To view and download Seymour Community Schools marks and logos, please visit <http://www.scsc.k12.in.us/information/brand-guide-logos>

In general, you should always seek permission prior to using the official seal, logos, or wordmarks of Seymour Community Schools. Permissions for use can be approved by contacting Lisa Ferguson at 812-522-3340 or at [fergusonL@scsc.k12.in.us](mailto:fergusonL@scsc.k12.in.us).

### GENERAL QUESTIONS

Q: When do I need permission to use the Seymour Community Schools logos or wordmarks?

A: All third-party entities (individuals, corporations, non-profits, vendors, service providers, contractors, apparel companies, etc.), need to obtain permission in writing from Lisa Ferguson at 812-522-3340 or at [fergusonL@scsc.k12.in.us](mailto:fergusonL@scsc.k12.in.us) prior to use. In addition, internal entities and individuals of Seymour Community Schools should seek permission for first-time use of any official seal, logo or wordmark.

Q: When do you need a license to use the Seymour Community Schools logos or wordmarks?

A: All third-party entities as described above who would like to reproduce the Seymour Community Schools logos or wordmarks on products are required to hold a license. Contact Lisa Ferguson at 812-522-3340 or at [fergusonL@scsc.k12.in.us](mailto:fergusonL@scsc.k12.in.us) for more information.

Q: What products can be licensed?

A: All opportunities for licensing are overseen by Lisa Ferguson. You can contact her at 812-522-3340 or at [fergusonL@scsc.k12.in.us](mailto:fergusonL@scsc.k12.in.us) for more information.



Usage Policy

USE BY SEYMOUR COMMUNITY SCHOOLS STUDENTS

Q: Can individual students use the Seymour Community Schools logos or wordmarks?

A: Use by students is limited. Students may use the Seymour Community Schools logos or wordmarks on posters for presentations and conferences. Additional usage is possible, but permission should be obtained before any other usage.

Q: I'm a current student. May I create my own business cards using the Seymour Community Schools logos or wordmarks?

A: Students may order template (pre-designed) student business cards through Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us only after obtaining permission. Students may not create their own business cards using Seymour Community Schools logos and wordmarks.

Q: A group of us would like to design a souvenir t-shirt. Can we include the Seymour Community Schools logos or wordmarks on the shirt?

A: Please contact Lisa Ferguson at 812-522-3340 or at fergusonL@scsc.k12.in.us for permission and more information.

11.1 Sub-Brand Summaries



Sub-Brand Summaries

BROWN ELEMENTARY

If you’re looking to prepare your child for a globally diverse and ever-changing world that increasingly demands a bilingual approach to understanding culture and language, Brown Elementary provides the ultimate backdrop. Students find a place for an engaging and amazing learning environment every day. You will experience a staff that goes far beyond the expected to make a difference for each child, and you’ll see students who are immersed in a cultural mosaic of languages. Brown provides a strong anchor for the surrounding community, and the school grounds have become a family gathering place of relational wealth which begins after the last school bell rings.

Brown Elementary | A SEYMOUR COMMUNITY SCHOOL

Brown Elementary  
A SEYMOUR COMMUNITY SCHOOL



PRIMARY COLOR



CMYK 0, 69, 99, 0  
RGB 243, 112, 33  
HEX #F37021

Sub-Brand Summaries, *continued*

CORTLAND ELEMENTARY

Looking for a place where history, generational values, and rural feel meet an intimate educational atmosphere? Welcome to Cortland Elementary. With over 110 years of tradition and just over 120 students, knowing, supporting, and respecting fellow students in the classroom is expected. Each cohort of classes continues together to the next grade, ensuring familiarity and deepening interpersonal growth. Cortland is where consistency of relationships remains ever-present and where every student grows daily.

Cortland Elementary | A SEYMOUR COMMUNITY SCHOOL

Cortland Elementary  
A SEYMOUR COMMUNITY SCHOOL



PRIMARY COLOR



CMYK 26, 38, 99, 3  
RGB 190, 151, 48  
HEX #BE9730

Sub-Brand Summaries, *continued*

EMERSON ELEMENTARY

Nestled in the boulevards of Seymour, Emerson Elementary finds itself in the center of community activity and the encompassing neighborhood. Its culture is conducive to a tight family atmosphere and a plethora of choices of classrooms. Here you'll find a curriculum and diversity that facilitates learning opportunities and growth. Emerson is a unique place where students are known by name and have room for opportunities to grow interpersonally.

