



**SPRINGBORO SCHOOLS**

**SPRINGBORO COMMUNITY CITY SCHOOLS**

*HOME OF THE PANTHERS*

**OFFICIAL BRAND GUIDELINES**



**SPRINGBORO**

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# BRAND IDENTITY

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*With origins dating back to 1837, Springboro Community City Schools has a rich history. Our current brand reflects the continued strength and spirit of our community, building upon our district's historic representation as we keep our sights set on the future.*

## HISTORY OF THE SPRINGBORO PANTHERS

Various iterations of the panther have represented Springboro through the 1900s. The current version of the logo was first implemented by the district in the early 2000s, and was only used for athletics. In 2014, the Panther head became the official district-wide logo for Springboro Schools.

## OUR MISSION: ENGAGE. PREPARE. INSPIRE. CHALLENGE.

Our teachers provide an EPIC (Engage, Prepare, Inspire, Challenge) experience for our students. We offer tremendous opportunities for students to excel academically, in athletics and in the arts. Our brand strives to thoroughly communicate our EPIC leadership.

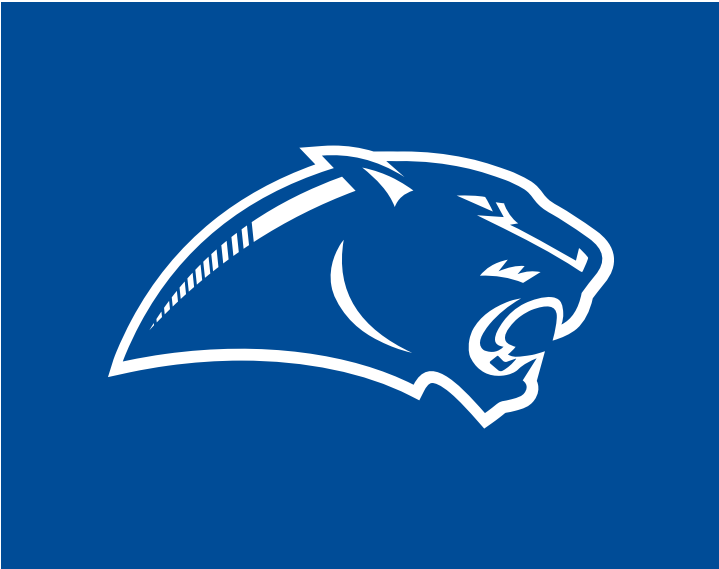


# PANTHER MARK

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## STRONG. SPIRITED. SPRINGBORO.

The Panther mark is a modern, monotone logo with crisp lines and smooth curves. The appearance is fierce, with sharp angles, conveying an intimidating presence to represent Springboro's athletic teams. At the same time, the Panther's face portrays a resolved sense of confidence as it looks forward to the future—indicative of Springboro's dedication to leadership and progress in academics.



# LETTERMARK

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## S IS FOR SPRINGBORO

The "S" lettermark is in a modified (slanted) version of Agency FB, and is outlined in white. For additional contrast the white border is outlined again in blue for instances where the lettermark appears on a light-colored background. The bold strokes and slant of the "S" give the logo a modern look with implied movement. Springboro Schools is consistently looking and progressing forward, and every brand element communicates that mentality.



# COMBINATION MARK

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## TWO BECOMES ONE

The combination mark is comprised of two elements—the panther mark and either the district or athletic wordmark. The combination of these elements create a recognizable, shared identity for both the academic and extracurricular activities of the district.



***SPRINGBORO SCHOOLS***



**SPRINGBORO PANTHERS**

# DISTRICT WORDMARK

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Our brand includes three wordmarks. Springboro Schools receives the same treatment as our lettermark with an italicized sans serif look. The wordmark appears as either white, blue, or blue with a white outline.





# ATHLETIC WORDMARK

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In addition to the district wordmark, we also have an athletic wordmark for the Springboro Panthers' athletic teams in a fierce display font. Either wordmark may appear beneath the panther mark to create a combination mark.

