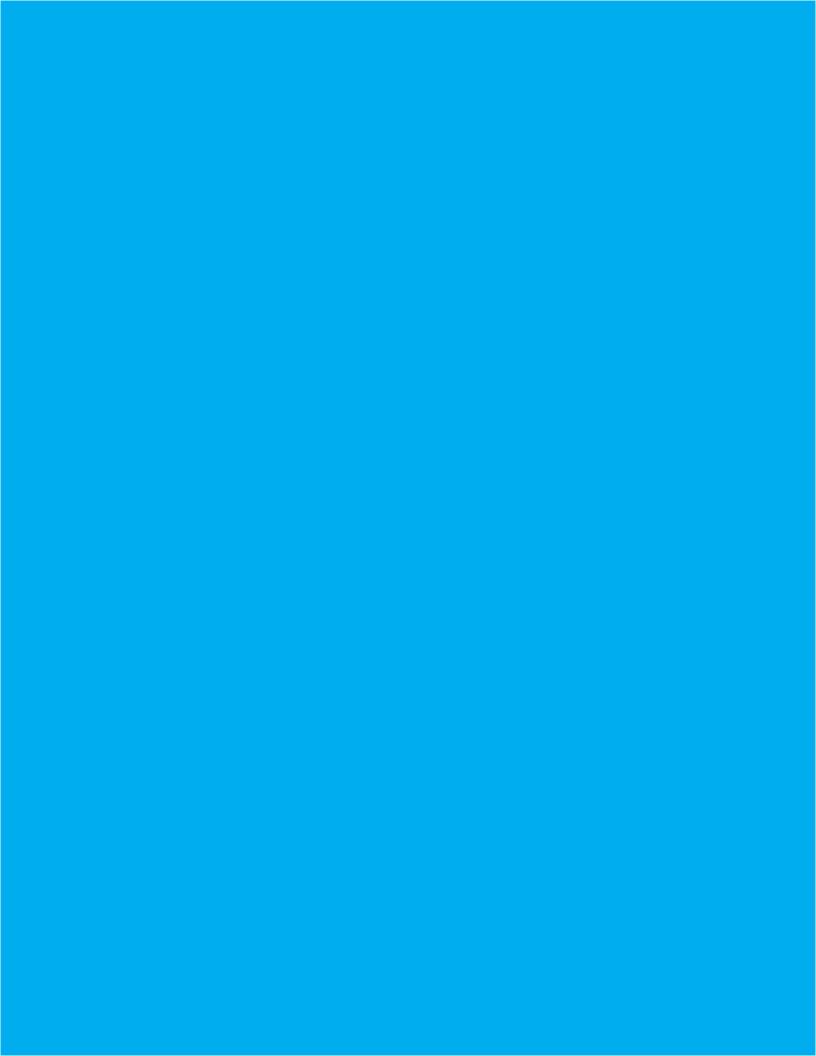


# THE GRADE BOOK RICHLAND TWO BRAND GUIDELINES



## THE GRADE BOOK

The Richland School District Two brand reflects our Core Values, Vision and Mission. The Grade Book (Richland Two Brand Guidelines) outlines standards to promote Richland Two and to ensure our visual communications convey a clear, cohesive and consistent image. These standards support our vision to be the "premier school district...PERIOD."

Use of the Richland Two brand on apparel, signage, digital and print materials, and other items must be approved by the district's Chief Communications Officer or her designee.

# DISTRICT LOGOS/GRAPHICS

The Richland Two logo is one of the most critical assets of the district's brand. The flame graphic and text should never be altered.

#### Usage Guidelines:

- The horizontal version with the flame and words in Two Blue is the preferred version.
- The vertical version can be used when layout requires a vertical orientation.
- The flame can be used as a standalone graphic after the full logo is used in a document.
- The flame cannot be used in place of the entire logo.
- A solid black version or solid white (reverse) version of the logo is allowed.
- The flame and text must always be the same color.

The district's official tagline is below and is a stand alone statement that is not part of the logo design.

The district of choice where every school is an excellent choice







## **DEPARTMENT/OFFICE LOGOS**

These logos provide an identity for an individual department or office that is consistent with the Richland Two logo and brand. They are designed using Two Blue color and Trajan Pro font.



**BUSINESS SERVICES** 





## OTHER APPROVED GRAPHICS

These logos were designed by the Communications Department to help promote a specific program or activity. The Chief Communications Officer must approve the request for the development of these types of graphics.





















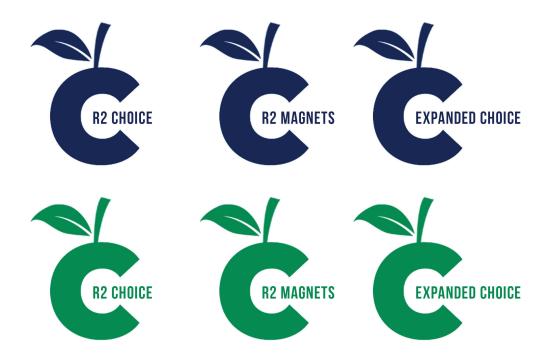






# RICHLAND SCHOOL DISTRICT TWO cholce





## **TYPOGRAPHY**

Richland Two has carefully selected these fonts to help express our brand and identity. Some are formal, some casual, some bold and some elegant. Each font should be used as carefully as any other element of design. These are the only fonts that should be used in presentations, documents and projects that represent Richland Two.

