



# VUSD

## Brand Guidelines

August 17, 2018

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1

# Overview

Welcome.

This document is designed to introduce you to the Ventura Unified School District brand expression and to illustrate the rules regarding correct use of the system elements — logo, typography and color.

Understanding these guidelines and using the elements correctly and consistently is critical in building and maintaining a recognizable and enduring VUSD brand image.

Thank you.

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For additional information or to obtain logo artwork, please contact the district's Graphics Department at [art@venturausd.org](mailto:art@venturausd.org)

Our brand promise statement expresses who we are, the value we provide, and the promise we make to the communities we serve. You can use this language as a foundation for messaging and communications.

When it comes to delivering an education that prepares students for a future in the world today, a one-size-fits-all approach no longer suffices. Students must be able to think critically, approach problem-solving with agility and creativity, be open to exploration, and adapt to new ideas and pathways they will invariably encounter throughout their lives.

At Ventura Unified School District, we cultivate a wealth of diverse academic programs so every student in our community has the chance to explore and engage with a learning environment that not only challenges them academically, but also promotes their growth as people, scholars, and citizens of the world, in an open and positive environment.

Our passion is to help the students in our schools find their passion—academically and personally—believing that each and every student has a brilliant future ahead of them.

**WE ARE COMMITTED TO:**

A safe, healthy, and positive learning environment in every school

Rigorous and relevant academics that challenge each student

Engaging settings that stimulate curiosity and empower students to have a voice in their learning.

Real world experiences and connections in and out of the classroom to cultivate creativity, critical thinking, and an appreciation for the world in which we live.

Consistent, enthusiastic and unwavering encouragement of each and every child—so they can discover who they want to become and be academically, personally, and socially.

Our young people are the future of our community and our world. It is incumbent on all of us to become deeply involved in their success so each student has the freedom, support and resources they need to find their future.

**For the future of every student.**

2

# Logos

This is the Ventura Unified School District logo.

The elements — typography and symbol— are carefully designed and proportioned to work harmoniously as one unit. The logo may be manipulated only by increasing or decreasing its size. Altering the logo is not permitted.

To obtain artwork, refer to contact information on page 4. You must obtain authorization from VUSD to use either element on its own.

Pages 7 and 8 identify available versions and formats.

VUSD LOGO

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The primary logo and logotype versions are always preferred and intended for the vast majority of applications. The preferred background on which the primary logos are to be placed is white.

Only with approval may the logotypes be used without the symbol.

VUSD LOGO, PRIMARY VERSION



VUSD LOGO, ACRONYM VERSION



FORMATS

**AI**

This is the Adobe Illustrator native vector format, ideal for print, signage and all other physical applications. It is scalable to any size without loss of quality.

**PNG**

This is the format for applications such as Microsoft Word, PowerPoint and all digital applications including web.

The reversed logo and logotype versions are intended for placement over color fields or photography. All elements are white.

The black logo and logotype versions are reserved strictly for black-and-white applications such as forms.

Only with approval may the logotypes be used without the symbol.

