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 Jenn Butler (jennifer.butler@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 LettermarkLogo

(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)

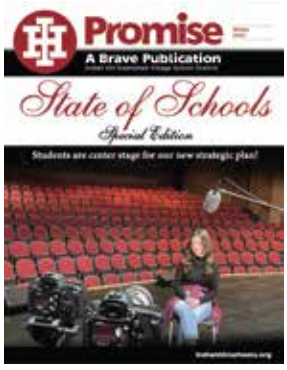
The IH Circle is very prominent in the district brand. It may be used as a logo, an accent or as a bullet point.

IHDistrict Seal

(IHLogo_grey_10)

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

Here are some examples of how to use 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 accomadate most needs.

IHLogo_red

IHLogo_black

IHLogo_grey_10

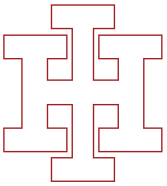
IHLogo_white

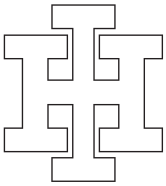
IHLogo_grey_30

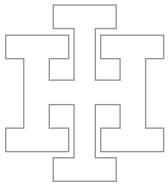
IHLogo_grey_60

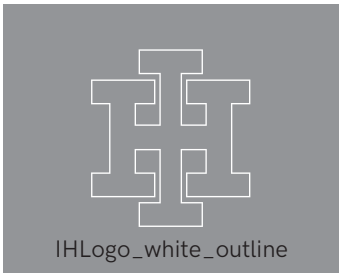
IHLogo_red_black_outline

IHLogo_red_white_outline


IHLogo_red_outline

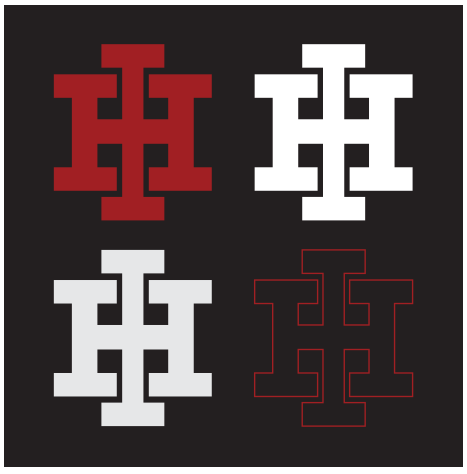

IHLogo_black_outline


IHLogo_grey50_outline

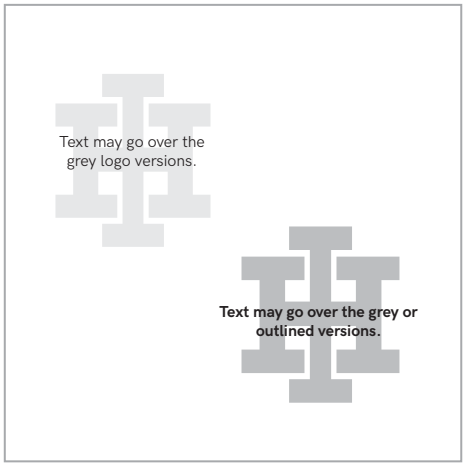

IHLogo_white_outline

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

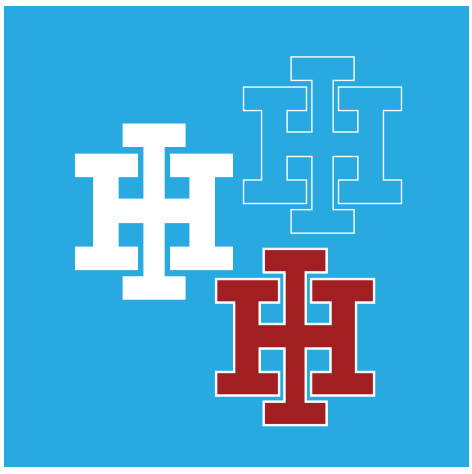
On black:



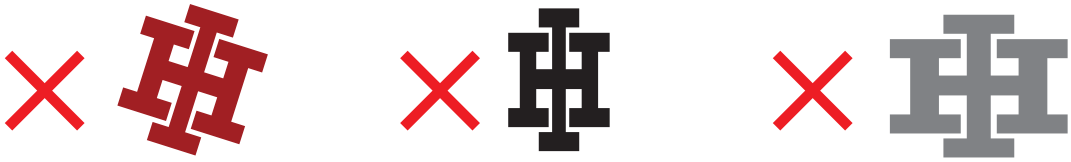
As a background element:



On a background color:



Do not rotate or skew logos:



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Our MISSION:

#IHPromise

Our #IHPromise 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.

IHPromiseLogo_blk_red

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

IH_PromiseLogo_shadow

IHPromiseLogo_white_red

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

TheirDreamOurPromiseLogo

Examples on color background:

Do not rotate or skew logos:

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Our FOCUS:

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

Learners as Doers

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

#HPromise

Learners as Individuals

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

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

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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

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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

6855 Drake Road Cincinnati, OH 45243
Phone: 513-272-4500 | Fax: 513-272-4512

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