SIOUX CENTER
CHRISTIAN SCHOOL

Visual Identity Guideline

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Updated June 2016

As Christians, our first identity is in Christ.

Sioux Center Christian School, as an institution that serves Christ and seeks to train and instruct His covenant children in the Lord, seeks to clearly identify itself as Christ's school. We pray that everything we do or say, as an institution and as individuals representing our school, will clearly reflect that we are not ashamed to boldly include Christ's name in all that we communicate and that we will point to Christ, who is the original Trailblazer. We pray that, through the Holy Spirit, we may be seen as Trailblazers for His Kingdom – obediently serving God in all we do!

The Mission of Sioux Center Christian School

To disciple God's children by equipping them with
a knowledge and understanding of Christ and His creation
so that they can obediently serve God and others as they work and play.

"Let us THROW OFF EVERYTHING that hinders
and the sin that so easily entangles.
And let us run with PERSEVERANCE the race marked out for us,
FIXING OUR EYES ON JESUS,
the PIONEER and PERFECTER OF FAITH."
Hebrews 12:1b-2a (NIV 2011)

Our Visual Identity

What is our visual identity?

The visual identity of Sioux Center Christian School is the principal identifier of the school in all communications related to the official business of the school and in all promotional and school spirit items.

Why is it important to have and to follow a Visual Identity Guideline?

By using our logos, school name, and school colors in a consistent way:
1) **We present a clear and unified image** to those inside and outside our school community.
2) **We help viewers quickly recognize our school** and bring to mind all positive mental associations with our school.
3) **We honor our God of design and order**. He has designed people in such a way that they appreciate, remember, and think positively about repeated and attractive visual designs.

Who should use the Visual Identity Guideline?

Anyone who produces communication or products that represent our school should follow this guideline.

Every faculty and staff member and every parent should be a willing and diligent protector of Sioux Center Christian School's public image.

Our visual identity is to be incorporated in all:
- Letterhead, stationery, and business cards
- Publications for external promotion
- Publications for official information
- Advertising, promotions, publicity, and community relations
- Programs and PowerPoint screens used for on- and off-campus school events
- Posters, banners, and signage
- Digital communications (web and email)
- Promotional products, sports team apparel, and accessories, any other apparel
- Other items as seen appropriate by administrators

School Name

The official name of our school is **Sioux Center Christian School**. This name should be used in most forms of communication.

In less formal publications, or uses in which the audience is closely acquainted with our school, the following designations are acceptable:

Sioux Center Christian

SCCS

Note: Sioux Center Community School also uses SCCS to refer to themselves, so be aware that it should only be used when it is clear that Sioux Center Christian School is meant by the abbreviation.

Color Palette

One of the key elements to building a consistent identity is the use of our school colors.

The primary identifying colors of Sioux Center Christian School are Royal Blue and Gold. White, black, and gray are also included in the palette, but should be reserved as accent colors.

ROYAL BLUE
R=0 G=35 B=102
C=100 M=93 Y=29 K=25
PANTONE 2767C
HEX# 002366

GOLD
R=252 G=177 B=52
C=0 M=34 Y=90 K=0
PANTONE 143C
HEX# FCB134

BUSINESS LOGO
LIGHT SWOOSH & TAGLINE
R=20 G=66 B=138
C=100 M=85 Y=16 K=3
PANTONE 294C
HEX# 14428a

ACCENT COLORS

WHITE (R=255 G=255 B=255) (C=0 M=0 Y=0 K=0) (HEX# FFFFFF)

BLACK (R=0 G=0 B=0) (C=0 M=0 Y=0 K=100) (HEX# 000000)

GRAY (R=128 G=128 B=128) (C=0 M=0 Y=0 K=50) (HEX# 808080)

June 2015 - the Royal Blue on the Business logo has been changed to match the Royal Blue used in the Trailblazers logo.
The PNG and JPG files of all logos have been changed to the correct shade of Royal Blue. The EPS and Ai files use
different values for Royal Blue, so if giving those files to production companies, be sure to include this sheet with the correct values.

Variations in color may occur, but try to match this palette as closely as possible.

Typography

There are two fonts used in our business logo (the exact fonts used are unknown).
Two additional fonts are used in our mascot logo.

BUSINESS FONTS

Myriad Pro Light Bold
> This font should be used for titles on documents.

Myriad Pro
> This font should be used for body text and also if a secondary line is needed under the school name (examples: faculty, staff, sport, department, tagline, etc.).

