



2019

PAYETTE SCHOOL
DISTRICT

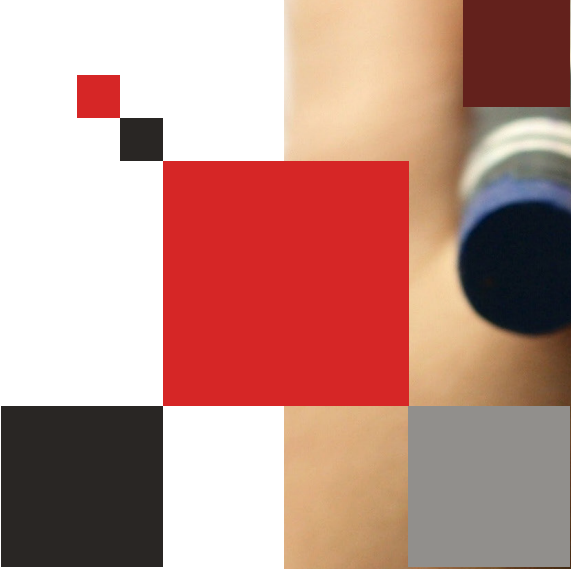
WEBSITE

**Style
Guide**

PAYETTE SCHOOL DISTRICT

20 N 12th Street
Payette, ID 83661

Phone: (208) 642-9366
payetteschools.org



HOW TO USE THIS GUIDE

Nothing is more important to a brand then the use of its graphic elements in its communication. The purpose of this giude is to help unify and bring structure to the purposes of EnableUtah through the means of the website design. Let the instruction given be a springboard to additional future applications and solutions.

- 04** Who we are
- 06** Logo usage
- 10** Color
- 12** Typography
- 18** Graphic elements
- 20** Photography
- 22** Applications



Success Through Education

“It’s a great day
to be a Pirate.”

Who we are and
what we stand for.

The Payette School District
will provide rigorous, high-
quality instruction aligned to
state standards in a
collaborative, safe learning
environment resulting in
high student achievement.





1. PRIMARY LOCKUP



Vector: Full Color



Vector: Gray Scale



Vector: One Color

Primary Logo

PADDING AND SPACING

The clear-space is essential both on web and printed materials. The clear-space guidelines should be maintained as the logo is proportionately scaled.

LOGO COLOR

Look to the above samples for suggestions of how to use the primary logo with a color background. Consider the color combinations in the order above from left to right.

Secondary Logo

USE AND PADDING

The clear-space is essential both on web and printed materials. The clear-space guidelines should be maintained as the logo is proportionately scaled. For certain applications such as promotional items, this logo mark can be cropped slightly to add an interest but should retain it’s recognition.



2. SECONDARY LOGO MARK



On Red Background



On Warm Gray Background



On Dark Grey Background

LOGO AND
BACKGROUND
COLOR

Look to the above samples for suggestions of how to use the primary logo with a color background.

Our Colors

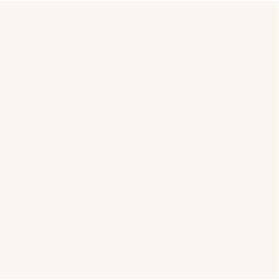
IDENTIFICATION AND VALUES

Color listed here are primarily for web but should expand across all brand materials as to maintain consistency. Referring to the color name internally will also help expand a cohesive approach when considering other marketing materials.