LOGOS, REVERSE VERSION



LOGOS, BLACK VERSION



FORMATS

**AI**

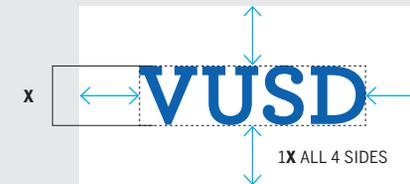
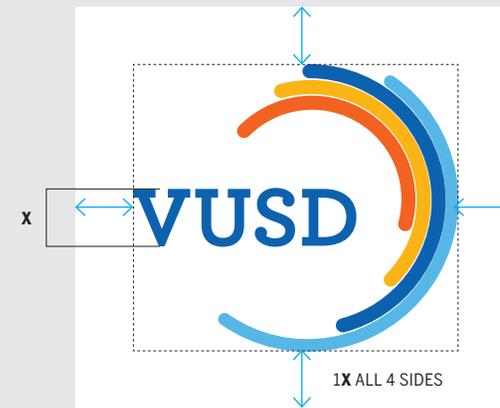
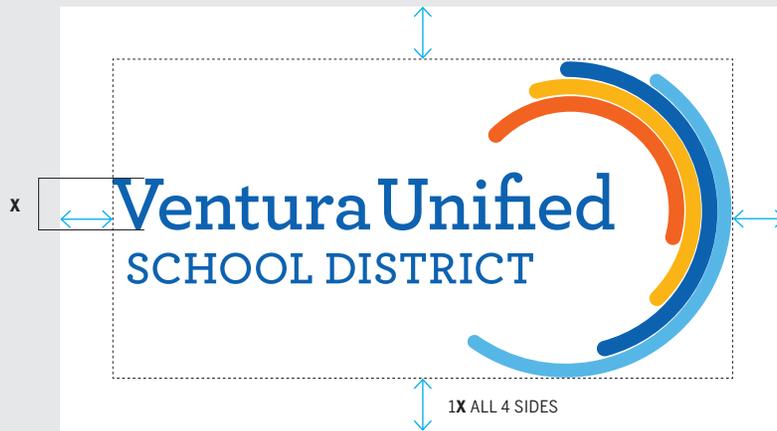
This is the Adobe Illustrator native vector format, ideal for print, signage and all other physical applications. It is scalable to any size without loss of quality.

**PNG**

This is the format for applications such as Microsoft Word, PowerPoint and all digital applications including web.

The minimum allowable clear space helps properly stage the logos and logotypes in relation to text, photos, graphic elements and page/screen edges. As a general rule, the more clear space the better.

This clear space is determined by measuring the height of the VUSD "V" at the size the logo or logotype is being used. This measurement is X. X establishes the minimum clearance on all four sides.



Observing the minimum allowable size allows us to maintain integrity and clear visibility by preventing legibility and production-related challenges.

VUSD LOGO

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VUSD LOGOTYPE

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VUSD ACRONYM WITH SYMBOL

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VUSD ACRONYM

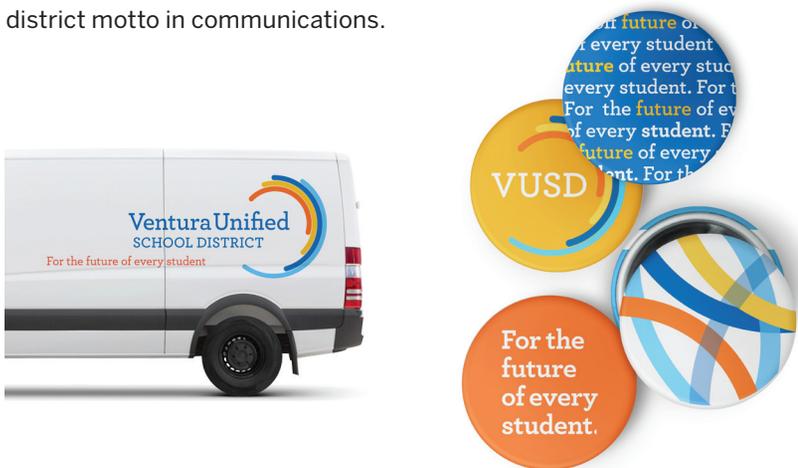
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Our motto or tagline is shorthand for our brand, and was deliberately crafted as a compelling declaration of the promise we make to each child in our district. As another important element in our storytelling tool kit, our motto should not be locked up with our logo. Ideally, it should appear on its own as a call to action or statement that opens or closes a communication.



Examples of acceptable use of the district motto in communications.



**MOTTO ARTWORK**

Ideally, the motto should be requested as vector art from the district office. If the motto is to be typeset, For the future of every student should be typeset in all sentence case and Archer medium should be selected from the type menu. The motto should not be tracked out or modified.



For the future of every student.

**USING OUR MOTTO IN TEXT**

When referring to the motto in a sentence (in the body of a letter or other text, for example), sentence case should be used. Do not attempt to show the motto in special characters—stick with the same font as the rest of the body copy. An example with Times Roman is shown below:

At Ventura Unified School District, our passion is to help the students in our schools find their passion—academically and personally—believing that each and every student has a brilliant future ahead of them. Our motto, For the future of every student, is our rallying cry.