Myriad Pro Semi-Condensed
> This font may be used for small type (used for contact info on brochure).

Calibri
This font is an acceptable substitute in documents (especially if the editable document is going to be sent electronically and the recipient might not have Myriad Pro).
It should be used in email communication.

TIMES NEW ROMAN
TIMES NEW ROMAN BOLD
This font should be used in ALL CAPS for headings and for the school name in formal settings.
When used for the school name in ALL CAPS, it should be 130% (Vert), 120% (Wide), 45 spacing (Photoshop).
Note: Our school brochures use Book Antiqua instead of Times New Roman.

Allura

This font may be used as an accent font. It is used to highlight single words or short phrases.

SCHOOL MASCOT FONTS

FAIRVIEW

This font is used in "TRAILBLAZERS". It is typically in gold with a royal blue outline. For the logo, it should be 112% (Vert) and 125% (Wide).

Univers LT Std

This font is used in ALL CAPS for "SIOUX CENTER CHRISTIAN SCHOOL" in the Trailblazer logo. It is typically royal blue. 112% (Vert) and 125% (Wide).

Approved Logos

Business Logo

- **The bold lines and lettering** of our logo represent the boldness that we have as Christians proclaiming a risen Savior.
- The logo includes our **school colors**, royal blue and gold.
- **The swooshes** under the cross represent our forward movement with Christ as our leader; it is with Him that we move forward in all areas of the school. You'll notice that the logo features more than one swoosh as well. This represents our dependence on partnerships with others while we're focusing on Christ. We seek to be active partners with Christian churches and Christian homes.
- The **movement lines surrounding the cross** remind us that we must always seek to improve Christian education at SCCS. We must be a "moving" school, one that stays current with student needs, but one that also respects the tradition upon which the school was founded over 100 years ago.
- **The words "Christian School" are larger** for a reason; we seek to infuse everything we do with our Christian perspective, whether it be science or music, athletics or drama, recess or lunch.

Horizontal Logo

Cross Logo

The cross logo may be used by itself, but Sioux Center Christian School or SCCS should appear somewhere on the same item.

Vertical Logo

Long Horizontal Logo

Accepted Uses

Unacceptable Uses

- Allow a reasonable amount of space around the logo (a general rule is to allow as much space as the height of letters in "SCHOOL").
- Do not crop any part of the logo graphic or bleed off the page.
- Do not tilt or rotate the logo.
- Resize the logo proportionally. Do not squeeze or stretch.
- The logo should be used at a size that is clearly legible in the medium used.
- "Sioux Center Christian School", as stylized in the logo, should not be used without the cross.
- The cross logo may be used by itself, but "Sioux Center Christian School" or "SCCS" should appear somewhere on the same item.
- Do not change the position of the cross within the logo. It must be on the left side or on the top.
- When converting to gray tones, be sure to keep "Sioux Center" lighter than "Christian School". The cross should be the same shade as "Sioux Center".
- It is acceptable to have the entire logo in royal, gold, black, or white (gray might also be allowed in certain situations).
- Changing the opacity of the logo is allowed. Use good judgment.

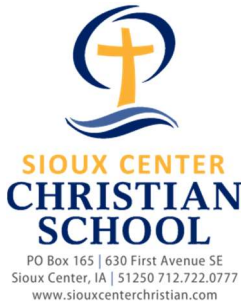All available versions of the business logo with file names:

SCCS Logo Horz (PNG, JPG)

SCCS Logo Horz Address (PNG, JPG)

SCCS Logo Vert (PNG, JPG)

SCCS Logo Vert Address (PNG, JPG)

SCCS Cross (PNG, JPG)

SCCS Logo Straight (PNG, JPG, PSD)

SCCS Logo Straight Address (PNG, JPG, PSD)

SCCS-Trailblazer Combo (PNG, JPG, PSD)

SCCS-Trailblazer Combo Address (PNG, JPG, PSD)

SCCS Logo Horz for Dark Bkgrd (PNG only)

There are also some black/white and grayscale versions of the business logo available.