PRIMARY



RED
Hex: d62626

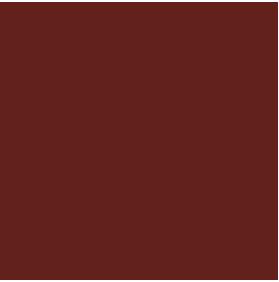


CREAM
Hex: f9f6f2



DEEP GRAY
Hex: 282524

SECONDARY



DEEP RED
Hex: a3ddd5



GRAY
Hex: b79b66

UNTITY SET



WARM GRAY 1
(Same as Deep Gray)



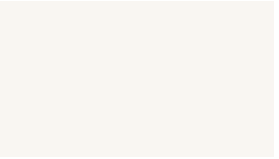
WARM GRAY 2
(Same as Gray)



WARM GRAY 3
Hex: 918E8B



WARM GRAY 4
Hex: C5C2BE



WARM GRAY 5
(Same as Cream)

HIERARCHY



UNTITY AND HIERARCHY

The gray colors shown above are for utility purposes only. For example, the divisions of sections on website or the color of text.

Use color as a way to reinforce hierarchy when layouts may be more complex and difficult to understand. considers hierarchal approach above.

Aa

ROBOTO SLAB
Google Fonts

Bold and
Light

STYLES
Bold, light and all caps

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz ! @ # \$ %
1 2 3 4 5 6 7 8 9

FONT CHARACTERS
Letters, numbers and symbols

Aa

ROBOTO
Google Fonts

Regular, Bold
and Light

STYLES
Regular, Bold, Italic and Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz ! @ # \$ % 0 1 2 3 4
5 6 7 8 9

FONT CHARACTERS
Letters, numbers and symbols

Typography

TYPEFACE: ROBOTO SLAB

Google developed the font to be “modern, yet approachable” and “emotional”. Use Roboto Slab for headlines or as an emphasis for shorter copy blocks. Do Use for long text formats.

TYPEFACE: ROBOTO

Roboto and Roboto slab are a natural pairing and work extremely well together. Use Roboto for sub headlines and general body.

H1: ROBOTO SLAB
Bold | 72 pt

Headline

H2: ROBOTO SLAB
Bold | 48 pt

Headline

H3: ROBOTO
Light | 36 pt

Headline

H4: ROBOTO SLAB
Bold | 36 pt

Headline

H5: ROBOTO SLAB
Bold | All Caps | 16 pt

HEADLINE

H6: ROBOTO SLAB
Bold | 24 pt

Headline

B1: ROBOTO
Regular | 20pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, ***sed do eiusmod*** tempor incididunt.

B2: ROBOTO
Light | 20pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do.

B3: ROBOTO
Regular | 16pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, ***sed do eiusmod*** tempor incididunt ut labore et dolore magna aliqua.

B4: ROBOTO
Regular | 14pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, ***sed do eiusmod*** tempor incididunt ut labore et dolore magna aliqua.

B5: ROBOTO
Regular | 12 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, ***sed do eiusmod*** tempor incididunt ut labore et dolore magna aliqua.

Web Styles

WEBSITE HEADLINE ADAPTATION

Shown abovels a list of style tags use for the website. The color of these styles can vary as long as they follow the brand and retain legibility.

WEBSITE BODY ADAPTATION

Shown above is a list of style tags used for the website. The color of these styles can vary as long as they follow the brand and retain legibility.

Samples

H2: ROBOTO SLAB
Bold | 48 pt

H3: ROBOTO
Light | 36 pt

H5: ROBOTO SLAB
Bold | All Caps | 16 pt

B3: ROBOTO
Regular | 16pt

Teachers who care,
inspire and you know.

Lorem ipsum dolor sit amet,
consec amelid.

...

CONSECTETUER ADIPISCING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam Ut wisi enim ad minim veniam nostrud. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam Ut wisi enim ad minim veniam nostrud.

SAMPLE LAYOUT EXAMPLE ONE

Above is a sample of the use of the type styles. See how the variety weights and styles give the layout a sense of identity and structure.

H2: ROBOTO SLAB
Bold | 48 pt

B2: ROBOTO
Light | 20pt

H6: ROBOTO SLAB
Bold | 24 pt

B3: ROBOTO
Regular | 16pt

People, preparation,
progress, Payette.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam Ut wisi enim ad minim veniam nostrud. Lorem ipsum dolor sit amet, consectetur.