ABCDEFGHIJKLM NOPQRSTUVWXYZ ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890

### TRAJAN PRO

The district's "logo" font and because of this, most associated with the district's brand. Should only to be used in special occasions.

ABCDEFGHIJKLM NOPQRSTUVWXYZ ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890

### **BEBAS NEUE FAMILY**

This sans-serif font features a modern style that makes a statement. Acceptable use: headlines, sub-headlines. Pairs well with Franklin Gothic font.

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

## FRANKLIN GOTHIC FAMILY

Our most used font. A sans-serif font that is sophisticated and modern in style. Great for body text. Pairs well with Bebas Neue family. Available on most computers.

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

### LINUS LIBERTINE FAMILY

Traditional serif font that works with all types of projects that need a more formal look. Great for body text. Pairs well with Dulcelin or Bebas fonts.

# ABCDEFGHIJKLM NOPQRSTUWXYZ abcdefghijklm nopgrstuwxyz 1224567890

### **DULCELIN**

Decorative font that gives a friendly and casual feel that works well with the family atmosphere of the district. Should be used sparingly.

## **COLOR PALETTE**

There is nothing more distinguishable than the Richland Two Blue — a color that encompasses our brand. This blue, along with light blue and gray, form our primary colors.

Other colors have been added to reflect the many different aspects of Richland Two and together, the colors create a seamless brand image. Below you will find the district colors, as well as each color's CMYK, RBG, PANTONE and WEB numbers.



## TWO BLUE

CMKY 100 79 41 34 RGB 12 53 86 PANTONE 7463 C WEB #0C3556



## **NORTHEAST SKY**

CMKY 85 46 11 0 RGB 23 121 175 PANTONE 7690 C WEB #1779AF



CMKY 9 6 7 0 RGB 230 230 230 PANTONE 663 C WEB #E6E6E6



# **BUSINESS CARDS**

The business cards we hand out in the community are part of our brand. They should be consistent and communicate essential information to the people we give them to. However, we understand that some employees may need slightly different information displayed on them and will try to accommodate these requests as long as they do not compromise the brand identity.



## LETTERHEAD

Our official letterhead features the Richland Two logo in white and a Two Blue and white wave across the top. The bottom includes the contact information for the district office. This information should not be altered. Please note that schools have their own letterhead and should use it for communication with their families.



DATE: September 30, 20xx

FROM: Meridith Bronson

TO: Franco Marconi, Director, Research Programs

SUBJECT: Commendation - Henry Stapleton - Transport Demand Project

The purpose of this is to officially commend Henry Stapleton for his exceptional contribution throughout his assignment to the Transport Demand Project (TDP).

As you know, Henry has been working on special assignment with the TDP team for the past eight months. Now that he is about to return to your part of the organization I wanted to make sure that he gets some recognition for his significant and exceptional contributions to the project.

As a junior econometrician, Henry's role in the project was pivotal to its timely and successful completion. It was Henry who worked long hours, numerous nights and weekends with his small team of researchers, first specifying, and then testing the thousands of equations that had to be run. The quality of Henry's written work was also exceptional. His regression analysis summaries were always very well written and rarely required revision.

As a colleague and project team member, Henry was also outstanding. His upbeat enthusiasm for the project was infectious, and he seemed to motivate the entire project team. He was very well-liked by all team members, and in effect he became "unofficial" deputy project manager.

In closing, I would like to say that I have worked with many junior economists and econometricians over the years and have never run across one as professional and productive as Henry Stapleton was on the TDP. I believe that the organization as a whole should recognize his exceptional contribution to a major project.

Please let me know if you have any questions or comments.

Meredith Bronson Director, Econometric Research

cc: Henry Stapleton Personnel file - H. Stapleton

> Visit us at: 763 Fashion Drive Columbia, SC 29229

Send mail/packages to: 124 Risdon Way Columbia, SC 29223

Contact us: 803-787-1910/(F) 738-3334 www.richland2.org

# **ENVELOPES**

When a parent or community member receives a letter from Richland Two, our branded envelopes clearly communicate the district and specifically the sending department. Envelopes feature our logo prominently in Two Blue.







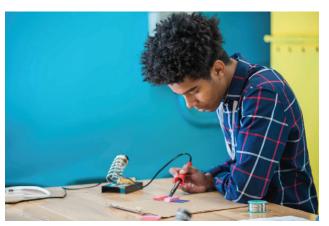
## **GENERAL PHOTOGRAPHY**

#### **Guidelines:**

- Put the subject in a relevant context and environment
- Use the "rule of thirds" when positioning your subject.
- Capture real moments: cheering at a pep rally; a smile after getting the correct answer; a smiling teacher reading a story to the class
- Avoid posing subjects. Let your subject use their own space and don't have them look at the camera









## **HEADSHOTS**

With the district flame logo prominently displayed in the background, Richland Two official headshots positively stand out from others. In a line-up of headshots, the Richland Two brand is instantly recognizable. Official Two headshots are taken at R2i2 in the conference center.









