

Indian Hill School District



Our Brand Guide

This Brand Guide is intended to be a visual and technical guide to the Indian Hill School District Brand. Guidelines for logo use and visual communication help to maintain consistency and preserve the integrity of the Indian Hill School District brand.

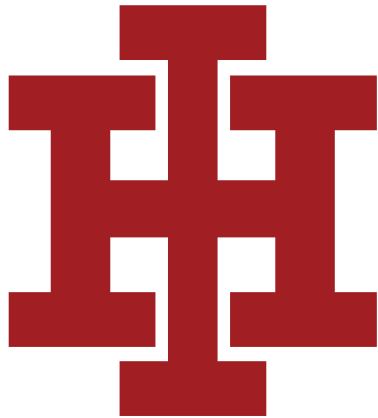
For logo files and permission to use, please email ihsdcommunication@ihsd.us

For specific questions or clarifications, please use the above contact information.

Our #IHPromise prioritizes our students by empowering their voice in a personalized, collaborative, and inclusive learning environment.

Indian Hill School District Brand Primary Logos

These logos are central to the district brand image.



IH Lettermark Logo

(IHLogo_red)

The IH Lettermark is used most often. Many variations are available for use on white or background colors (see separate page).



IH Circle

(IHLogo_black)

The IH Circle is very prominent in the district brand. It may be used as a logo, an accent or as a bullet point.



IHDistrict Seal

(IHLogo_grey_10)

The IH District Seal is to be used in official district communications.

Here are some examples of how the logos have been used.



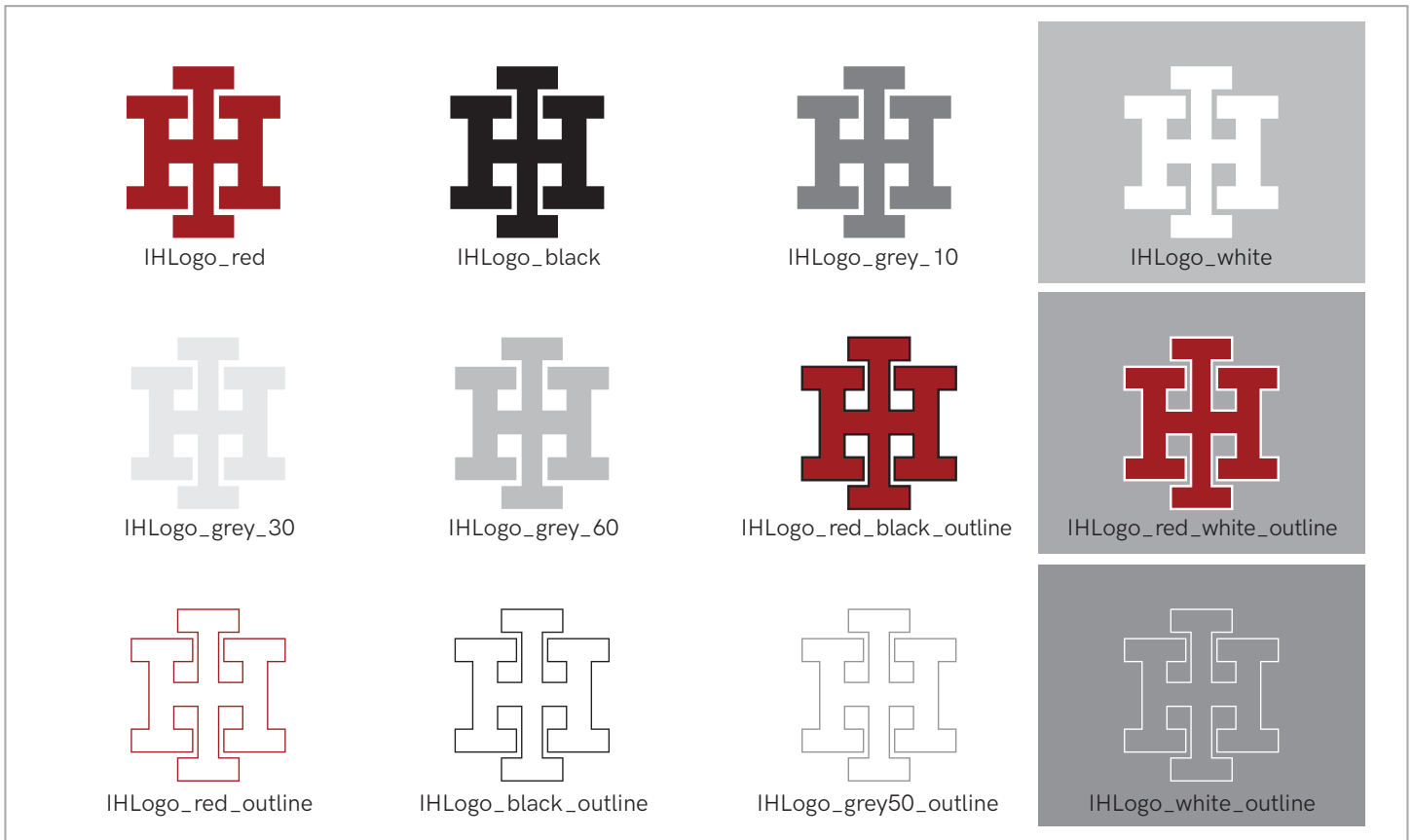
Do not rotate or skew logos:



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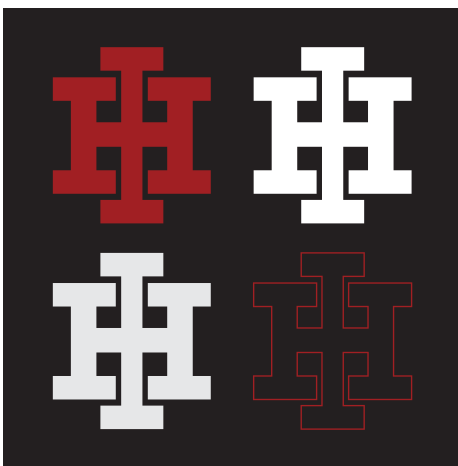
Indian Hill School District Lettermark Logo

The IH Lettermark Logo may be used in association with all school district functions. Variations are available to accommodate most needs.

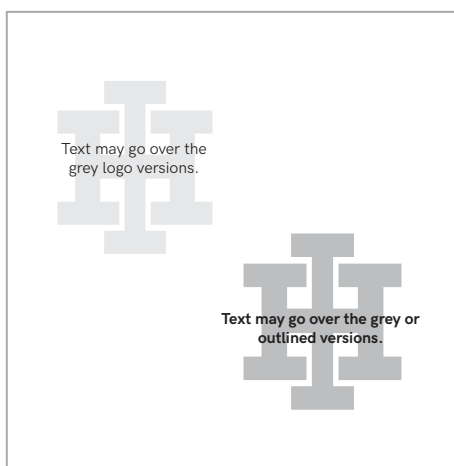


Here are some examples of how to use the **IH Lettermark Logo**.

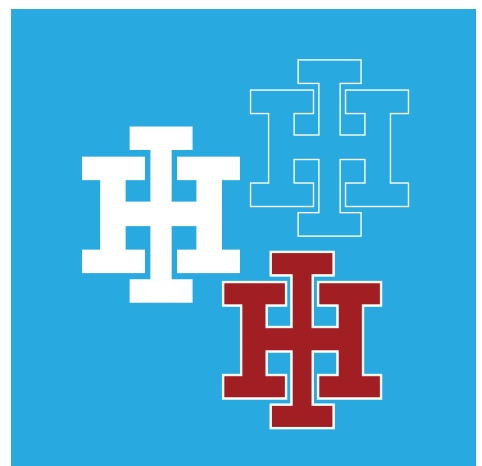
On black:



As a background element:



On a background color:



Do not rotate or skew logos:



Our MISSION:

#IHPromise

Our
#IH Promise

prioritizes our students by empowering their voice in a personalized, collaborative, and inclusive learning environment.