Nibh Euismod

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam Ut wisi enim ad minim veniam nostrud. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

SAMPLE LAYOUT EXAMPLE TWO

Here is another sample of the use of type provided. Using scale and color creates hierarchy for the layout.

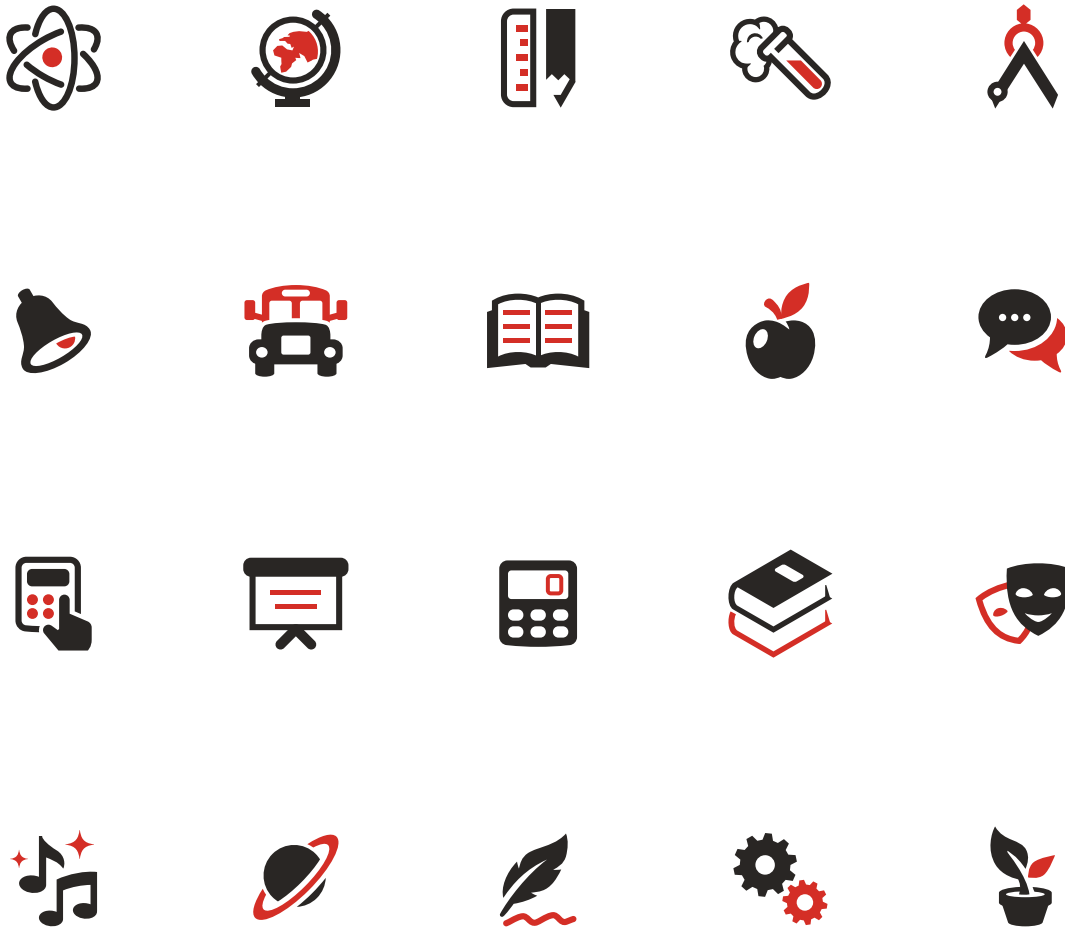
Note: The application is not to scale.

Note: The application is not to scale.

Graphic Elements

ICONOGRAPHY

To the right are some sample icons that can be used to help communicate various information. To maintain consistent feel, additional icons created for the brand should maintain the same graphical structure. The use of icons should be minimal, as to not distract from the overall messaging. The best use case is for wayfinding via the website or an event.