Emerson Elementary | A SEYMOUR COMMUNITY SCHOOL

Emerson Elementary  
A SEYMOUR COMMUNITY SCHOOL



PRIMARY COLOR



CMYK 13, 100, 100, 5  
RGB 204, 0, 0  
HEX #CE0000

Sub-Brand Summaries, *continued*

JACKSON ELEMENTARY

Jackson Elementary balances a globally diverse culture with a small-town feel. Learning opportunities cash in on the wealth of cultural strength to enhance its students' experiences, education and personal growth. It's where ideas and learning are found not only in each classroom, but in the unique student population itself. A staff committed to providing an integrated learning pathway pours into students daily. If you are seeking a place where growth and learning are interwoven, Jackson is your place.

Jackson Elementary | A SEYMOUR COMMUNITY SCHOOL

Jackson Elementary  
A SEYMOUR COMMUNITY SCHOOL



PRIMARY COLOR



CMYK 86, 61, 0, 0  
RGB 45, 104, 178  
HEX #2D68B2

Sub-Brand Summaries, *continued*

REDDING ELEMENTARY

If a welcoming, warm-hearted staff is what your child needs, then Redding Elementary is your destination. Redding is a place where opportunities abound and students experience a wide array of ethnic cultures and the strength of an all-American melting pot. School spirit is prominent, and excellence is cemented into the school’s DNA. You will find a staff that is innovative, caring and concerned for every child’s personal pathway to learning. The Redding experience provides an inclusive, inviting environment that prides itself on knowing each child’s potential to grow.

Redding Elementary | A SEYMOUR COMMUNITY SCHOOL

Redding Elementary  
A SEYMOUR COMMUNITY SCHOOL



PRIMARY COLOR



CMYK 0, 19, 89, 0  
RGB 255, 204, 51  
HEX #FFCC33

Sub-Brand Summaries, *continued*

SIXTH-GRADE CENTER

A place where students learn what it means to be an “Owl” in a culture that promotes engagement, growth and community connectedness. The Sixth Grade Center is a one-of-a-kind setting where a class develops its own identity and becomes one body. Uniquely singular in its class environment, it provides an opportunity for students to “learn to fly” and prepare for new academic rigors and challenges. At the Center you will find staff and faculty dedicated to preparing and promoting the growth of each student while protecting the purity of the group experience.

Seymour | SIXTH GRADE CENTER

Seymour  
SIXTH GRADE CENTER





Sub-Brand Summaries, *continued*

SEYMOUR MIDDLE SCHOOL

Seymour Middle School is an environment of preparation. Its unique environment begins to marry youth / innocence with responsibility and maturity. This team of caring and motivated staff and faculty are truly in it for the passion of growing your child into that next—and sometimes most challenging—stage of life. The middle school at Seymour maintains a pride of tradition and small-town values with an eye toward the future, embracing a new diversity and its many opportunities. You will find a school that takes personal responsibility for growing each student into the next stage of adulthood, while also enriching their educational experiences.

Seymour | MIDDLE SCHOOL

Seymour  
MIDDLE SCHOOL



Sub-Brand Summaries, *continued*

SEYMOUR HIGH SCHOOL

Options, options and more options - you can find it here. Seymour High School will help find the place for a student to fit in. SHS takes it as a personal challenge to find where someone can belong. Its comprehensive curriculum provides a full spectrum of options that create opportunities and success for all.

Here's are some examples: Owl Manufacturing – a small business for students, run by students providing real-world products for businesses; or a top-notch agricultural program that includes practical learning opportunities; or even a full-fledged welding program? All these opportunities and more provide much-needed job experience for today and tomorrow. AP classes are also a staple, helping students and families save money and time in their college pursuits. And it's not just the academics – it's the extracurricular activities. There is a band big enough to fill a commuter plane, state-of-the-art athletic fields, and clubs and activities to meet almost every passion and interest. This is the place where every student can belong and define his or her own pathway for the future.

Seymour | HIGH SCHOOL

Seymour  
HIGH SCHOOL





This Seymour Community Schools brand standards guide was developed as a collaborative partnership with Timberline Team Consulting.  
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# Seymour | COMMUNITY SCHOOLS

## BRAND STANDARDS GUIDE

Version 1.0 2/2020