



Brand Guide



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01

INTRODUCTION

The mission, vision, and values that drive our brand.

The background

In developing the Yes for Highline brand, the project team came together and brainstormed the mission, vision, and personality of the organization and brand.

This section covers the foundational elements that drive the brand.



OUR MISSION

We promote the passage of the bonds and levies of Highline Public Schools.



OUR VISION

Support the students, staff, families, and buildings of Highline Public Schools with the right resources and community support to increase learning.



OUR AUDIENCE

Highline voters (community members, business owners, neighbors, parents, and teachers in the school district neighborhoods).



BRAND PERSONALITY

The values that drive our brand.

The background

The brand values is the foundation and drives our decisions when applying the brand. Reference the values below to guide your visual, type, and voice and tone choices.

Be inspired

We're hopeful for tomorrow. We work together to build a better future for our students, teachers and schools.

Be connected

We're a community of members, parents, teachers, neighbors, and more that care for our schools and each other. Teamwork makes the dream work.

Be active

We act on our purpose and empower others take action with us.



02

GUIDELINES

Learn how to use the brand elements to support our story in the right way and with intention.



LOGO

The geometry and design of the Yes for Highline logo.

The background

We designed the logo to be action-oriented, inspiring, and representative of our mission. Capitalized letters, the movement of the checkmark, sharper corners, and a school building to represent our mission. Our logo is bold and forward-thinking.

This section provides guidelines for how to use the logo to ensure that it's eligible and consistently applied.



LOGO

Size and space requirements.

Minimum size requirement

The logo should be displayed no smaller than 0.50" in height. This ensures legibility when printed or displayed digitally.



Clear-space requirement

There should always be generous amounts of clear space around the logo, at least the width of an "S". You should be able to fit a proportionate square box around it.



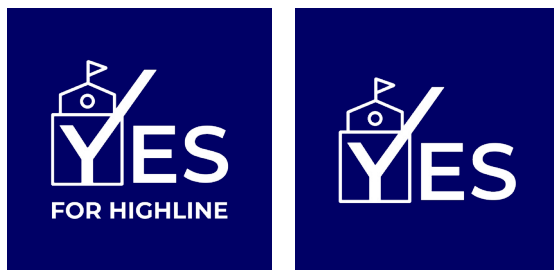


LOGO

Version, background, and contrast guidelines.

Primary versions

The primary version is the logo with the “For Highline” text. When spacing is restricted or a background is too busy, the alternative logo with no text can be used.



Solid color backgrounds

The primary logo is the white logo on the dark blue background to make it bold. When color or printing prohibits, use the vibrant blue logo, or simple black and white.



Contrast

To support accessibility and legibility, use the white logo on the medium to dark backgrounds. Use the vibrant blue and black logos on bright to light color backgrounds.





LOGO

Improper logo treatment.

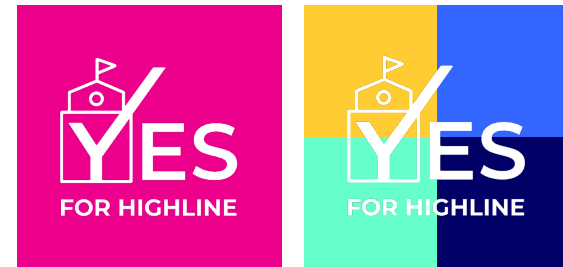
The background

The logo was created using a system of typography, scale, and color to represent the Yes for Highline mission and be sustainable and scalable over time. Using the logo properly maintains the integrity and sustainability of the design.

Please avoid:

- Applying effects to the logo
- Rotating the logo
- Skewing the logo or making it three-dimensional
- Recoloring the logo
- Making the a logo a pattern or texture
- Alter the logo with any other elements (logos, words, graphics, photos, slogans, or symbols to create a hybrid mark)

Don't





COLOR

The primary color palette.

The background

We provide primary and secondary colors that support the logo and brand to be bold, vibrant, and inspiring--yet professional and human.

Due to differences in printers (CMYK) vs. digital (RGB), the vibrant colors will appear more subtle in print.