To maintain the integrity of the VUSD brand, use only the approved artwork files and refrain from any manipulation of the VUSD logos or logotypes. Below are a few common usage violations.

**DO NOT** ALTER THE COLOR.



**DO NOT** RECONFIGURE RE-PROPORTION OR RE-CREATE ELEMENTS.



**DO NOT** STRETCH, SQUEEZE OR OTHERWISE DISTORT.



**DO NOT** ADD A DROP SHADOW OR ANY OTHER EFFECTS THE LOGOTYPE OR SYMBOL.



**DO NOT** MODIFY THE VUSD LOGOTYPE OR SCHOOL DISTRICT TYPE.



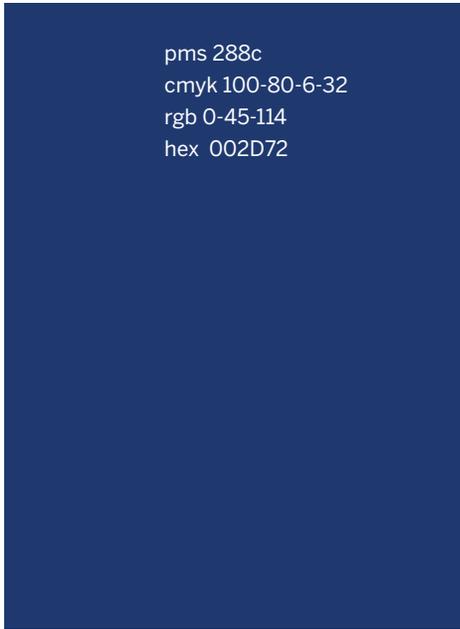
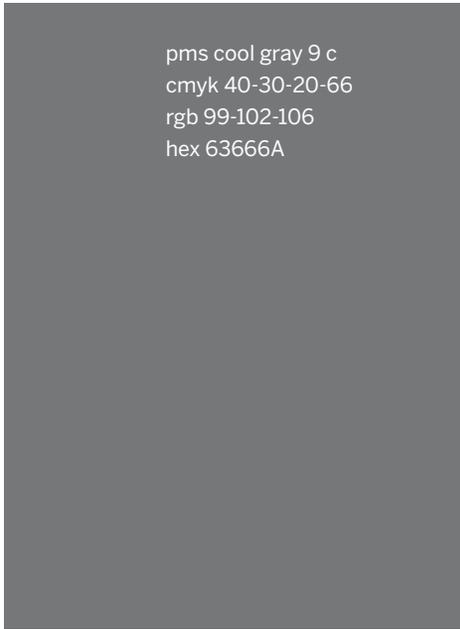
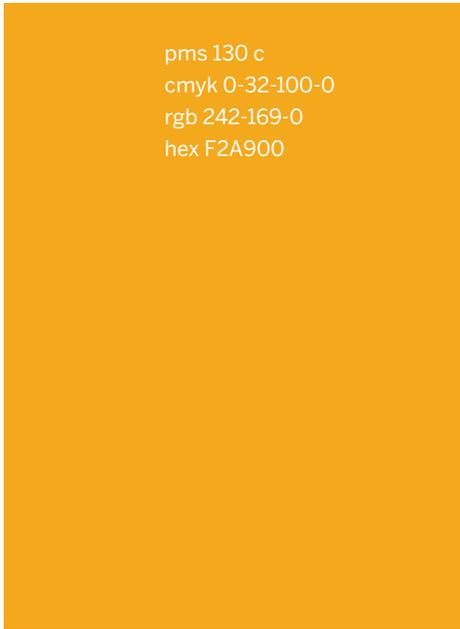
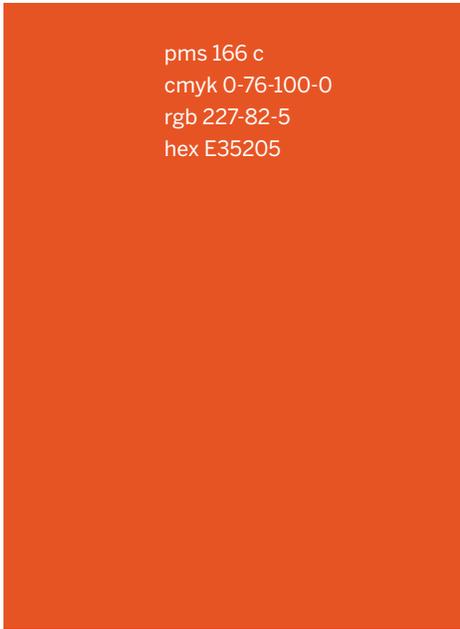
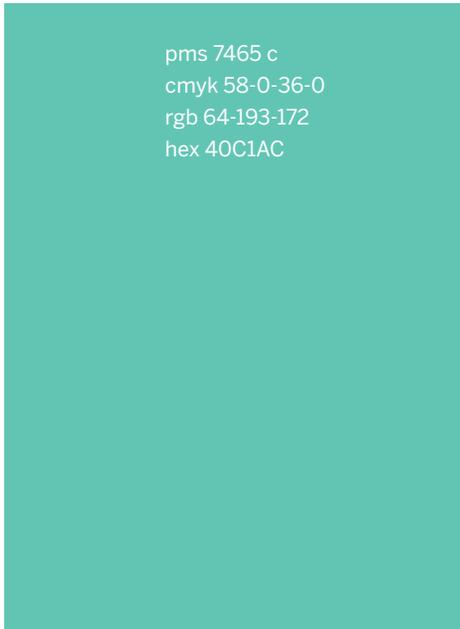
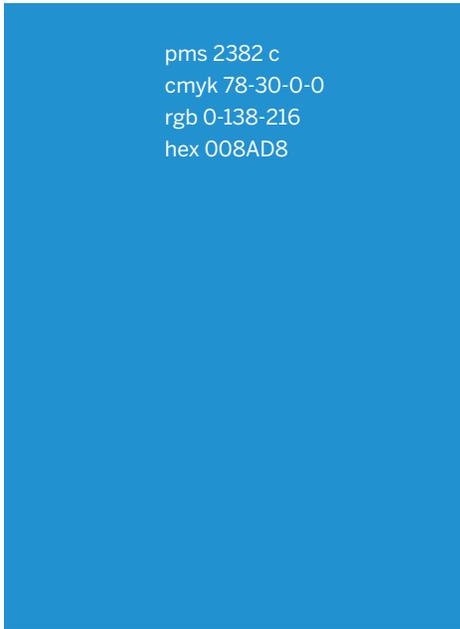
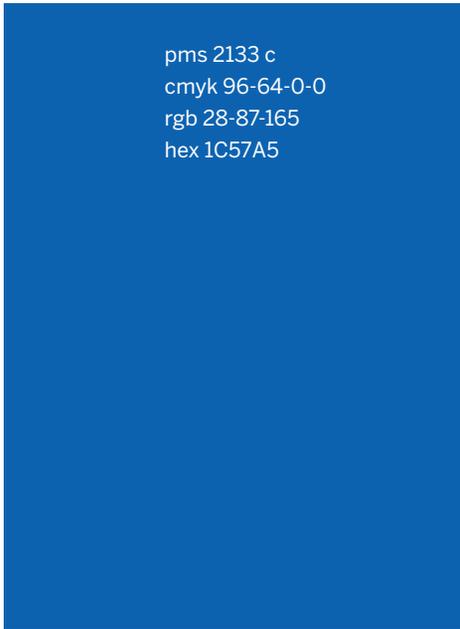
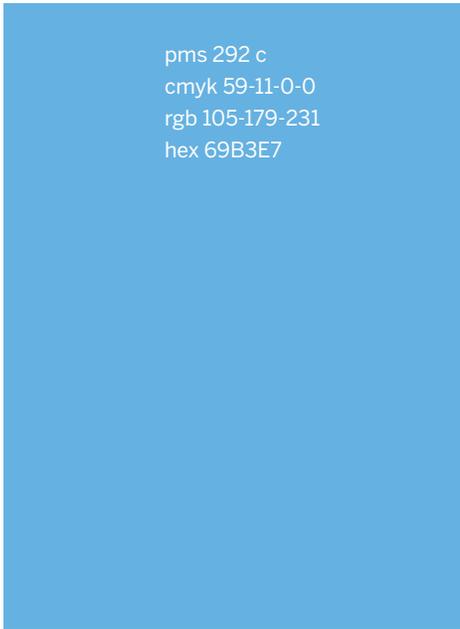
**DO NOT** PLACE A STROKE ON THE TYPE OR THE SYMBOL.



