

HAMILTON

COMMUNITY SCHOOLS



Brand & Style Guidelines

GET TO KNOW

The 'Why' behind the Style Guidelines



THE DISTRICT BRAND & STYLE GUIDELINES...

Is to create better consistency in overall branding across our district. From letters home, to sweatshirts and athletic apparel, the goal of the Hamilton Community Schools Brand & Style Guidelines is to utilize consistent Hawkeye logo, with consistent fonts, colors, designs, and looks in our marketing and branding, no matter the building or department in our district. The Brand & Style Guidelines is to serve as a resource for our staff as we communicate with our community and brand ourselves, both now and in the future.

UNDERSTANDING THE *Logo*



HAMILTON COMMUNITY SCHOOLS

[Click here](#) to access our Logos folder!

These approved logos are already in use. They support a consistent look across the district. Please note the Hawkeye with white behind the eye is the correct and trademarked logo, black behind the eye makes the logo incorrect! The default logos should be the trademarked yellow Hawkeye or the white and black Hawkeye logo. The retro Thunderhawk is also acceptable. You may also use the Hawkeye with the school name in a circle (such as the Hawkeye Preschool & Hamilton High School logos above). The Hamilton Virtual School logo is also approved as it does not tamper with the face of the Hawkeye logo.



Do Not Use ▼

Please refrain from usage of a lighter yellow Hawkeye or a Hawkeye that is not the correct color complexion of the trademarked Hawkeye. Also DO NOT USE the Hawkeye if it does not have white behind the eye (see the approved logos above). Please also refrain from the use of the Hawkeye with teeth, no matter its use.



UNDERSTANDING OUR

Color Scheme

OUR COLOR PALETTE:

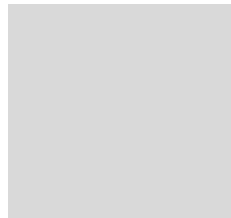
The Hamilton Community Schools color scheme will consist of four main colors: Hawkeye gold, black, gray, and white.



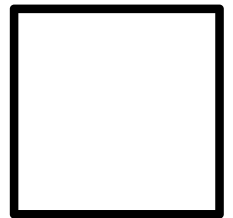
HEX: #FFC50A
CMYK: 0, 23, 96, 0
RGB: 255, 197, 10



HEX: 000000
CMYK: 50, 50, 50, 100
RGB: 0, 0, 0



HEX: D9D9D9
CMYK: 0, 0, 0, 0, 14.9
RGB: 85,85,85



HEX: FFFFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

UNDERSTANDING OUR

Typography



The fonts we use in official communications to parents and/or community members include Norwester, Oswald, and Bright Sight Script.

[Click Here](#) to download our District Fonts!

NORWESTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

HEADINGS

Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Body Text

Feeling Passionate

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Creative Styling

#GreatThingsHappenHere

UNDERSTANDING OUR *Voice*



ATHLETICS
#GoHawkeyes

VOLUNTEER/COMMUNITY EFFORTS
#BeTheGood

SCHOOL CULTURE
#GreatThingsHappenHere
#HawkeyeFamily

Hamilton Community Schools has a few different tones of voice depending on the happening in our district. From social media, to district-wide emails, these sayings or hashtags can (but do not have to) be utilized to help keep consistent messaging. The goal of these sayings is to better build community and a sense of pride in our stakeholders. These hashtags are subject to modifications.

HCS also would like to focus on the unique offerings of our district. From PreK-12 student experiences such as outdoor discovery, Work Based Learning, Skills For Success, and projects, to all of our athletic offerings, Before & After School Childcare, and everything in between, we are proud of all of our opportunities for students and families in our community.

UNDERSTANDING THE *Fine Details*



USE THIS AS A RESOURCE!



Do not throw away your Hawkeye gear with the wrong logo, do not have your walls repainted, etc. - that is not the point of the Brand & Style Guidelines. However, if you're a coach, teacher, or staff member looking to order new gear next season, please ensure that you utilize the correct Hawkeye! If you're a principal looking to repaint a wall or get a mural created, please use this as a tool to ensure consistency. This is not to look backwards and worry about every little logo currently out there. Instead, our hope is that the correct trademarked Hawkeye will begin to be used on all of our athletic uniforms, walls, communication, facilities, etc. by the year 2028.

Questions, comments, concerns on the Hamilton Community Schools Brand & Style Guide? Email District Communications & Marketing Coordinator, Zach Harig: zharig@hamiltonschools.us

DISTRICT *Letterheads*

HEADER



District letterheads are provided to staff for use to help keep consistent branding and style across all letters sent district-wide. Headers are also available in the letterhead folder to use at your discretion. Directions of use are in the District Communications letterhead folder. Please note that these letterheads do not need to be used for every single piece of communication across the district, but are available for letters home to parents to help create consistency in branding across our district.

HAMILTON
COMMUNITY SCHOOLS



Hamilton Middle School
4845 136th Avenue
Hamilton, MI 49419

HAMILTON
COMMUNITY SCHOOLS



Hamilton Elementary
3472 Lincoln Road
Hamilton, MI 49419

HAMILTON
COMMUNITY SCHOOLS

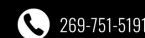


Hamilton Transportation
4879 136th Avenue
Hamilton, MI 49419



LETTERHEAD

**Click Here to download your
building's header or letterhead!**



269-751-5191



HAMILTON COMMUNITY SCHOOLS



www.HamiltonSchools.us

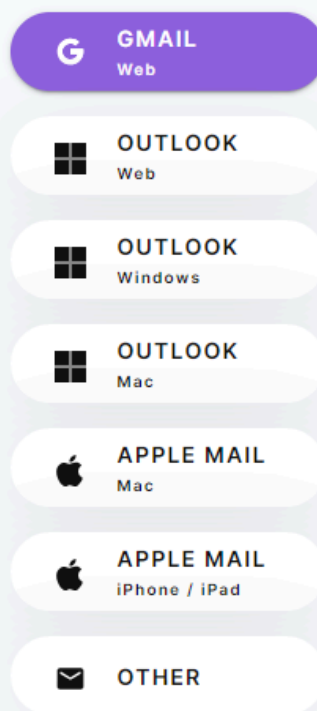
DISTRICT

Email Signatures



When clicking on 'HiHello', simply follow the instructions beginning with the 'Cards' tab on the top left. While there, input the information you'd like on your card, you can upload an optional photo, and also incorporate our Hawkeye Logo (which can be found [HERE](#)) and ensure the signature is the gold color. From there, follow the instructions on HiHello to upload the signature to your Gmail account. If you have questions, please contact Zach Harig: zharig@hamiltonschools.us

District email signatures are easy to create and utilize through '[HiHello](#)'. These signatures create consistent branding and style across all emails sent district-wide. Please click [HERE](#) to access HiHello.



- 01 Generate and copy your signature's HTML
[GENERATE SIGNATURE AND COPY](#)
- 02 Click the settings gear and click "See all settings"
- 03 In the "General" tab, scroll down until you see "Signature"
- 04 Click the + button
- 05 Give your signature a name
- 06 Paste your signature
- 07 Click "Save Changes"