Primary



DARK BLUE

HEX #000066

RGB 0-0-102

PMS 2748 C

CMYK 100-86-0-35



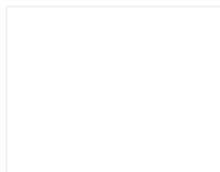
SOFT BLACK

HEX #1a1a1a

RGB 26-26-26

PMS Black 6 C

CMYK 100-61-32-96



WHITE

HEX #ffffff

RGB 255-255-255

Secondary



VIBRANT BLUE

HEX #3366ff

RGB 51-102-255

PMS 2727 C

CMYK 75-45-0-0



VIBRANT TEAL

HEX #66ffcc

RGB 102-255-204

PMS 3375 C

CMYK 41-0-31-0



VIBRANT YELLOW

HEX #ffcc33

RGB 255-204-51

PMS 123 C

CMYK 0-15-89-0



TYPOGRAPHY

Support consistent tone and hierarchy.

The background

Type is an important part of the brand. It gives the words personality and builds brand recognition when used consistently.

Primary typeface

Montserrat is the primary typeface for the brand. It's professional, simple, and conversational.

Montserrat is a free Google Font that can be downloaded [here](#).

Montserrat Light

Montserrat Regular

Montserrat Semibold



TYPOGRAPHY

Type hierarchy

Hierarchy brings focus to important messages while supporting scannability.

The font sizes are for print and digital materials not used for the website (which will use web standard “em” measurements).

**Montserrat
semibold**
#1a1a1a
32pt

Heading 1

**Montserrat
semibold**
#000066
12pt

HEADING 2

**Montserrat
regular**
#1a1a1a
24pt

Heading 3

**Montserrat
semibold**
#000066
12pt

Heading 4

**Montserrat
regular**
#1a1a1a
10pt

Paragraph

**Montserrat
regular**
#1a1a1a
8pt

Caption



TYPOGRAPHY

Example

Vote Yes for Highline

THE WHY

We build a better future for the students and teachers of Highline Public Schools.

What that means

We know great schools make safe and thriving communities. There is a gap between what the state funds and the education Highline Public Schools provides students and families. Levy funds make up the difference.

Capital improvement bonds fund the replacement of our aging schools and the building of new schools to address our growing student population.

IMAGES

Use personal imagery to tell our story.

The background

Photos tell stories and messages without words.

- Use hi-res images of actual students, teachers, buildings, etc. Then resort to free stock sites like [Pexels](#) or [Unsplash](#).
- When possible, use circular images to provide a friendly, approachable tone.
- Photographs should be the first choice of media, followed by icons as second.
- Lastly, use the brand values below to select the right imagery.



Be inspired

Use images that are positive and warm--yet genuine and authentic (aka don't be cheesy). Use good, natural lighting.

Be connected

Feature real people first. Focus on the students, teachers, staff, and then school buildings, resources, etc.

Be active

Feature movement and action. Focus on conversations, people coming together, learning in the moment, etc. rather than static images.

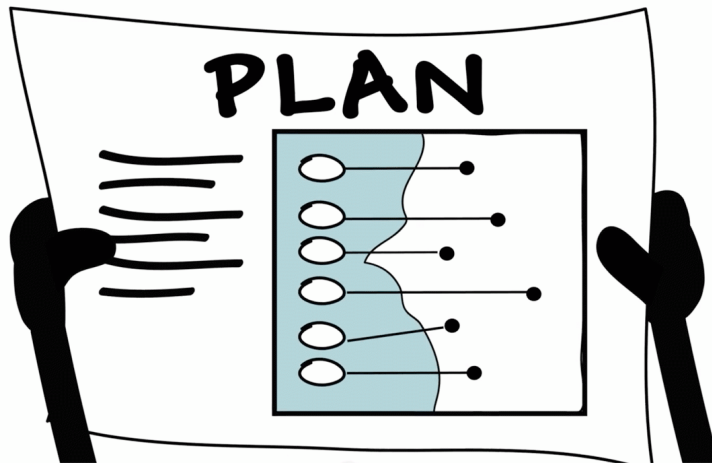
IMAGES: DO

Feature real people, be warm and positive, and incorporate movement when possible.



IMAGES: DON'T

Avoid low-res, grainy images or illustrations, typical images (graduation hat celebration), or modern but not authentic images.



