



BRAND GUIDELINES & STANDARDS

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This brand style guide was created to promote consistency and preserve the integrity of the Hemingford Public School District brand. Please follow the guidelines listed as they are part of a broad effort to strengthen the brand and create consistency.

This effort was led by Marissa Lindemann through the Rural Fellows Program at the University of Nebraska-Lincoln in partnership with Hemingford Public Schools and Box Butte Development Corporation.

For questions please contact Dr. Travis Miller at tmiller@gubn.org or 308-487-3328.

Mission Statement:

Empowering individuals to become Resourceful, Respectful, and Responsible Lifelong Learners.

Vision Statement:

Our vision at Hemingford Public Schools is to work with parents and the community to:

- create a safe and healthy learning environment for all,
- provide and promote opportunities for academic success,
- inspire involvement using career interests and strengths, and
- prepare caring, responsible, and successful citizens.

The Hemingford Legacy

Respect

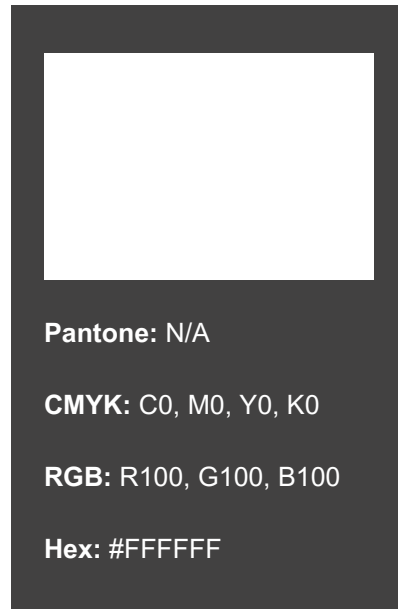
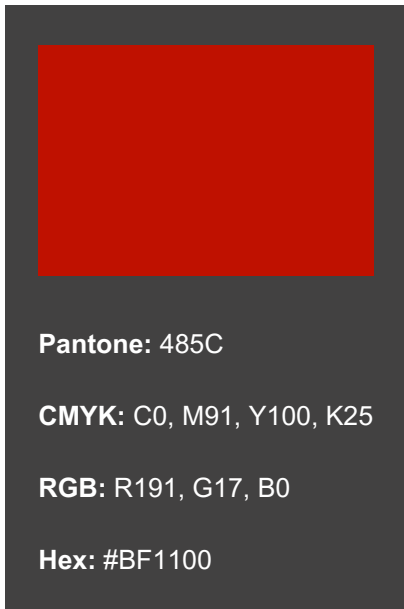
Pride

Integrity

Kindness

Opportunities

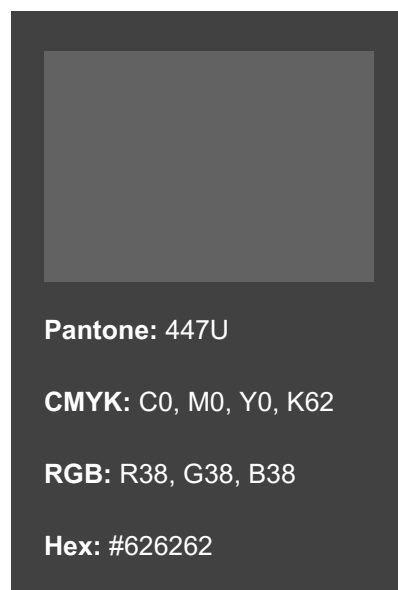
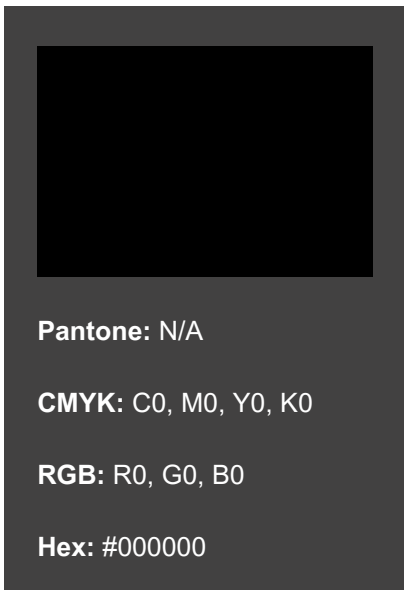
Primary Colors:



In order for our colors to appear the same every time they are used, please use the color cards on the left. Red and White are the official school colors and it is important that they are used first in designs, in particular Hemingford Red.

