

JACKSON HIGH SCHOOL

GRAPHIC STANDARDS

*A guide to consistent implementation
of the Jackson High School brand*

Jackson High School launched a “refresh” of our brand and graphic identity in 2018-2019. Students, instructors, administrators and outside professional contractors collaborated to produce the materials in this Guide. Additional resources to extend and propel forward the Jackson brand are in progress for the 2019-2020 school year.

These graphic standards were developed to help our students, staff and community partners use the JHS brand appropriately when producing materials for communications, programs, events, and all other instances where Jackson High School is to be visually represented.



Approved Marks

Custom illustration, typography, and illustration+type “lockups” have been created for official JHS use. Additional approved marks may become available as our brand develops & expands.

The value of a graphic identity depends upon its ability to be consistent and reliable. Steady and coordinated use of Jackson marks across all JHS communications shows organizational credibility and professionalism. **Jackson marks should always be reproduced complete and unmodified, with all components intact.**

Contact Daniel Mills at dmills@everettsd.org for questions on appropriate use of any JHS mark and to obtain files for use.

1. *1. Standing Wolf*
2. *Leaping Lock-up*
3. *JHS Initials*
4. *Leaping Wolf Head*
5. *Standing Wolf Head*
6. *Jackson with Paw*
7. *JHS Paw*
8. *Leaping Wolf*
9. *Circle Crest*

1.



2.



3.



4.



5.



6.



7.



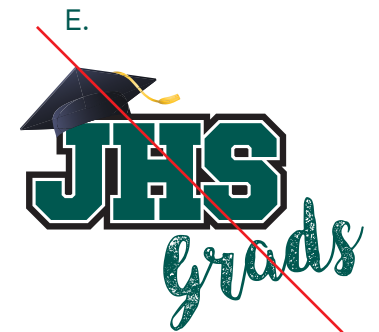
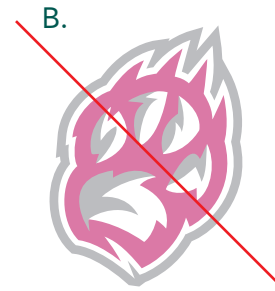
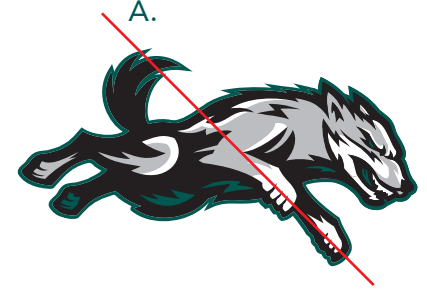
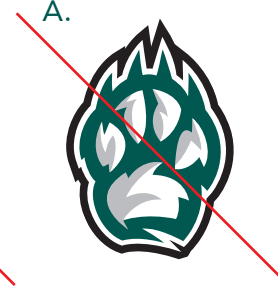
8.



Unacceptable Use of Marks

The value of a graphic identity depends upon its ability to be consistent and reliable. Steady and coordinated use of Jackson marks across all JHS communications shows organizational credibility and professionalism. **Jackson marks should always be reproduced complete and unmodified, with all components intact.** These examples of improper modifications of Jackson marks violate the integrity of the JHS brand. Please use these guidelines:

- A. Do not stretch, rotate, tilt or otherwise distort the mark.
- B. Do not recolor any elements of the mark.
- C. Do not place the mark over a busy or photographic background.
- D. Do not rearrange, redraw, or scale the elements of the mark.
- E. Do not add any other text or imagery to the mark.



File Types

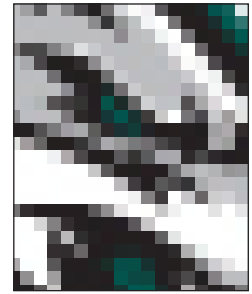
JPG and **PNG** images are pixel-based. They are best suited for images that have variations in tone and color, such as photographs, because the pixels can capture the gradated information of “realistic” images. When improperly enlarged, however, the information will lose its smooth-to-the-human-eye quality and become “pixelated.”

In an **EPS** or “vector” file, information is saved as mathematical coordinates rather than pixels. What this means is that the relationship of the coordinates to one another does not change as the image is enlarged or reduced. An EPS file will be crisp and clear at any size.

Use an EPS file whenever possible on business documents and printed materials, and when providing files to outside vendors. JPG or PNG files may be used for digital communications or on-screen applications that have a lower resolution than printed materials.



JPG at 100% size



JPG enlarged



EPS at 100% size



EPS enlarged

Clearspace

For legibility and impact, ensure that reasonable clearspace is maintained around any JHS mark in all print and digital uses. Keep a reasonable area around the mark clear of competing text, images and other graphic elements. More than the minimum space surrounding a JHS mark is often desirable.



BIG EVENT THURSDAY, NOV. 14



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Example of acceptable clearspace

Minimum/Maximum Size

To maintain legibility, any JHS mark should be used at a reasonable size for the document in which it is being placed. Marks or logos rarely should appear smaller than 1" in width.

There is no maximum size limit; use discretion when sizing a JHS mark. For most professional communications, the mark should not be the most dominant element on the page.

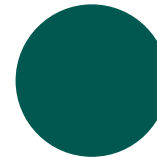


*Shown at left: a width of 1" may be suitable for the **JHS Initials** mark, but likely not suitable for the full **Jackson with Paw** mark. Use common sense when placing the mark and seek guidance from Daniel Mills at dmillseverettsd.org if you need assistance.*

Color Palette

Jackson's brand colors are Black and Pantone 3292 (green).

CMYK formulas are used for print applications. RGB and HEX values are used for on-screen or digital applications.



Pantone: **PMS 3292**

CMYK: **c100 m41 y67 k32**

RGB: **r0 g88 b81**

HEX: **#005851**

Typography

Some marks and illustrations used by Jackson High School feature the typeface **National Champion**, a robust slab serif that projects strength and traditional school spirit. Multiple weights and styles of National Champion are available for use.

Contact Daniel Mills at dmills@everettsd.org for questions on appropriate use of the National Champion typeface or to obtain font files for use.

NATIONAL CHAMPION LIGHT

NATIONAL CHAMPION REGULAR

NATIONAL CHAMPION MEDIUM

NATIONAL CHAMPION BOLD