Trailblazer Logo

- **We are the first Christian school society west of the Mississippi River**, with our founders blazing a trail and being faithful to God. The trailblazer mascot respects and celebrates the history of the school.
- **We seek to continue to be trailblazers for God** as we further refine our school programs, curriculum, teaching, activities and more, always blazing the trail for Christ. The trailblazer mascot celebrates our present and helps us to look with hope and excitement toward the future.
- **We use this verse to help us conceptualize the respect for the past and hope for the future:** "Let us throw off everything that hinders and the sin that so easily entangles. And let us run with perseverance the race marked out for us, fixing our eyes on Jesus, the pioneer and perfecter of faith. " Hebrews 12:1-2a
- **The "swoosh" of the current school business logo** is incorporated into the mascot logo and represents our forward movement through teamwork. We also continue to use our school colors of royal blue and gold.
- **The logo incorporates the Christian symbol of the dove**, which symbolizes our forward movement with Christ as our Leader and Trailblazer. The flames and flaming wings of the dove symbolize our fire for Christ and how we desire to spread His love.
- **The bold lines and lettering** symbolize the boldness we have as Christians proclaiming a risen Savior.

Vertical

Trailblazer-Logo-Solid-vertical (PNG, JPG, EPS, PDF, Ai)   Trailblazer-Logo-Outline-vertical (PNG, JPG, EPS, PDF, Ai)

Horizontal

Trailblazer-Logo-Solid-horz (PNG, JPG, EPS, PDF, Ai)   Trailblazer-Logo-Outline-horz (PNG, JPG, EPS, PDF, Ai)

The Trailblazer logo has "solid" and "outline" variations. The solid version seems to work better on screen and in print. The outline version is best for screen-print on apparel and merchandise. Both are acceptable for either use, though. Use best judgment.

Other Trailblazer logos available:

Trailblazer-SCCS-Logo (PNG, JPG, EPS, PDF, Ai)

Trailblazer-Logo (PNG, JPG, EPS, PDF, Ai)

Trailblazer Logo 1-color (PNG, JPG, EPS)

Trailblazer-HomeOf_Solid (PNG)

Trailblazer-HomeOf_Outline (PNG)

Trailblazer-Logo-HomeOf-Solid-vertical (PNG, JPG)

Trailblazer-Logo-HomeOf-Outline-vertical (PNG, JPG)

SCCS-Trailblazer Combo (PNG, JPG, PSD)

SCCS-Trailblazer Combo Address (PNG, JPG, PSD)

Trailblazers-Word-Solid (PNG, JPG, EPS, Ai)

Trailblazers-Word-Outline (PNG, JPG, EPS, Ai)

  SiouxCenterChrSch-word (PNG, JPG, EPS)

Guidelines for the Trailblazer Logo

- Follow the same guidelines for use as the business logo.
- "Sioux Center Christian School" or "SCCS" should appear in conjunction with the Trailblazer logo.
- Keep the mascot (dove with flames) whole. Do not separate out individual elements of the mascot. For example, the dove may not be used alone.
- For apparel, the mascot colors may be switched around, but please make sure the dove is never black.
- The mascot should always face to the right and should not be flipped around.
- If the mascot is separated from the logo and made smaller or larger, it should either appear centered to the word "Trailblazers" (above or below) or to the right of it.

How to follow the Visual Identity Guideline

All new items that incorporate our school logo should go through two stages of approval:

1. **During the concept/design stage** so any issues can be addressed early in the process

2. **Before being printed or produced** with a final proof sent by the producer of the item

This collaborative process should be done willingly and kindly by all participants, with the goal of producing the best items that represent Sioux Center Christian School.

PRINTED ITEMS & ADVERTISING:

When producing any printed item (such as stationery and brochures) that does not have previous approval, or placing any advertisement, you should seek approval from at least two of the following (and some items should be approved by all three; use best judgment): **Principal, Assistant Principal, Development Director**

APPAREL & MERCHANDISE:

When ordering apparel or merchandise for any purpose, **approval is required by two people (select from the Principal, Assistant Principal, Development Director), and must go through the process** as outlined on the next page.

The purpose of approval is:

- To provide guidance and direction so that apparel/merchandise offerings are consistent with the school's mission and visual identity
- To oversee the correct use of colors, logos, and fonts in apparel/merchandise/printed pieces

The **online Purchase Order Worksheet must be filled out for EACH ITEM** (including samples ordered) and updated throughout the order process. This helps the approval process and the payment process.

PACE – The PACE Apparel/Merchandise Committee

PACE has the greatest influence on the public "face" our school shows through apparel and merchandise. Since committee members change regularly *(there is a two-year term for those who move from co-chair to chair, plus there are three assistants, who often stay on for one to two years)*, it is important that they consult with the Promo Approval Team, who has an overall view of Sioux Center Christian's visual identity.

