



JOHNSTON COMMUNITY SCHOOLS BRAND SYSTEM

OFFICIAL USAGE AND STYLE GUIDE

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WHATS NEW IN 2023 UPDATE:

Ten years after creation of this brand system and style guide, JCSD made some updates to reflect the current reality:

- The fire J will continue to be our primary lettermark, but this update adds two restricted secondary lettermarks. The first is the Johnston J [page 14, the fire J without the fire].
- Honoring Johnston's past, we've also added a Block J [pages 15-16] that has represented Johnston's rich tradition in activities, athletics and academics for decades.
- We've added more colors that can be used with the single-color [outline] versions of the logos.
- We've also updated our policy to allow use of shapes around the logo.

BRAND SYSTEM EXPLANATION



The Johnston Community School District's mission is, "We commit all district resources to guide the learning of all students to graduate as confident learners with character, knowledge, and the skills to excel in any endeavor they pursue."

Our vision is "Creating a culture of excellence where students come first."

We believe:

- Excellence is the hallmark of our school and our measure of accountability.
- High expectations for students, staff, parents, and community lead to excellence.
- All students can and must learn, though not all students learn at the same time or in the same manner.
- Learning is more likely to occur when facilitated through varied and challenging teaching strategies.
- The purpose of our district is to help each student reach and understand his or her potential.
- The involvement of students, staff, parents, and community in cooperative planning at all levels is critical to our success.
- Learning is more likely to occur when students are presented with personally relevant and developmentally appropriate content.
- A safe, supportive, and respectful environment promotes maximum learning.
- Learning is a life-long process with critical thinking, decision making, and problem solving as key components.
- The learning environment should embrace diversity and promote mutual respect.
- Students share in the accountability for their own success.
- Students, staff, parents and community should promote responsible citizenship.
- Students learn through the development of positive relationships with students, staff and the community.

CONCEPT:

Custom and distinct, the Johnston Dragon is stylistically designed to represent integrity, pride, and community. With an intense stare portraying a feeling of passion, the Dragon is a symbol of strength and honor, rising up to defend the school's legacy and the community at large. The Johnston Dragon Brand System is comprised of unifying marks that boldly embody Johnston students, faculty, and the community.

BRAND STANDARDS:

For Johnston Community Schools to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied – **without modification** – according to the guidelines in this manual.

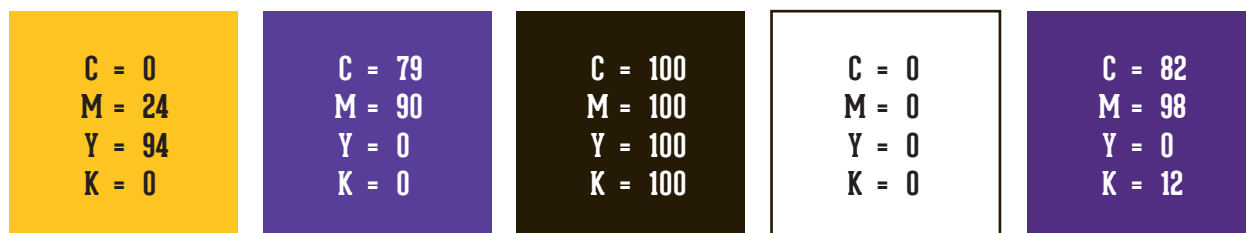
COLOR SYSTEM

PANTONE MATCHING SYSTEM [PMS]

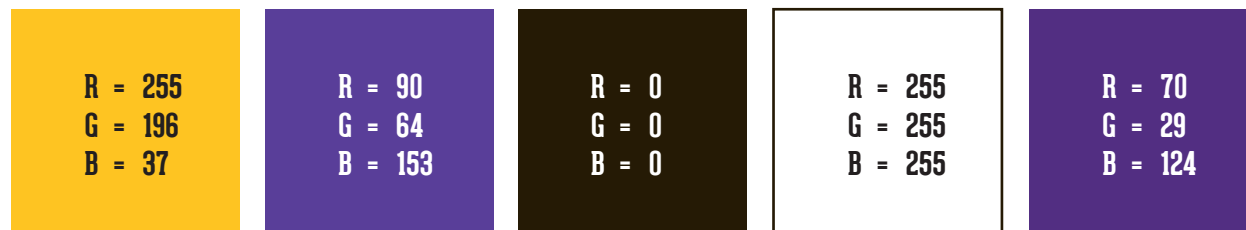


Pantone 266 is the official Johnston CSD purple. if the color does not match what's in this style guide, Pantone 268 as an alternative to better represent Johnston Purple.

