

Fonts, Point Size

Use a single space after punctuation for all print materials – letters, newsletters, brochures, etc.

For media releases/media alerts, brochures, newsletters and other publications, please use the following:

Font: Times New Roman or Arial or Calibri

Size: 12 point (primarily for main content of releases)

*Use a minimum point size of 11 for newsletters with multiple columns/sections for maximum use of available space

For articles posted to the website, please reformat your document to the following:

Font: Verdana

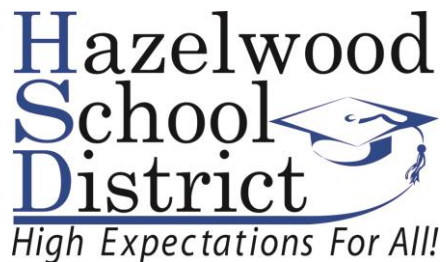
Size: 12 point

Hazelwood School District Logos

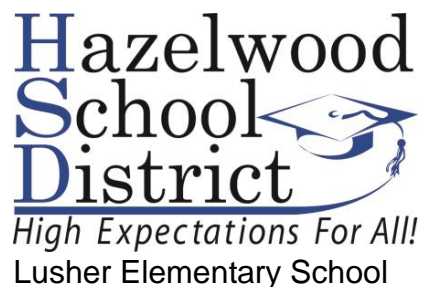
All District publications must include the District's logo featuring the mortar board and tagline,

"High Expectations For All!"

Use correct logos for newsletters, letterhead, flyers, etc. for consistent branding.



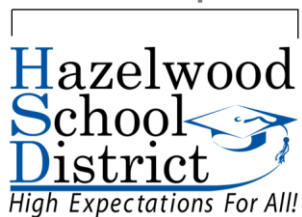
School publications and letterhead should include the District logo with the name of the school listed below. See example:



Size

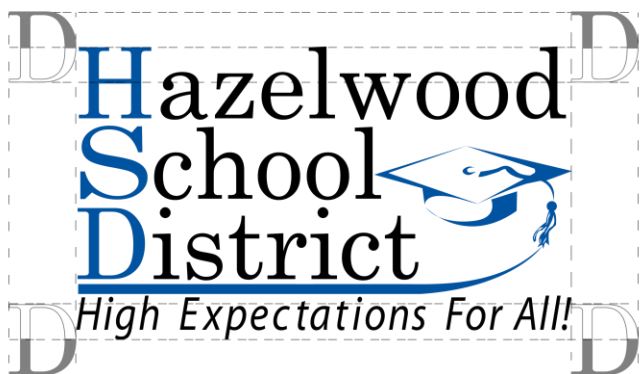
The HSD logo must be no smaller than 1.5” wide for print or 451 pixels on screen.

1.5” or 451 pixels



Clear Space

Clear space is based upon the bold letter 'D' in the logo. Horizontal space required is the full width of the 'D' on either side. Vertical space required is half the height of the 'D' above and below (unless it is the address or school name).



Colors



Hazelwood Blue

CMYK – 100/72/0/6

RGB – 0/83/159

00529f



Black

CMYK – 0/0/0/100

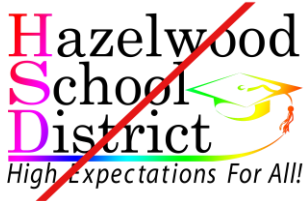
RGB – 35/31/32

231f20

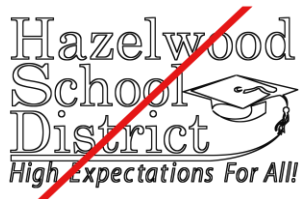
Not Allowed

Do not alter the logo artwork in proportion or color. Below are some examples of logo presentations which are not allowed.

Do not use unapproved colors.



Do not outline the logo.



Do not modify, stretch or recreate the provided artwork. (Hold down the shift key and drag from the corner of the logo releasing the mouse button before releasing the shift key.)



Do not layer other content on top or below.



Additional Logo Guidelines

The District logos are only allowed in ads when expressly approved by the District. For approvals, send written requests along with examples of usage to the Director of Communications and Marketing at: info@hazelwoodschoools.org.