- **The PACE Merchandise Committee should meet with the administration once near the beginning of their order process** (late May or early June) to discuss the direction they plan to go with apparel offerings for the next school year.

- **Once final products have been chosen** from the samples ordered, the administration should be shown the items in the **colors** they will be offered. Screen-print or embroidery **ideas and sketches** should be shared with the administration as well.

- **The administration should be emailed** the **first design proof** and the **final design proof** from the production company.

  - First proof – they can catch any errors in logo, font, or color use
  - Final proof – to serve as a double-check, with the PACE Merchandise Committee chair, that everything is correct before production
  - There will often be intermediary proofs, which revolve more around the vision of the design. The administration does not need to see those proofs, unless they specifically ask.

- **The Online Purchase Order Worksheet must be filled out by the PACE Merchandise Committee chair as orders are placed** (including sample orders).

  - The administration must also access the Worksheet and initial their final approval to the design on each order.
  - The PACE Treasurer and school Administrative Assistant will access the Worksheet to cross-check with bills received from the production companies.
  - All packing lists and invoices must be turned in to the PACE Treasurer in a timely manner.
  - If possible, ask the sales person to put a PO# on the order with "PACE" in it.

Other apparel & merchandise ordered

(Theme shirts, 8th grade sweatshirts, PE uniforms, athletic uniforms, staff apparel, and promotional items) should follow the same approval process, as outlined previously for PACE.

- To keep some consistency with our production companies, it is best if the administration takes care of placing the orders for these items. Others should, of course, be involved in the product choice and design stages.
- The Online Purchase Order Worksheet must be completed for each item. If possible, make sure your department abbreviation is in the PO#.
- All packing lists and invoices must be turned in to the school Administrative Assistant in a timely manner.

Apparel & Merchandise Guidelines

- **All competition uniforms should feature royal blue and gold** as the primary colors. Black and white may be used as accent colors. Gray should not be used.
- **Promotional clothing needs to have some flexibility**, since new designs are needed each year. *We have seen in the past that our school community has embraced the colors of royal blue and gold, and we need to strengthen that identity by continuing to offer apparel that is strong in those colors.*
- If a gray, black, or white garment is chosen, the imprint should include **BOTH Royal Blue and Gold**. Variations from this should be run past the administration BEFORE you begin the design process.
- If a different font is used for "Trailblazers", then the school colors must be prominent.
- The mascot (flaming dove) or logo (cross) may not be stretched, reshaped, or cropped.
- **Theme shirts** – Theme shirts have traditionally been a rainbow of colors, which serves to identify the grades. This is a form of SCCS identity and can remain in place. The school business logo and school name do need to be clearly and correctly imprinted on the front and back of the shirt.
- **Please capitalize all pronouns that refer to God**. Since these items are often seen in public, we want to always be clear when we are referring to God.
- For imprinting, where there are a limited amount of imprint color choices, **choose Royal Blue** for fabric, embroidery, and screen-printing. It will be lighter and brighter than the blue used in the print and screen version of the logo, but it is correct for apparel items. Navy Blue should not be used for clothing or imprint.
- In designs, remember that the color of the fabric or material can be used in the design. Leaving areas where there is no imprint allows the color to show through. A single color imprint can appear to be two colors by using this technique.
- Clothing should always be modest and in good taste, befitting those who identify themselves with Christ.

Digital Communications

EMAIL SIGNATURES

All faculty and staff must use an email signature.

Advertising

All advertising placed by the administration, faculty, board, or PACE must follow this guideline for logo and font use.

The advertising approval process is listed previously with "PRINTED ITEMS".

PACE Logo

The PACE logo should only be used internally when communicating to parents, faculty, and staff.

For any public advertising (ex. Soup Supper, Boys Basketball Tourney), the Sioux Center Christian School business logo is the only logo that should be used. The words "Sponsored by Parents in Action for Christian Education (PACE)" may appear in very small print, but it is not necessary.
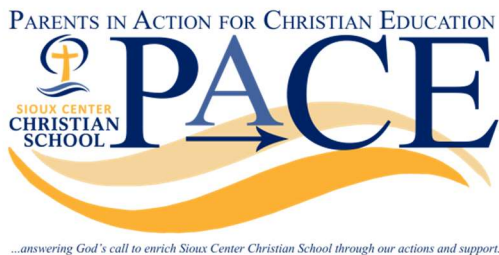
SCCS PACE Logo (PNG, JPG)   SCCS PACE Logo NoTagLine (PNG, JPG)

SCCS PACE Email Header (PNG)