3

# System elements

COLOR PALETTE



Archer is a versatile, well-proportioned and welcoming slab serif typeface that offers optimum clarity and a good amount of charisma. It is perfectly suited for headlines, body copy and school communications.

ARCHER BOOK

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abcdefghijklmnopqrstvwxyz  
0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARCHER BOOK ITALIC

---

*abcdefghijklmnopqrstvwxyz*  
*0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

ARCHER SEMIBOLD

---

**abcdefghijklmnopqrstvwxyz**  
**0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

ARCHER BOLD

---

**abcdefghijklmnopqrstvwxyz**  
**0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

For day-to-day work, particularly internal communications, Arial and Times Roman are preferred. Both universal system fonts, Arial was designed for optimal readability on computer displays and has become ubiquitous across the globe.

Times Roman is an excellent choice for letters, body copy and business communications. Arial or Times Roman should only be used when Archer is not available.

ARIAL BOOK

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**abcdefghijklmnopqrstuvwxy  
z  
0123456789  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

ARIAL BOLD

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**abcdefghijklmnopqrstuvwxy  
z  
0123456789  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

ARIAL ITALIC

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*abcdefghijklmnopqrstuvwxy  
z  
0123456789  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ*

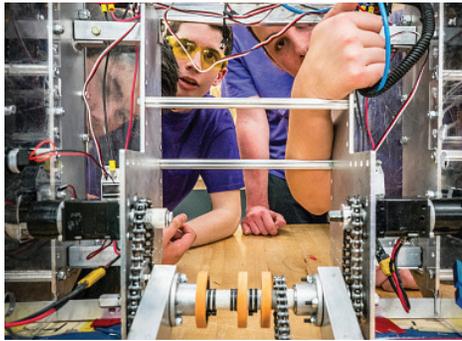
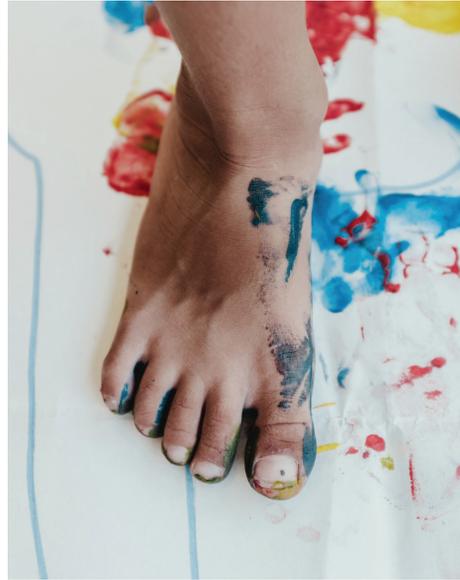
TIMES ROMAN

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abcdefghijklmnopqrstuvwxy  
z  
0123456789  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