ICONS

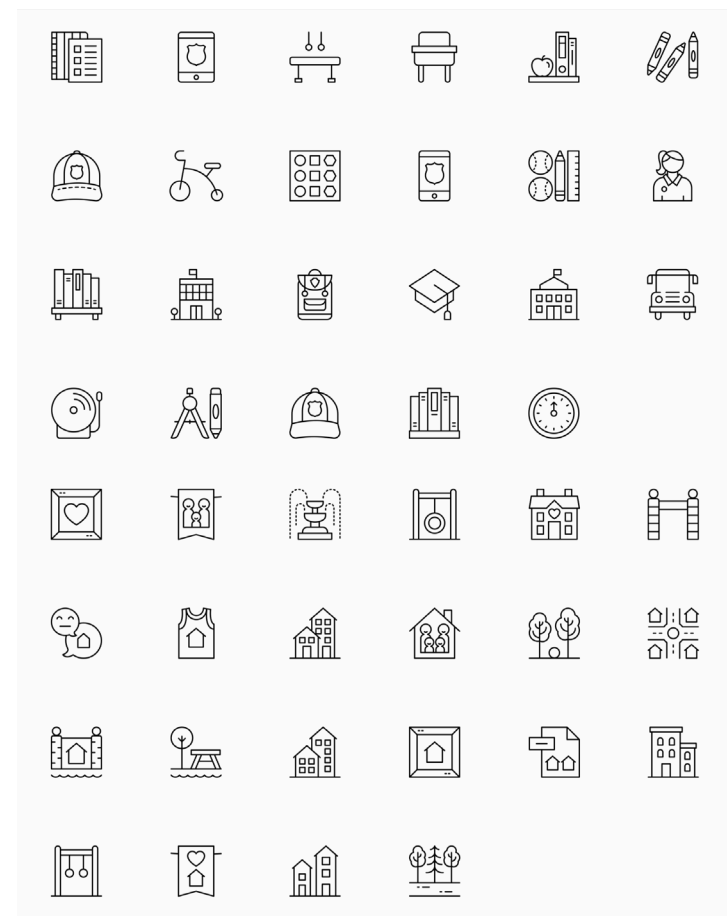
Use simple, friendly icons as a secondary visual choice.

The background

Icons provide secondary information without using words. Use them after photographs and sparingly.

Use these icon libraries from Made by Made from the [Noun Project](#), a free icon community (remember to credit the artist or register for a [yearly account](#)). Use within these collections for a consistent style and tone that matches with the Yes for Highline brand.

- [Education collection](#) (Made by Made)
- [Community collection](#) (Made by Made)



GRAPHICS

Use these secondary, background visuals to enhance your message.

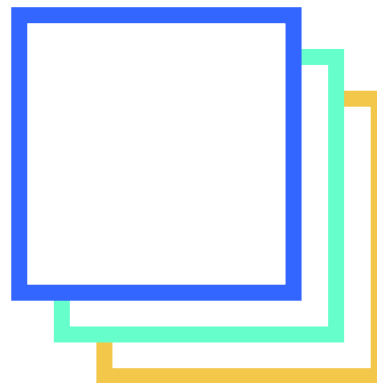
Checkmark

Use the vibrant checkmark to signify action and voting. Use as a secondary, background visual.



Shapes

Use the outlined (6px stroke), overlaid squares to signify community and connection. Use as a secondary, background visual with photos or on white space.





VOICE

Be action-oriented, friendly, positive, and professional.

The background

We're people-first, not political-first.

We're action-oriented, not brash.

We're friendly, not ingenuine.

We're positive, not naive.

We're professional, not business-y.

Use active voice

Emphasize action and avoid unnecessary verbiage.

DO: "Vote for the future of our students."

DON'T: "We want you to vote for the future of our students."

Be concise

Don't use multiple words when you can use one.

DO: "Questions? Contact Yes for Highline."

DON'T: "Have questions, inquiries, or something else? Contact Yes for Highline."

Be friendly

Use a conversational tone that's professional and welcoming.

DO: "You're here. Let's build together."

DON'T: "You're here!! Stop ignoring our students. Let's build together."



03

EXAMPLES

Reference these examples for brand awareness and inspiration.



EXAMPLES

NAV 1 NAV 2 NAV 3 NAV 4

YES. We support our local school funding measures by promoting the Highline Public Schools bonds and levies.

Let's vote for our students. Together.

HEADING
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

HEADING
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

HEADING
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

FOOTER

Let's vote for our students. Together.

Let's vote for our students. Together.

WHAT IS YES FOR HIGHLINE?
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.
 Anonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.
 Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.

**Vote for schools.
Vote our students.
Vote for a bright future**

OUR INITIATIVES

 Heading Lorem ipsum dolor sit amet, consectetur adipiscing elit.	 Heading Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Heading Lorem ipsum dolor sit amet, consectetur adipiscing elit.	 Heading Lorem ipsum dolor sit amet, consectetur adipiscing elit.