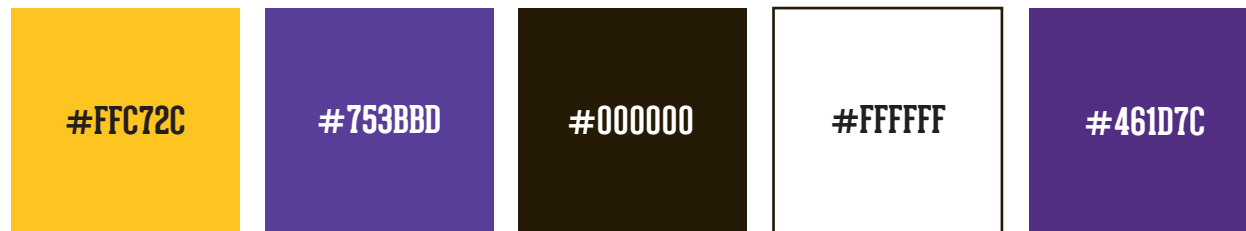
CMYK



RGB



HEX



The official display font of Johnston CSD is Geared Slab. The display font is used to create the official marks of the brand system. Geared Slab can also be used for headlines, subheads and/or short messages to compliment the brand marks.

Geared Slab can be downloaded from this url for a fee: <https://www.losttype.com/font/?name=gear>

Geared Slab

Geared Slab Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Geared Slab Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Geared Slab Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Geared Slab Extrabold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

PRIMARY MASTERMARK – Johnston Dragon



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color [Grayscale] on Dark or Patterned Backgrounds
Shading, use 60% tint

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)

PRIMARY MASCOT LOGOTYPE – Johnston Dragons



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color [Grayscale] on Dark or Patterned Backgrounds
Shading, use 60% tint

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)

SECONDARY MASCOT LOGOTYPE – Dragons



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color [Grayscale] on Dark or Patterned Backgrounds
Shading, use 60% tint

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)

PRIMARY HIGH SCHOOL LOGOTYPE – Johnston High School



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color [Grayscale] on Dark or Patterned Backgrounds
Shading, use 60% tint

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)

PRIMARY WORDMARK – Johnston

Full Color on Light or White Backgrounds



One Color on Light or White Backgrounds



All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED [I.E. PINK, GREEN, BLUE, RED, ETC.]

Full Color on Dark or Patterned Backgrounds



One Color on Dark or Patterned Backgrounds
Shading, use 25% and 60% tint



All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED [I.E. PINK, GREEN, BLUE, RED, ETC.]

SECONDARY WORDMARK – Dragons

Full Color on Light or White Backgrounds



One Color on Light or White Backgrounds



All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)

Full Color on Dark or Patterned Backgrounds



One Color on Dark or Patterned Backgrounds
Shading, use 25% and 60% tint



All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color [Grayscale] on Dark or Patterned Backgrounds
Shading, use 60% tint

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED [I.E. PINK, GREEN, BLUE, RED, ETC.]

PRIMARY LETTERMARK – Fire J



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color [Grayscale] on Dark or Patterned Backgrounds
Shading, use 60% tint

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)

RESTRICTED SECONDARY LETTERMARK – Johnston J

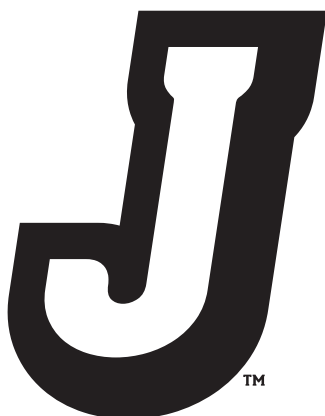
*** Limited Use Mark. Only for headgear and left-chest [polo shirts]. NOT FOR UNIFORMS.***



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color reversed on Dark or Patterned Backgrounds

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)