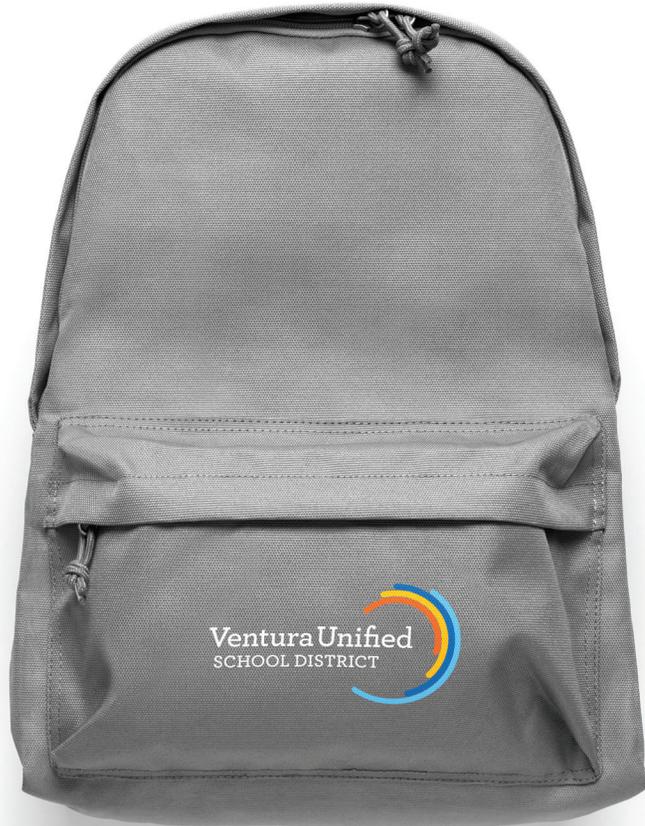
Below are examples of photography that have been selected as a vital part of the VUSD visual system. Each has been carefully chosen for its content, composition and style.

When selecting photography refrain from selecting photos that look posed or inauthentic.



