

Introduction

Welcome to the Branding Guide for New York Mills ISD#533. This guide provides instructions and resources for using the new logo and branding elements of the school district. By following these guidelines, you will ensure consistency and maintain a strong and unified brand identity.

Developed

School Board approved on July 2023

Committee

Matt Radneicki, Kristina Ehnert, Amy Wallgren, Connie Vandermay, Blaine Novak, Tammy Olson, Kate Schanning, Denise Kane, Violet Radniecki, Hunter Bosman, Mike Baune, Jody Rettig, Todd Forman and Nick DeVillers.

Design

Jaime Kopveiler, Overflow Creative

MAIN LOGO



ICONOGRAPHY



ALTERNATE LAYOUT



SECONDARY ICONS



PRIMARY

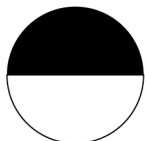


CMYK: 100/49/0/55
 RGB: 0/60/107
 HEX: #003C6B
 PMS: 294C

SECONDARY



CMYK: 0/0/0/20
 RGB: 209/211/212
 HEX: D1D3D4
 PMS: 427 C



CMYK: 0/0/0/100
 RGB: 0/0/0
 HEX: #000000
 PMS: BLACK C

CMYK: 0/0/0/0
 RGB: 255/255/255
 HEX: #FFFFFF
 PMS: 11-0601 TCX

BEAK COLORS

These colors are for beak only and should not be used in any other way in relation to this brand.



CMYK: 15/45/100/0
 RGB: 217/149/41
 HEX: D99529
 PMS: 131 C



CMYK: 5/35/100/0
 RGB: 239/172/31
 HEX: EFAC1F
 PMS: 130 C

PRIMARY FONT - Rockwell Font Family

Extra Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

SECONDARY DISPLAY - KickRush

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

PRIMARY LOGO

Empowering Unity: The Essence of Our School District's Eagle Mascot

At the core of our school district's identity lies a symbol of unwavering strength and shared purpose – the resolute gaze and distinctive features of our iconic eagle's captivating countenance. Crafted with precision and passion, this singular representation encapsulates the very spirit that unites our community and fuels our collective pride.

The eagle's piercing eyes embody a sense of focus and determination that echoes throughout our district. Its unwavering gaze reflects the unyielding pursuit of knowledge and growth, while its distinctive features remind us of the tenacity that defines our students, educators, and families.



This iconic eagle visage serves as more than just an emblem; it's the unifying thread woven into the fabric of our school branding. From jerseys to signage, it stands as a beacon of belonging, instantly recognizable and evoking a sense of identity that transcends individual schools. It's a testament to our diversity and shared values, a reminder that we're all part of the same soaring journey.

Embracing the power of unity, we proudly rally behind this resolute symbol as the quintessential representation of our school pride. It encapsulates the dedication of our educators, the dreams of our students, and the unwavering support of our community. Together, we propel forward, strengthened by the captivating presence that graces our district's identity – the majestic eagle that embodies the essence of unity and shared aspirations."

Brand Identity:

The brand identity of New York Mills ISD#533 represents the values, mission, and vision of the school district. It is essential to use the designated brand elements consistently across all materials and communications.

VARIATIONS

Alternate Logo Layouts, Icons, and Wordmark Versions:

In order to ensure versatility and adaptability across various mediums and formats, the New York Mills ISD#553 visual brand incorporates a range of alternate logo layouts, icons, and wordmark versions.

These variations serve a crucial role in maintaining brand consistency while accommodating different design scenarios. For instance, Multi-color and limited color versions of important elements make it possible to meet the needs and budget for apparel orders. Alternate color combinations are available for use on a variety of background colors.

Also, horizontal layouts might be necessary for website headers, name badges or sports jerseys, whereas, vertical layouts could be more suitable for applications like signage, apparel, and promotional materials. The availability of icon versions enables compact representation for use in digital spaces where space is limited or as standalone identifiers.