**SPRINGBORO PANTHERS**

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# CHECKER BORDER

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Our brand utilizes a checker patterned border, which may appear on official district communications such as letterhead, newsletters and press releases. The border is available in both a 3-square and 6-square version:

## 3-SQUARE CHECKER BORDER



## 6-SQUARE CHECKER BORDER



The border may be modified to 4-squares or 5-squares, but may NOT appear with less than 3-squares or more than 6-squares.

# DISTRICT SHIELD

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Our district shield communicates Springboro Schools' commitment to EPIC education. *This special emblem may **ONLY** be used on official district communication by the Springboro Schools communications office, and **upon prior approved request**.* To inquire, please email [smarshall@springboro.org](mailto:smarshall@springboro.org).

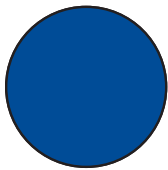


# COLORS

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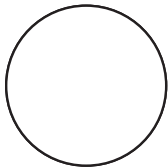
## PRIMARY COLORS

**Panther Blue** is the primary brand color. It should be used wherever possible as the main color with white used for highlighting and outlines. Brand elements may appear in black only when the blue and white versions of the logo aren't possible to use.



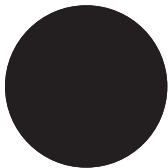
### **PANTHER BLUE**

*Pantone 2945 C*  
C. 100 M. 73 Y. 20 K. 6  
R. 0 G. 74 B. 152  
Hex: #004A98



### **WHITE**

C. 0 M. 0 Y. 0 K. 0  
R. 255 G. 255 B. 255  
Hex: #FFFFFF

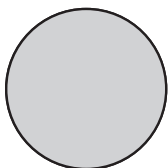


### **BLACK**

C. 0 M. 0 Y. 0 K. 100  
R. 0 G. 0 B. 0  
Hex: #000000

## SECONDARY COLORS

**Panther Grey** is the secondary color used for accents or when greyscale is needed.



### **PANTHER GREY**

*Pantone 427 C*  
C. 18 M. 12 Y. 13 K. 0  
R. 207 G. 210 B. 211  
Hex: #CFD2D3

# TYPOGRAPHY

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## TYPOGRAPHY

### PRIMARY FONTS

#### AGENCY FB BOLD

Agency FB Bold is a graphic san-serif font with a unique, sporty character. For the district and athletic word and lettermarks, Agency FB Bold is utilized with a 10-degree slant. It is the primary font for Springboro Community City Schools.

#### Calibri

Calibri is a clean san-serif typeface with clear readability. Calibri appears as the secondary or body font on district communications.

### ALTERNATIVE FONTS

#### TEKO Medium

Teko Medium typeface is a similar font to Agency FB Bold and may be used in instances where Agency FB is not available. It is an Open Source font and is supported by Google applications.

#### Verdana

Verdana is a websafe san-serif typeface that can be used for body text as a substitution for Calibri. Verdana is a great choice for web, email and other electronic communication.



# AREA OF ISOLATION

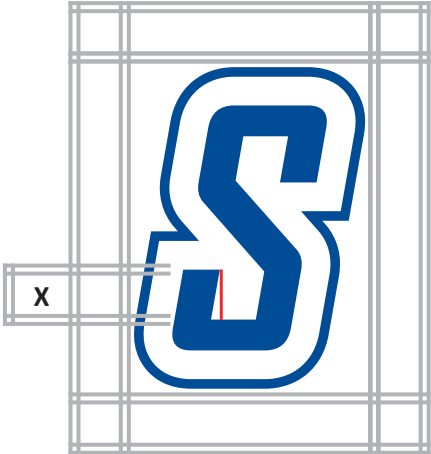
When using our logos or wordmarks, they should be surrounded with clear spaces to ensure proper visibility. No elements of any kind should invade this zone.

## COMBINATION MARK



The area of isolation for the combination mark is the height of the "S" in "Springboro" as illustrated above.

## LETTERMARK



The area of isolation for the lettermark is the height of the lower beak of the "S" as illustrated above.