RESTRICTED SECONDARY LETTERMARK – Block J - PURPLE

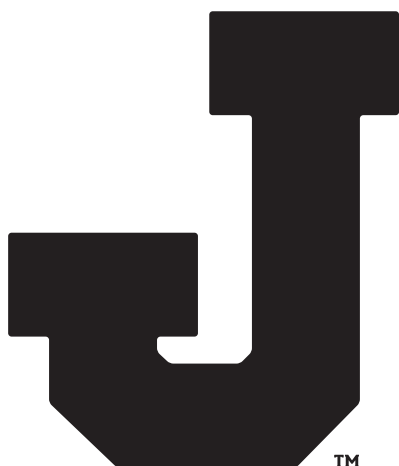
*** Limited Use Mark. Only for headgear, left-chest [polo shirts] and letterman jackets. NOT FOR UNIFORMS.***



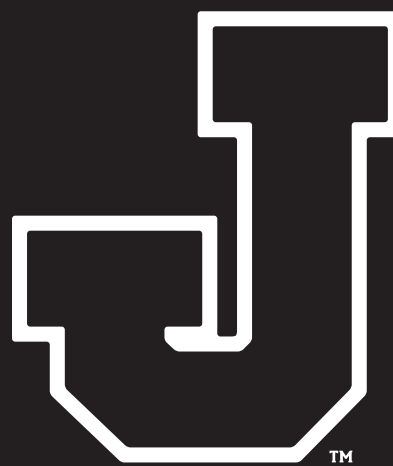
Full Color on Light or White Backgrounds



Full Color [Alternate] on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds

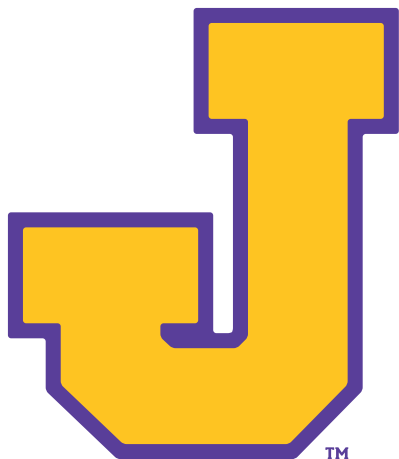


One Color reversed on Dark or Patterned Backgrounds

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)

RESTRICTED SECONDARY LETTERMARK – Block J - GOLD

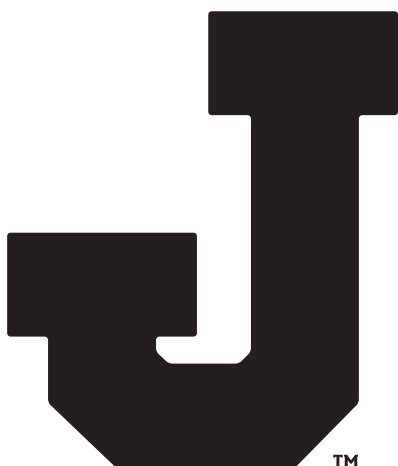
*** Limited Use Mark. Only for headgear, left-chest [polo shirts] and letterman jackets. NOT FOR UNIFORMS.***



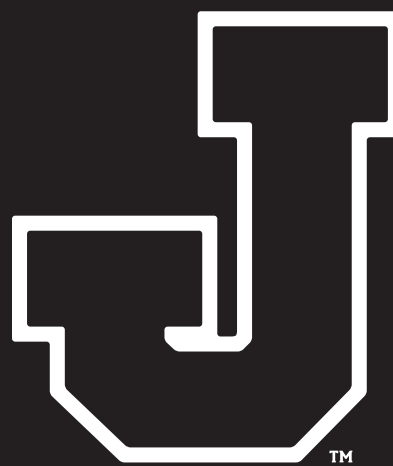
Full Color on Light or White Backgrounds



Full Color [Alternate] on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color reversed on Dark or Patterned Backgrounds

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED (I.E. PINK, GREEN, BLUE, RED, ETC.)

PRIMARY LOGOMARK – Dragon Head



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color [Grayscale] on Dark or Patterned Backgrounds
Shading, use 60% tint

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED [I.E. PINK, GREEN, BLUE, RED, ETC.]

