Graphic Standards Manual
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The New Prague Area Schools identity is an important asset. Whether displayed on a sign, promoted in an advertisement or delivered on letterhead, our logo reflects our district to the public. It is often the first impression people get about our district and who we are. Therefore, take great care with its use, and make every effort to project the NPAS logo in a manner that is consistent and projects excellence.

These guidelines will assist you in the proper use of the logo, as well as standards for color, typography and placement. Examples are included for your reference. These guidelines should be used for all visual representations of the district, which includes all individual school and departmental usage.

All logo files are available on the staff resource area of the NPAS website.

Additional questions regarding logos for New Prague Area Schools can be directed to the Superintendent’s office at 952-758-1700.

Thank you,

Tim Dittberner, NPAS Superintendent
LOGO USAGE

Primary Logo

The elements “NP,” tagline “Proud Tradition, Promising Future” and “New Prague Area Schools” constitute our primary logo—our main identity. As such, display this logo in the most prominent position when used with other logos.

Our logo should not be altered. These elements must not be scaled or repositioned. The examples demonstrate the approved options for the logo. Do not “screen” the logo or alter any of the graphic elements.

Do not replace colors in color version of the logo. If PMS 202C or the CMYK equivalent cannot be used, then the preferred usage is black.
MINIMUM LOGO USAGE

Logo should not be used smaller than the size shown here. If a smaller logo is needed, a secondary version should be used (see page 6).

MAINTAINING RESERVED AREA

Maintaining a minimum “reserved area” around the logo will aid legibility. This example shows the absolute minimum reserved space.

The “X” dimension is based on the height of the school text. This “X” dimension identifies the minimum height and width of the space around the logo that should be kept free of text, photography and any other imagery. The X height and width will vary according to the logo size. (Use these same standards for the secondary logos.) Use a more generous amount of space to further enhance the logo’s legibility.

INCORRECT LOGO USAGE

Do not place logo on a visually distracting background.

Do not distort the logo by stretching it vertically or horizontally.

Do not re-create the logo with a different font.
COLOR PALETTE

The color palette for New Prague Area Schools is Cardinal Red (PMS 202C) and black.

The PMS color has a CMYK equivalent, which is shown below it.

When working with colors on the web, refer to the RGB palette to get the closest web-safe color.

```
Four-Color Process:
C: 29
M: 96
Y: 76
K: 29
```

RGB
R: 139
G: 35
B: 50

FONT USAGE

Examples for approved primary and secondary typestyles are shown here.

Use Calibri as the primary typestyles for headings/headlines, subheads and body copy for special publications. Variations include bold, italic and the use of full caps in various sizes and weights.

Times New Roman is our secondary font. Use it for the body copy of written correspondence. (See pg. 9 for letterhead.)

The Roboto Slab font family should be used for special applications such as our website. This font can be downloaded at: http://www.fontsquirrel.com/fonts/roboto-slab

```
Calibri:
abcdefgijklmn
ABCDEFG
1234567890
```
```
Calibri Bold Italic:
abcdefgijklmn
ABCDEFG
1234567890
```
```
Calibri Bold:
abcdefgijklmn
ABCDEFG
1234567890
```
```
Calibri Italic:
abcdefgijklmn
ABCDEFG
1234567890
```
```
Times New Roman
Abcdefghijklmn
ABCDEFG
1234567890
```
```
Times New Roman Italic
abcdefgijklmn
ABCDEFG
1234567890
```
```
Roboto Slab:
abcdefgijklmn
ABCDEFG
1234567890
```
```
Roboto Slab Bold:
abcdefgijklmn
ABCDEFG
1234567890
```
LOGO USAGE

Secondary Logos

If space is limited or a vertical application is required, use the secondary logo. This logo does not include the tagline.

Do not replace colors in the logos. If PMS 202C or the CMYK equivalent cannot be used, then the preferred usage is black.

The “NP” can be used as a separate design element when required.
LOGO USAGE

Individual School Logos

When identifying an individual school, use that school’s logo. These are not to be used in conjunction with the school district logo.

Each school has a horizontal and vertical application.
LOGO USAGE

**Trojan Logo**

The Trojan logo, proprietary to New Prague Area Schools, is used mainly for Activities and Athletics.

The orientation of the logo can be reversed (or flipped), so that the focus is always inward.

Do not replace colors in color versions of the logo. If PMS 202C or the CMYK equivalent cannot be used, then the preferred usage is black.
LETTERHEAD/ENVELOPE

It is important to use consistent fonts and margins on all correspondence to create a unified look.

The font used for the body copy of the letter and envelope address should be a serif font, such as Times New Roman. The type size should be 12-pt. type with 14-pt. leading.

Address should start at: 1 7/8"

Left Margin is 3 1/2"
LOGO USAGE

**Department Applications**

Often, a department must be specifically called out or promoted. Approved applications for such usage are shown here.

The “NP” along with the department name constitutes our departmental logo. The horizontal application also includes “New Prague Area Schools.”

- The department should always be identified with NPAS either through the “NP” or New Prague Area Schools. The department name should not stand alone.
- The typeface for the departmental name is Calibri Bold Italic.
- Never use the “NP” logo twice within the same piece or on the same surface. This will cause confusion and clutter.
- If the “NP” is already used somewhere in the piece, utilize the simple type treatment.