## WORDMARK



The area of isolation for the wordmark is the height of the "S" in "Springboro" as illustrated above.

# INCORRECT APPLICATIONS

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- 1 Do not flip the logo. The panther always faces forward—it never looks back.



- 2 Do not rotate or invert the logo.



- 3 Do not change the colors or transparency of the logo.



- 4 Do not stretch or shear the logo.



- 5 Do not add effects or filters to the logo.



# INCORRECT APPLICATIONS (CONTINUED)

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- 6 The district's checker border should only appear at 0° (horizontal) or 180° (vertical). Do not rotate the border.



- 7 Do not overlay the wordmark or any other logo over the checker border.



# INCORRECT APPLICATIONS (CONTINUED)

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- 8 The previous version of the district shield is never to be used *under any circumstance*.



## INCORRECT VERSION

- EPIC is in incorrect order (Engage, Prepare, Challenge, Inspire).
- Shield utilizes incorrect font.



## CORRECT VERSION

- EPIC is in correct order (Engage, Prepare, Inspire, Challenge).
- Shield utilizes Agency FB, the primary brand font.

In following these Brand Guidelines, please only use the official logos contained within this document. The logos are not to be altered or modified in any way, including the examples above. Please contact the district with any questions you have regarding appropriate use of the logo.

# LETTERHEAD

Official district letterhead is available as both Microsoft Word and Google Doc templates for each building and administrative department. All external communications will utilize official letterhead for brand consistency.



**SPRINGBORO SCHOOLS**

1685 S. Main St. Springboro, OH 45066 | 937.748.3960 | [www.springboro.org](http://www.springboro.org)

Recipient Name  
Company Name  
Address Line One  
Address Line Two  
Date

Dear Mr./Mrs. [Name],

Dion con cus, essum eosantur? Onessi dolo cone ipsum veles pro vel maiori is sequisim nusdam quid que voluptati ipsam, ipsanihil molupta eum inullan ditiusapis velit que deribus, nimmerum rest labo. Am, occum fuga. Lectiam laborporibus doluptaqui comnisci ad ut accum fuga. Et magnatus utemoluptati unt et faces es ipsunda pa sit es voluptas doluptatem arum vidunt di blam fugia destore cuscipsus susda volest, sus minciae que moluptas dolore sequis re nossum ea dolum nobitib eaquam etur, od quis autate nonsequam reiusantem quat. Seditas simus. Omniscipid quos eat as erumendus exerfero qui optatur?

Temoles eliquos enimet, suntota quodis pero tem dem. Nequatecab im facium sit dipid min ra simus dis audam faccae nonsecatis eium ilitionsed que nissequ atenis modis dolupienis dem. Itatet doluptae commo quiasperum voluptiam, temquam eture porit fugiatat ommodigenes quo denimil et laborem ipsant quia consenis doluption ea iur aut fuga. Nequibus int. Eque eumquatis min consequam quis entinve recessitam, aut expernatus es mos dolor rectur prepreston plaut maximint, untium labo. Bernatque nus volupta tiumet, seque volupti untem fugiam fuga.

Sincerely,

*Your Signature*

Firstname Lastname  
Title  
Building or Department (Or Springboro Schools, if district)

Springboro Schools | 1685 S. Main St. Springboro, OH 45066 | 937.748.3960 | [www.springboro.org](http://www.springboro.org)





# EMAIL SIGNATURE

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The official district email signature will be used by all district staff, with no exceptions. No modifications or additions to the district signature are permitted. Please contact the communications department to receive a copy of the template document. Simply customize your credentials and copy/paste the entire graphic into the email signature field. Use by individuals not affiliated with Springboro Schools is strictly prohibited.



**SPRINGBORO SCHOOLS**



***First Name Last Name, Credentials***

Position Title

Building Name

937.748.### (office) | ###.###.### (cell)

1675 S. Main St. Springboro, OH 45066

email@springboro.org



# PRESENTATION DECK

The district slide deck will be used for all external presentations to reinforce our brand and provide clear communication. The deck includes a variety of text, image, title, and transition slides that are clear, concise, and easy to adapt for any presentation.