The **IH Promise Logo** identifies the Indian Hill School District's mission. Three versions are used.

#IH Promise

IHPromiseLogo_blk_red

Logo versions with white letters should only be used on color backgrounds.

#IH Promise

IH_PromiseLogo_shadow

#IH Promise

IHPromiseLogo_white_red

Their Dream Our Promise Logo is used in reference to student outcomes.

Their Dream Our
#IH Promise

TheirDreamOurPromiseLogo

Examples on color background:

#IH Promise

#IH Promise

#IH Promise

Their Dream Our
#IH Promise

Their Dream Our
#IH Promise

Do not rotate or skew logos:

 **#IH Promise**

#IH Promise 

#IH Promise 

Their Dream Our
#IH Promise 

Our FOCUS:

Learners as Doers; Learners as Individuals; Learners as the Whole Child

#IH Promise



Learners as Doers

Creating learning experiences for students to engage in authentic and real-world applications by emphasizing critical thinking, creativity, communication, and collaboration

EXPERIENCE

- Student Agency

ENVIRONMENT

- Create New Spaces

RESOURCES

- District STEM Advisory



Learners as Individuals

Offering a guaranteed and viable curriculum by recognizing the unique abilities, learning preferences, and background of each student

EXPERIENCE

- Culminating Experiences

ENVIRONMENT

- Practical Life Skill Development

RESOURCES

- Streamline Communications



Learners as the Whole Child

Providing instruction and experiences for learners by fostering self-awareness, developing responsible decision-making skills, valuing diverse perspectives, and establishing positive relationships

EXPERIENCE

- School / Life Integration

ENVIRONMENT

- Wellness Life Skill Development
- Diversity, Equity, Inclusion

RESOURCES

- Expand Career Pathways Mentorship

Athletic Department Logos

These logos identify Indian Hill's Athletic Department. They may be used on white or color background.



IHLogoAthl_red_solid



IHLogoAthl_red_outline



IHLogoAthl_red_white_circle



IHLogoAthl_black_red_reg



IHLogoAthl_black_red_outline



IHLogoAthl_black_red_bold



IHLogoAthl_white

Do not rotate or skew logos:



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Arts

The **IH Theatre Logo** identifies Indian Hill's Arts Department. It is suitable for white background only.



IHTheatre_Logo

Programs

Indian Hill BRAVE and **Experienceships** programs have logos. These are suitable for white or light-color background only.



BraveLogo_red



BraveLogo_black



ExperienceshipsLogo

Do not rotate or skew logos:



Brand Colors and Fonts

COLORS



RED

PMS 187

C: 23 M:100 Y:87 K:15

R:170 B:30 G:46

HEX: AA1E2E

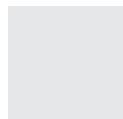


BLACK

Red Pantone 187C, along with **100% black** are the official brand colors for the district.



WHITE may be used to complement Indian Hill branding



GREY 10 - 90% may be used to complement Indian Hill branding



FONTS

For headers or copy:

HK Grotesque Light - *Italic*

HK Grotesque Medium - *Italic*

HK Grotesque SemiBold - *Italic*

HK Grotesque Bold - *Italic*

For headers or copy:

Aganè Light

Aganè Regular

Aganè Bold

Aganè Extra Bold

Alternative for headers or copy:

Gotham Pro Light - *Italic*

Gotham Pro Regular - *Italic*

Gotham Pro Medium - *Italic*

Gotham Pro Bold

Gotham Pro Narrow Medium

Gotham Pro Narrow Bold

Alternative for headers or copy:

Merriweather Light - *Italic*

Merriweather Regular - *Italic*

Merriweather Bold - *Italic*

Merriweather Black - *Italic*

Alternative for headers or emphasis:

BEBAS



Indian Hill EVSD

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