SECONDARY LOGOMARK – Dragon Swoop



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color [Grayscale] on Dark or Patterned Backgrounds
Shading, use 60% tint

All one-color [outline] versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale.
NO OTHER COLOR IS ALLOWED [I.E. PINK, GREEN, BLUE, RED, ETC.]

SECONDARY LOGOMARK – Dragon Eyes



Full Color on Light or White Backgrounds



Full Color on PMS 266 [Johnston Purple]



Two Color on Light or White Backgrounds

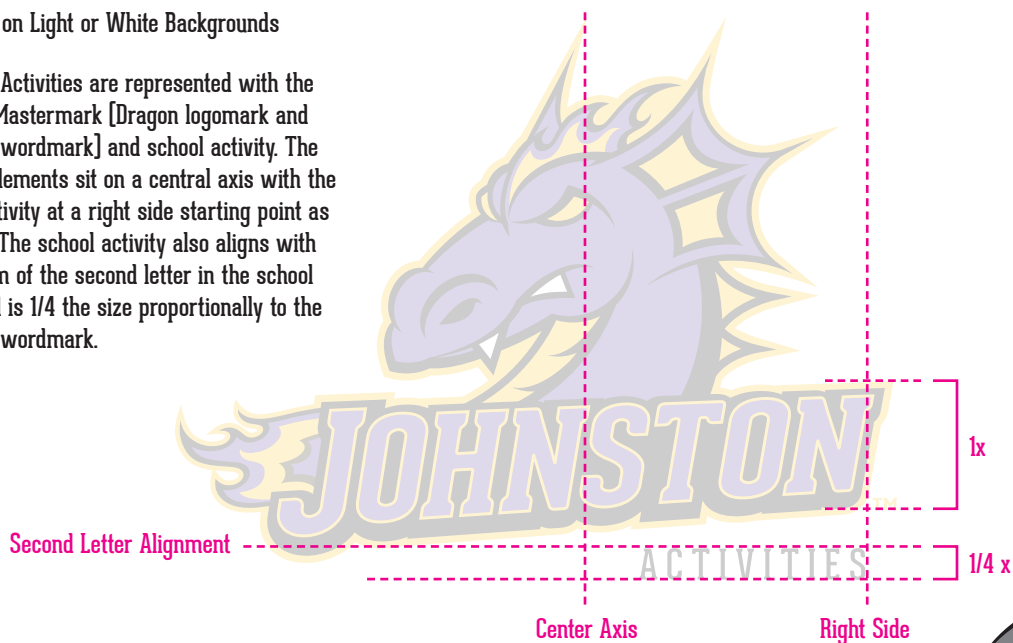


Two Color on Black Backgrounds

SECONDARY LOGOTYPE – Activity Specific

Full Color on Light or White Backgrounds

Johnston Activities are represented with the Primary Mastermark [Dragon logomark and Johnston wordmark] and school activity. The top two elements sit on a central axis with the school activity at a right side starting point as depicted. The school activity also aligns with the bottom of the second letter in the school name and is 1/4 the size proportionally to the Johnston wordmark.