The presentation deck includes 12 slide examples:

- 1 Title Slide Blue:** Blue background with Springboro Schools logo and text: "EXAMPLE OF A PRESENTATION", "Title Slide Blue".
- 2 Title Slide Black:** Black background with Springboro Schools logo and text: "EXAMPLE OF A PRESENTATION", "Title Slide Black".
- 3 Section Slide Blue:** Blue background with Springboro Schools logo and text: "SECTION SLIDE BLUE".
- 4 Section Slide Black:** Black background with Springboro Schools logo and text: "SECTION SLIDE BLACK".
- 5 Paragraph Slide:** White background with a blue header bar and Springboro Schools logo. Text: "Begin typing your point. For example, our teachers provide an EPIC (Engage, Prepare, Inspire, Challenge) experience for our students. We offer tremendous opportunities for students to excel academically, in athletics and in the arts. Our schools and students continually earn high marks from state and national organizations. How do we do it? By merging longstanding Panther traditions with innovation in learning. By creating a 21st century learning environment where students benefit from innovative projects and ready access to technology. And by ensuring the majority of our funding is spent on classroom instruction."
- 6 Bullet Slide:** White background with a blue header bar and Springboro Schools logo. Text: "Six schools serving approximately 6,200 students:"
  - Clearcreek Elementary: Grades PreK-1
  - Dennis Elementary: Grades 2-5
  - Five Points Elementary: Grades 2-5
  - Springboro Intermediate: Grade 6
  - Springboro Junior High School: Grades 7 and 8
  - Springboro High Schools: Grades 9-12
- 7 Text + Image Slide (Version 1):** White background with a blue header bar and Springboro Schools logo. Text: "PARAGRAPH OR BULLETS", "You could start with a sentence, then break out some bullets.", "Inserting images is easy!", "Just drag and drop onto the template.", "Edit by double-clicking image.", "Over in a snap." Includes an image of a student.
- 8 Text + Image Slide (Version 2):** White background with a blue header bar and Springboro Schools logo. Text: "PARAGRAPH OR BULLETS", "You could start with a sentence, then break out some bullets.", "Inserting images is easy!", "Just drag and drop onto the template.", "Edit by double-clicking image.", "Over in a snap." Includes an image of a flag.
- 9 Big Statistic Slide (Version 1):** White background with a blue header bar and Springboro Schools logo. Text: "PARAGRAPH OR BULLETS", "You could start with a sentence, then break out the stats.", "67% Of Students Prefer Math!". Includes a large percentage graphic.
- 10 Big Statistic Slide (Version 2):** White background with a blue header bar and Springboro Schools logo. Text: "7%", "Big Statistic Slide (Version 2). This version has an image. Great for those times you want to insert a graph, and pull out a great stat." Includes a bar chart.
- 11 Quote Slide:** Blue background with a checkered border on the right. Text: "The bigger the quote, the bigger the impact!", "- Someone".
- 12 Single Image + Caption Slide:** White background with a blue header bar and Springboro Schools logo. Includes an image of football players and the text: "Single Image + Caption Slide".
- Two Images + Caption Slide:** White background with a blue header bar and Springboro Schools logo. Includes two images of students and the text: "Two Images + Caption Slide".
- Thank You Slide:** Blue background with white text: "THANK YOU!".

# BUSINESS CARDS

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Branded business cards will be provided to district staff upon request for external use. Versions are available for the district and each of Springboro's school buildings.



# OFFICIAL USE OF FILES

The logos contained in this guide are the “official” logos of Springboro Schools. The Panther Mark logo is a registered trademark ® of Springboro Community City School District. For licensing agreements and additional information, please contact the district.

The logos may be used for all internal and external materials and communication. These standards are not meant to stifle individuality and creativity; rather, they provide a framework of unity for the Springboro community. For more information about the brand guidelines, or to request an official file to use, please contact the communications department at [smarshall@springboro.org](mailto:smarshall@springboro.org) or (937) 748-3960.

Thank you!

**Scott Marshall**

District Communications Coordinator