

Elk Grove Unified School District



Brand Guidelines

January 10, 2024



Brand Overview

The EGUSD Identity System Standards

NAME

The letters, "EGUSD," in all caps. The EGUSD logo can NEVER be used by itself, it must always include the Elk Grove Unified School District tagline in either black or white.

Primary Audiences

- Elk Grove Unified School District implementers
 - Local Education Agencies (county offices of education, districts and schools)
 - California State Preschool Programs
 - Head Start
 - Community-based Organizations
 - Private Early Childhood Learning and Care Providers
 - Before and Afterschool and Extended Learning Opportunity Programs
- Educators
- Families and caregivers
- Community members
- Policymakers and advocates

Logos

Horizontal Logo

The entire logo includes five proportionate circles including white letters EGUSD centered within each. "E" circle using blue, "G" circle using purple, "U" circle using red, "S" circle using gold and "D" circle using green. Each circle has a thick gray outline and the circles are distributed equidistantly.

Elk Grove Unified School District



Lockup

The placement and proportion of the logo components must always remain intact. Artwork files for approved variations of the logo will be provided and should never be edited or manipulated in any way. The logo in its entirety measures X.



Spacing

The spacing of the components within the logo must always remain intact. Artwork files for approved variations of the logo will be provided and should never be edited or manipulated in any way. The spacing of the buffer zone around the logo is specified in the example below. A buffer spacing around the logo of no less than 3X is required.





Logo Hierarchy

Preferred and Approved Logos

The preferred version of the EGUSD logo is the full color variation, utilizing the approved blue, purple, red, gold, and green colors. In addition to the preferred full color logo, additional approved variations of the logo are as follows: one color logo (black), reversed one color logo (white) and grayscale. The guidelines of usage for all logos are outlined within this document and must be adhered to without deviation.

Positive Logo

FULL COLOR (Preferred)

Blue
Purple
Red
Gold
Green



One Color

Black



Grayscale

"E" Black: 40%
"G" Black: 70%
"U" Black: 90%
"S" Black: 30%
"D" Black: 50%








Unapproved Usage

This is not an Exhaustive List.

The logo must be scaled maintaining its aspect ratio at all times. The gray outline around the bubbles must also scale proportionately keeping its brand thickness around the bubbles. An outline that is too thin, or too thick, is not acceptable.

The logo must always use the brand colors and EGUSD fonts. The logo colors must always follow the brand colors on page 3, or follow the one color black and white version.

	<p>Do Not Retype The Logotype</p>
	<p>Do Not Change Proportions</p>
	<p>Do Not Use Unapproved Colors Or Add Patterns</p>
	<p>Do Not Change Scale To Fit A Space</p>
	<p>Do Not Use Unapproved Variations Including Low-resolution Images</p>

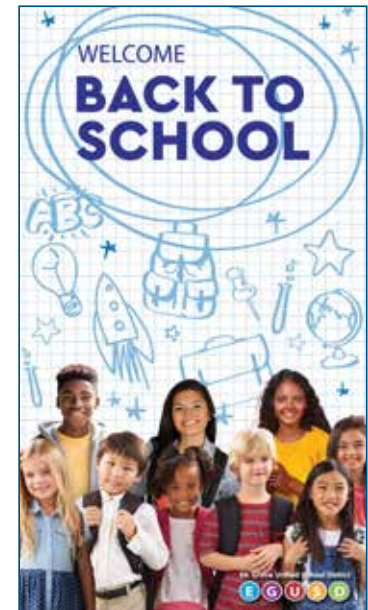
Approved Logo and Placement

Logo Usage Examples

The logo can be placed over a dark or light background. Its corresponding tagline should be white on a dark background, and black on a light background for maximum readability.

Below are a few examples of the correct logo usage in digital ads and flyers.

Logo used in social media banner with white tagline.



Print

Logo shown on a dark background with white tagline.



Logo shown on a dark background with white tagline.



Social Media

Logo used in social media banners with black tagline.



Logo Usage Exceptions

Honoring the Elk Grove Unified School District’s heritage, the “stick-man” logo can be used in the following three instances.

1. Website

The Elk Grove Unified School District website will continue to use the “stick-man” logo in conjunction with the current logo as shown to the right.



2. Stationery

The Elk Grove Unified School District stationery will continue to use the “stick-man” logo as shown to the right.



3. Signage

The historical Elk Grove Unified School District signage will continue to use the “stick-man” logo as shown to the right.





Colors

The color of the components within the approved logos should never be edited or manipulated in any way. The approved colors and their values in CMYK, RGB and HTML are listed below, along with the approved Pantone® spot color.

See page 3 for the logo lockup.



BLUE

C: 80
M: 5
Y: 10
K: 0

R: 0
G: 176
B: 216

HTML Hexadecimal: #00B0D8

PANTONE® 638 C



PURPLE

C: 50
M: 100
Y: 0
K: 0

R: 146
G: 39
B: 143

HTML Hexadecimal: #92278F

PANTONE® 513 C



RED

C: 15
M: 100
Y: 90
K: 10

R: 190
G: 30
B: 45

HTML Hexadecimal: #BE1E2D

PANTONE® 1797 C



GOLD

C: 0
M: 35
Y: 85
K: 0

R: 251
G: 176
B: 64

HTML Hexadecimal: #FBB040

PANTONE® 143 C



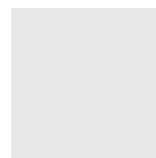
GREEN

C: 50
M: 0
Y: 100
K: 0

R: 141
G: 198
B: 63

HTML Hexadecimal: #8DC63F

PANTONE® 368 C



GRAY

C: 0
M: 0
Y: 0
K: 10

R: 231
G: 232
B: 233

HTML Hexadecimal: #E6E7E8

10% BLACK

Typography

Logo Fonts

Preferred and Approved Font Families

The use of support typography reinforces the sophistication of the Elk Grove Unified School District and unifies the visual appearance of all branded materials.

The SF Pro font family is the preferred type for applications in which large amounts of body text are present. The predominant use of SF Pro ensures a clean and modern look.

Shown on the right are three examples of the approved SF Pro fonts for the Elk Grove Unified School District. All fonts within these type families are approved for use. In some applications it may be necessary to use the substitute typefaces that closely match the approved typefaces.

SF Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SF Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SF Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890