One Color on Light or White Backgrounds
Shading, use 60% tint



Full Color on Dark or Patterned Backgrounds



One Color on Dark or Patterned Backgrounds
Shading, use 60% tint



ACTIVITY SPECIFIC LOGOTYPES – Arts/Clubs/Other

Full Color on Light
or White Backgrounds



One Color on Light or
White Backgrounds
Shading, use 60% tint



Full Color on Dark or
Patterned Backgrounds



One Color on Dark or
Patterned Backgrounds
Shading, use 60% tint



ACTIVITY SPECIFIC LOGOTYPES – Arts/Clubs/Other

Full Color on Light
or White Backgrounds



One Color on Light or
White Backgrounds
Shading use 60% tint



Full Color on Dark or
Patterned Backgrounds



One Color on Dark or
Patterned Backgrounds
Shading use 60% tint



ACTIVITY SPECIFIC LOGOTYPES – Arts/Clubs/Other

Full Color on Light
or White Backgrounds



One Color on Light or
White Backgrounds
Shading, use 60% tint



Full Color on Dark or
Patterned Backgrounds



One Color on Dark or
Patterned Backgrounds
Shading, use 60% tint



ACTIVITY SPECIFIC LOGOTYPES – Athletics

Full Color on Light
or White Backgrounds



One Color on Light or
White Backgrounds
Shading, use 60% tint



Full Color on Dark or
Patterned Backgrounds



One Color on Dark or
Patterned Backgrounds
Shading, use 60% tint



ACTIVITY SPECIFIC LOGOTYPES – Athletics

Full Color on Light
or White Backgrounds



One Color on Light or
White Backgrounds
Shading, use 60% tint



Full Color on Dark or
Patterned Backgrounds



One Color on Dark or
Patterned Backgrounds
Shading, use 60% tint



ACTIVITY SPECIFIC LOGOTYPES – Athletics

Full Color on Light
or White Backgrounds



One Color on Light or
White Backgrounds
Shading, use 60% tint



Full Color on Dark or
Patterned Backgrounds

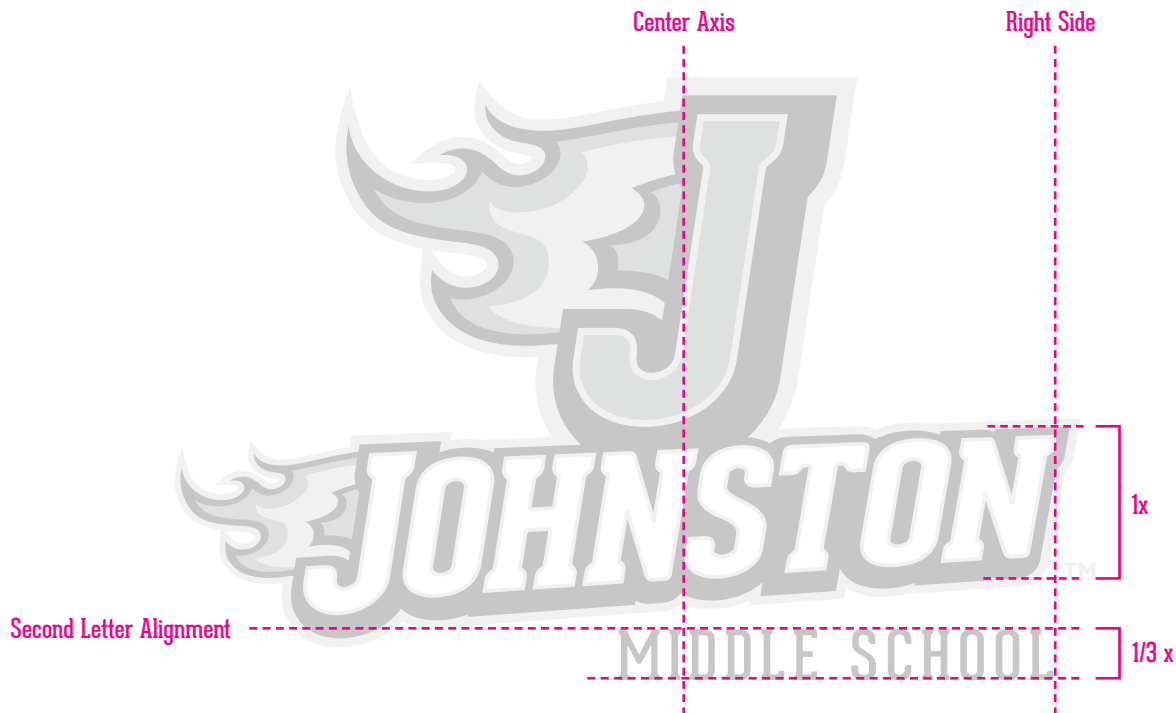


One Color on Dark or
Patterned Backgrounds
Shading, use 60% tint



SECONDARY SCHOOLS LOGOTYPE – School Specific

Elementary and Middle Schools are represented with the Fire J lettermark, the school name wordmark, and school designation. The top two elements sit on a central axis with the school designation at a right side starting point as depicted. The school designation also aligns with the bottom of the second letter in the school name and is 1/3 the size proportionally to the school name wordmark.



*** RESTRICTED ALTERNATE USE ***

Elementary and Middle Schools may also be represented by their wordmarks. There are school name wordmarks with designations and school name wordmarks available upon request. Permission from Johnston Community Schools is required for their use.