The diverse range of wordmark versions offers flexibility for placement, ensuring legibility and impact across a spectrum of visual contexts. By thoughtfully crafting these alternatives, we guarantee that the essence of New York Mills ISD#553's brand identity remains steadfast, regardless of the specific layout demands.



DESIGN ELEMENTS

PRIMARY

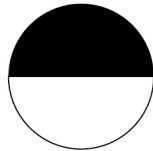


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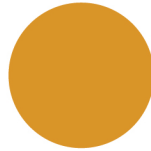


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Color Palette:

The color palette for New York Mills ISD#533 represents the school district's brand and should be used consistently across all materials. The following colors are part of the approved color palette:

Use the primary color as the dominant color in designs, backgrounds, and large areas. The secondary color can be used for accents, highlights, or smaller design elements. The accent colors should be used sparingly and in combination with the primary and secondary colors.

Fonts:

A cohesive font selection reinforces the brand's personality, values, and messaging, while also enhancing readability and professionalism. This attention to typography cultivates a strong and lasting impression, ensuring that every communication reflects the New York Mills ISD#553 brand essence.

Heading Fonts: Kickrush, Rockwell Extra Bold

Use the heading fonts for headings, titles, and important information.

Body Fonts: Rockwell family, Poppins family

Use the body font for body text, paragraphs, and general content.

Heading Font - Rockwell Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Heading Font - KickRush

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Serif Body Font - Rockwell Font Family Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

SanSerif Body Font - Poppins Font Family

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

USAGE GUIDELINES

Downloading Brand Assets:

To access the official brand assets, including logo files, color codes, and font files, please visit the New York Mills ISD#533 website at:

<https://www.nymills.k12.mn.us/community#>

Follow the instructions provided on the website to download the necessary files for your independent projects.

Raster files (.png) and vector files (.svg) can be freely downloaded from the above link. If a larger designer-quality (.ai, .eps, etc.) set of logo files is desired please contact the New York Mills School Activities Director at (218)385-2553 to request access.

When resizing the logo, maintain its original aspect ratio to prevent distortion. Do not alter or modify the logo in any way, including colors, proportions, or typography.

While we encourage create use of the provided artwork, please be considerate when possible of maintaining clear space around the logo to ensure its visibility and impact.

Compliance:

All materials issued by New York Mills ISD#533, including official documents, websites, athletics materials, social media accounts, apparel and other communications, must adhere to the branding guidelines outlined in this guide. Consistency in branding ensures a unified and professional image for the school district. We request, but do not demand that all externally created materials, such as flyers, advertisements, and apparel, should also align with these guidelines to maintain consistency and promote the school district's unified brand identity. All compliance questions should be directed to the New York Mills School Activities Director at (218)385-2553.

At this time, no licensing is required to create, sell or utilize the ISD#553 Brand, but anyone using the elements commercially is responsible for proper and legal licensing of fonts utilized in any way other than our pre-created elements.



CREATIVE FREEDOM

Encouraging Creativity with Additional Brand Elements:

Complementing the core visual elements, the New York Mills ISD#553 brand package includes supplementary elements designed to inspire creativity and maintain adherence to our brand guidelines.

These elements, meticulously curated with considerations such as font and color usage, tracking, and kerning, act as building blocks for crafting unique layouts and designs.

This resourceful toolkit empowers users to infuse variety into materials like apparel, posters, and more, while still upholding the cohesive visual language of our brand. By leveraging these components, creative possibilities flourish, enabling our community to produce captivating visuals that resonate authentically with the spirit of New York Mills ISD#553.