4

# Demonstrations



BACKPACK



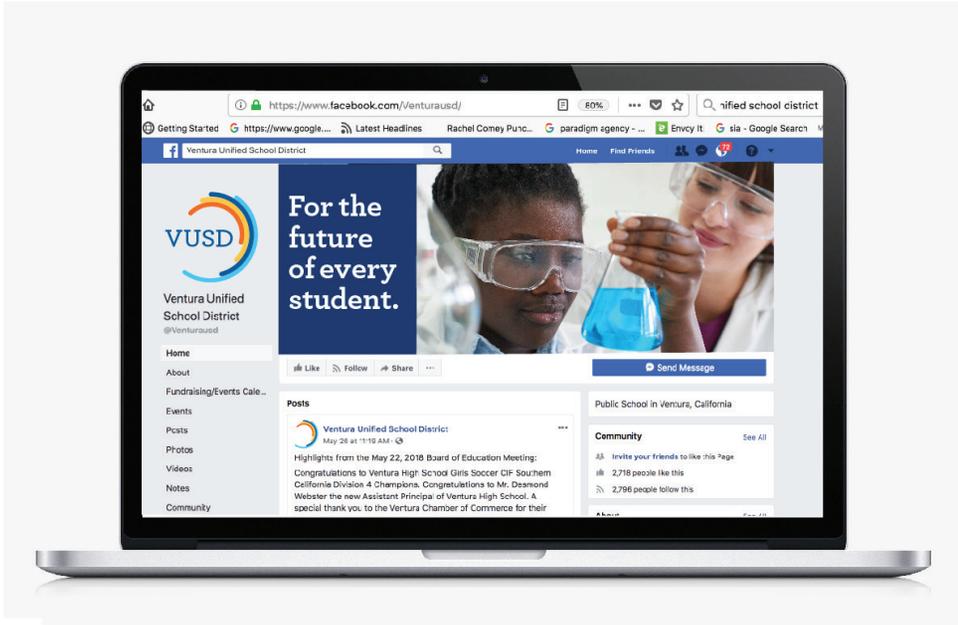
BUTTONS



DISTRICT VAN



DISTRICT BANNERS



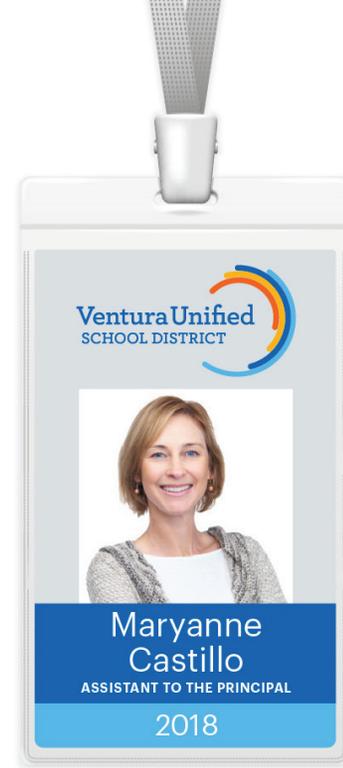
VUSD DISTRICT FACEBOOK PAGE



DISTRICT APP ICON



VUSD FLAG



VUSD EMPLOYEE LANYARD



VUSD BUSINESS CARD



VUSD ENTRANCE

The image shows a screenshot of an email client window titled "Untitled - Addzeste". The window has a blue header bar with "Message" and "Options" tabs. Below the header is a toolbar with various icons for sending, pasting, bolding, italicizing, underlining, text color, background color, font size, and alignment. The email header fields are: "From: Addzeste (Fiona Blankenship)", "To: Creswell, David", "Cc:", "Bcc:", and "Subject:". The main body of the email contains a signature block for David Creswell, Superintendent of Ventura Unified School District. The signature block includes contact information: 255 W. Stanley Avenue, Ventura, California 93001, 805.641.5000, and venturausd.org. It also features the district's tagline "For the future of every student" and social media icons for Instagram, Twitter, and Facebook. The Ventura Unified School District logo is displayed at the bottom left of the signature block. To the right of the signature block, there are instructions for formatting: "ARIAL REGULAR 10 PT FOR NAME AND TITLE IN BLUE", "ARIAL REGULAR 10 PT FOR PHONE", "ARIAL REGULAR 10 PT FOR MOTTO", "ADDRESS, SCHOOL NAME, PHONE, URL SHOULD ALL BE IN DARK GRAY COLOR", "TAGLINE AND SOCIAL MEDIA ICONS SHOULD ALL BE IN DARK GRAY COLOR", and "Please do not add or sign off with your own personal messages or inspirational quotes."

**The State of our Schools**

Community Address  
January 2020

 For the future of every student

Results for the year

"The function of education is to teach one to think intensively and to think critically. Intelligence plus character—that is the goal of true education."  
— MARTIN LUTHER KING, JR.

 For the future of every student 3

Thank you

 For the future of every student

To obtain the VUSD PowerPoint template in 16:9 formats, please contact the district's Graphics Department at [art@venturausd.org](mailto:art@venturausd.org).

DISTRICT LETTERHEAD TEMPLATE

FULL VUSD LOGO ON THE RIGHT  
ADDRESS BLOCK ON THE LEFT

David C. Crosswell  
Superintendent

255 Stanley Avenue, Suite 100  
Ventura, California 93001  
T 805.641.5000  
www.venturausd.org

For the future of every student



Dear Mrs. Smith,

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Sincerely,



David

SCHOOL ACRONYM LETTERHEAD TEMPLATE

VUSD ACRONYM LOGO ON THE RIGHT  
SCHOOL ACRONYM ON THE RIGHT  
FULL SCHOOL NAME ON THE LEFT

Jennifer Duston, Principal  
Academy of Technology & Leadership at Saticoy

For the future of every student



Dear Mrs. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh magna tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl magna aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eugiat nulla nonummy 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 ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit magna vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Sincerely,



David

760 Jazmin Avenue, Ventura, CA 93004 T 805.672.2701 www.venturausd.org/atlas

SCHOOL LETTERHEAD TEMPLATE

VUSD ACRONYM LOGO ON THE RIGHT  
SCHOOL SHORTENED NAME ON THE RIGHT  
FULL SCHOOL NAME ON THE LEFT

Bobbi Powers, Principal  
Buena High School

For the future of every student



Dear Mrs. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh magna tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl magna aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eugiat nulla nonummy 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 ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit magna vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

Sincerely,



David

5670 Telegraph Road, Ventura, CA 93003 T 805.589.1826 www.venturausd.org/buena