Full Color on Light
or White Backgrounds

One Color on Light or
White Backgrounds
Shading, use 25% & 60% tint

Full Color on Dark or
Patterned Backgrounds

One Color on Dark or
Patterned Backgrounds
Shading, use 25% & 60% tint

SCHOOL NAME AND DESIGNATION WORDMARK



SCHOOL NAME WORDMARK



SECONDARY SCHOOL LOGOTYPES

Full Color on Light
or White Backgrounds



**One Color on Light or
White Backgrounds**
Shading, use 25% & 60% tint



Full Color on Dark or Patterned Backgrounds



One Color on Dark or Patterned Backgrounds

Shading, use 25% & 60% tint



COMMON MISUSE AND VIOLATIONS

BRAND STANDARDS:

For Johnston Community Schools to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied – **without modification** – according to the guidelines in this manual.



NEVER use unapproved colors



NEVER alter logomark typography

*This pertains to the trademarked logomarks in the brand system.
Complimentary fonts can be used for production purposes.*



NEVER distort marks



NEVER resize elements



NEVER flip or reverse marks



NEVER use unapproved combinations

COMMON MISUSE AND VIOLATIONS



NEVER alter the angle of marks



NEVER use inappropriate taglines



NEVER use logotypes without specified outline on a dark or patterned background



NEVER use logomarks without specified outline on a dark or patterned background



NEVER change designated typography proportions



NEVER use unapproved logotype combinations



NEVER create or use logos representing our district, schools or teams with a J that is different than the ones permitted in this style guide.

COMMON MISUSE AND VIOLATIONS



NEVER create other dragons or a full body of the dragon that is not in the style guide.



NEVER use old versions of the Johnston dragon, including the Oriental dragon.



NEVER use logomarks without specified outline on dark or patterned backgrounds.



ALWAYS provide clear space around the logo so it's not intersecting or overlapping or on top of another design element.



NEVER cover up the logo by putting words on top of it.



NEVER turn the trademarked logo into a different shape.

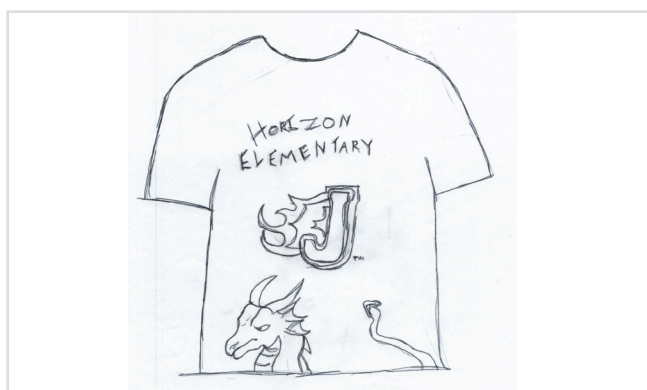
COMMON MISUSE AND VIOLATIONS



ALWAYS use the full logo when possible. NEVER combine elements from two different logos, or turn portions of the logo a different color.



NEVER use a different dragon that's not in the style guide.



NEVER use a different dragon that's not in the style guide.
Do not create a full body dragon or a partial dragon.



JCSD allows limited use of the brand logos by Johnston youth or "feeder teams."
This can only be done with permission by JCSD. Products using the brand logos are not allowed to be sold by non-JCSD teams.

BRAND SAMPLES

Depicted are approved examples of the brand system in use. These are only a few examples, not a comprehensive look at what's allowed or possible.



Shapes around the logo, or placement of the logo on top of a picture or object representing a sport or activity, is **ALLOWED** but subject to approval by district.



Clear space around the logo, or a color gap between the logo and what's behind it, will aid in approval because the design does not diminish from the logo.



BRAND SAMPLES

Depicted are approved examples of the brand system in use. These are only a few examples, not a comprehensive look at what's allowed or possible.



BRAND SAMPLES

Depicted are approved examples of the brand system in use. These are only a few examples, not a comprehensive look at what's allowed or possible.



All logos and artwork included in this guide are trademarks of Johnston Community School District. Reproduction without the expressed written consent of Johnston Schools or its licensing agent is strictly prohibited.

For information about the specifications included in this guide or questions regarding specific use, please contact:

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515-254-3394

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Johnston Community School District
heather.semelmacher@johnston.k12.ia.us
515-278 -2407 ext. 8012



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