If you need an official Pantone designation, please reach out to Dr. Travis Miller.

Secondary Colors:



These secondary colors are used to accent the primary color palette. Do not use them for primary colors unless the primary colors are unavailable.

If you need an official Pantone designation, please reach out to Dr. Travis Miller.

Typography:

LOGO TEXT: GRADUATE
(FORMERLY COLLEGE)

Headings: Sanchez

Body text: Arial

**ATHLETIC FONT:
ALFA SLAB ONE**

HEMINGFORD

Hemingford

Hemingford

HEMINGFORD

There are 4 approved font families that represent Hemingford Public Schools: Graduate, Sanchez, Arial, and Alfa Slab One.

The text on the logo was originally College, but Graduate may be used as a substitute font for future logos.

Designations for where to use the fonts are listed with the font.

Alfa Slab one is intended to be used only for activities and athletics. The other fonts may be used for any purpose including letters, signage, apparel, etc.

Primary Logos:

Hemingford Shield



Hemingford Bobcat



The Hemingford Shield represents academic and business affairs. It can be used for signage, transcripts, business cards, diplomas, official letters, etc.

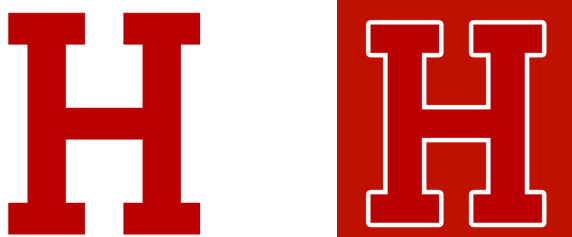
The Hemingford Bobcat represents activities and athletics for the district. This logo can be used on apparel, uniforms, signage, and other uses for activities. The Shield may also be used for activities, but the bobcat is preferred. Please do not use the bobcat for business affairs when the Shield can be used.

Note that the primary logo color is always Hemingford Red.

Secondary Logos:



The bobcat logo variants are provided for use where a different color outline or primary color version is needed for a design. Whenever possible, use red as the primary bobcat color. Please do not use the extended version of the bobcat or change the dimensions/scale.



The Hemingford H is also a permissible secondary logo for both business/academics and activity/athletics. When possible, use red as the primary color.

Wordmarks:



**HEMINGFORD
PUBLIC SCHOOLS**

**H HEMINGFORD
PUBLIC SCHOOLS**

These wordmarks are permissible logos for both activities and business affairs, but are primarily used for business affairs. The Hemingford H is included in the second wordmark. It may be used in documents like letterheads, transcripts, and other academic affairs. Please include the Hemingford Shield when possible.

Solid Color Variants of Logos:



These solid color variants of the logo are provided for uses where color is not available. Do not use them for primary logos on apparel, signage, etc. Red should be the primary color of the bobcat. The white variant may be used as a watermark in instances where it is necessary to protect photo/video as property of the Hemingford School District.

Logo Modifications:

DO NOT do the following:



- Recreate logo with colors not listed in the approved color palette
- Stretch/distort logo
- Use right-facing logos, unless absolutely necessary. As a general rule, Hemingford's logos are left facing as nod to the rich history and traditions that inform future excellence.
- Use any outdated logos
- Create new logos

Implementation:

We understand that it will take some time to create consistency since we already have different logos on apparel, signage, etc. Please use these guidelines going forward as we address outdated logos over time.

Social Media



It is in the best interest of Hemingford Public Schools to present itself on social media with professionalism and in accordance with community values (identified in brand identity, page 1). To create uniformity, the following hashtags are encouraged for posts:

#GUBN

#GETUPBOBCATNATION

#HEMINGFORDPUBLICSCHOOLS

The Hemingford Shield may be used for all profile pictures across social media.