Mrs. Anderson / 3rd Grade Teacher
Payette Resident for over 20 years

PAYETTE SCHOOLS

Teachers who care, inspire and you know.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

[LEARN MORE](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. sed diam Ut wisi enim ad minim veniam nostrud.

OTHER ELEMENTS AND LAYOUT.

Shown above is an example of a graphical layout using different font styles and additional graphic elements.

Images and Photos

THEMATIC

Photos and images are broken up into three themes. Each communicating and area of focus and aspiration of the brand. **Up Close and Personal:** Our students are our future and we want to show case them in way that reminds us of the reason we invest. **Engaded in Learning:** We Believe what makes us different is our hands-on learning curriculum. **You Know Us:** It is important for us to feel a part of the community, therefore we want to develop neighborly relationships and transparencies.

1. UP CLOSE AND PERSONAL



2. ENGADED IN LEARNING



3. YOU KNOW US



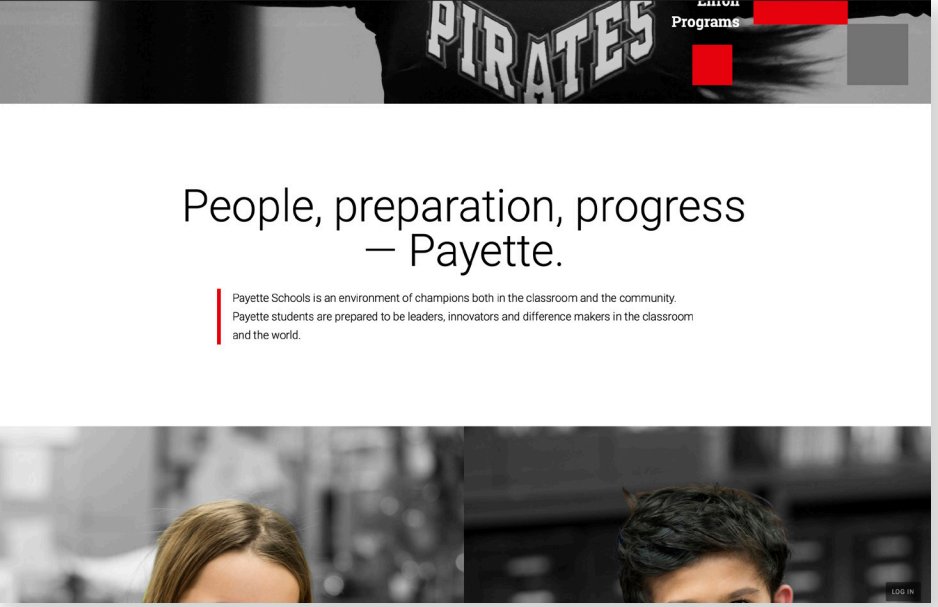
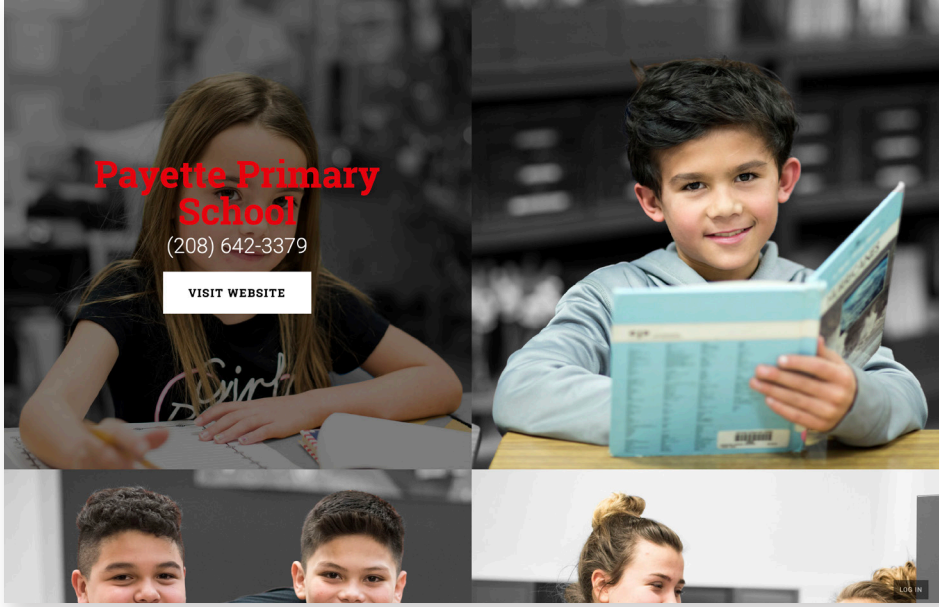
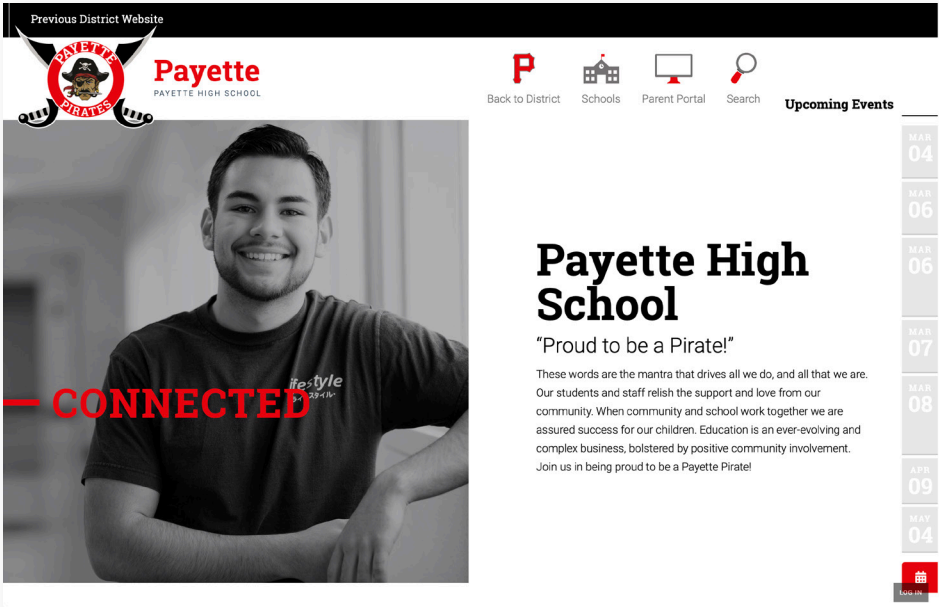
MULTIPLE PHOTO IN A SINGLE LAYOUT

To add variety to a layout use a mix of the three categories to build a unifying message.

Web Application

BRAND EXPANSION

Shown here are screen captures from the website design. This guide is not only for this product but also we hope it can be a springboard to future collateral. Whether that be for marketing materials or used for efforts to bring the spirit of our mission to our students, staff and the community.



Other Application

BRAND EXPANSION

Shown in this section is a variety applications for promotional items, marketing materials or internal use. The purpose of this exploration is to show the graphic elements applied to a diverse group of applicable objects while still maintaining the brand.





“It’s a pirate’s
life for me”

© 2019 **Payette Schools** reserves the rights to use and modify the artwork for professional use. Frog Tummy and Kancky Studio LLC (service providers) may use this guide in personal portfolio or for company promotional content (including, but not limited to, any website or printed material that displays creators work). Any reproduction of brand elements from this guide require permission from Payette Schools accredited sources.

2019 | Made with care and craft by:
FROG TUMMY | frogtummy.com

'19



PAYETTE SCHOOL DISTRICT

20 N 12th Street
Payette, ID 83661

Phone: (208) 642-9366

payetteschools.org