EXAMPLE:



EXAMPLE:



EXAMPLE:



DOCUMENTATION

Fostering a Professional Identity

Official Letterhead:

In our endeavor to maintain a coherent and distinguished brand image, the official school letterhead emerges as a critical element. This meticulously designed template encapsulates our dedication to uniformity and excellence, acting as a visual embodiment of our shared values. Whether it's formal correspondences, informative memoranda, or noteworthy announcements, the official letterhead establishes a consistent and professional touch. It's a testament to our commitment to presenting a unified front, enhancing our credibility and fostering a sense of pride within the district. Access the official school letterhead files on our website and utilize them for all official written communications to ensure that our brand identity remains cohesive and impactful.



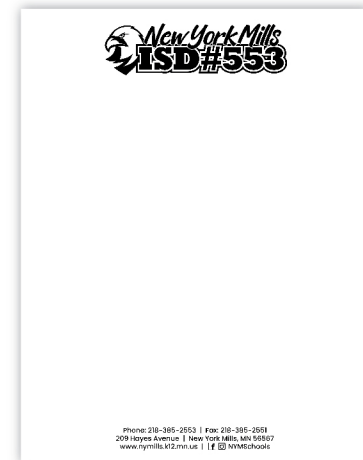
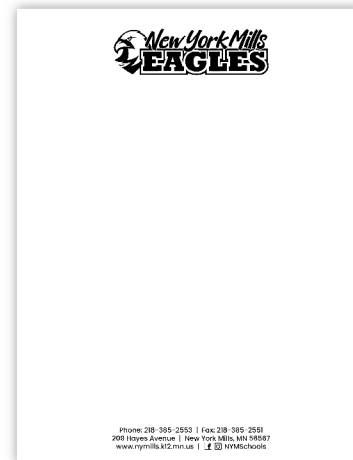
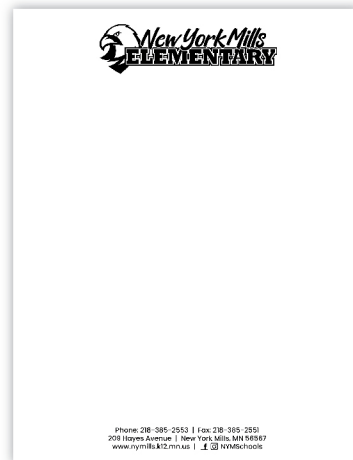
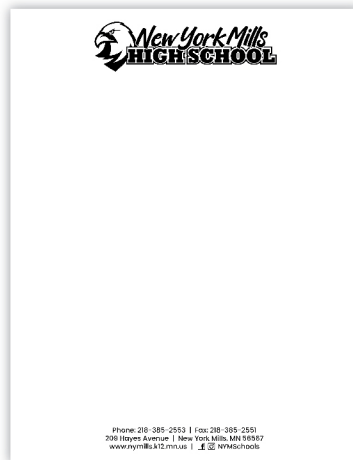
Email Signature:

In the digital realm, our unified email signatures serve as dynamic extensions of our brand identity. They hold the power to elevate our communication, reinforcing our dedication to uniformity and professionalism. Each email becomes an opportunity to showcase our commitment to excellence and to remind recipients of our core values. Be it interactions with colleagues, students, parents, or external stakeholders, the email signature becomes a hallmark of our district's identity. To streamline the incorporation of this essential branding element, we've provided an accessible template on our website. By using the unified email signature in every email communication, we ensure that our digital presence consistently aligns with our brand standards, reinforcing our image of unity, credibility, and pride.

PROFESSIONAL IDENTITY

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OTHER INFORMATION

Learn More About New York Mills ISD#553:

School Website:

To learn more about our school, events, programs, visit:
[nymills.k12.mn.us](https://www.nymills.k12.mn.us) or call us at (218)385-2553.

To Download Design Assets:

<https://www.nymills.k12.mn.us/community#>

Questions or Concerns:

Contact:

For more information regarding the New York Mills School Branding Guide or use of the official school logos please contact:

New York Mills School Activities Director
218-385-2553

Design Services for your Program, Club or Team:

Contact:

Jaime Kopveiler, Overflow Creative
www.overflowcreativemn.com