

JOHNSTON COMMUNITY SCHOOLS BRAND SYSTEM OFFICIAL USAGE AND STYLE GUIDE

TABLE OF CONTENTS

| Brand System Explanation | | |
|---|----|--|
| Color System | 4 | |
| Font System | 5 | |
| Primary Mastermark — Johnston Dragon | 6 | |
| Primary Mascot Logotype — Johnston Dragons | 7 | |
| Secondary Mascot Logotype – Dragons | 8 | |
| Primary High School Logotype – Johnston High School | 9 | |
| Primary Wordmark — Johnston | 10 | |
| Secondary Wordmark — Dragons | 11 | |
| Secondary Wordmark — High School Acronym | 12 | |
| Primary Lettermark — Fire J | 13 | |
| Restricted Secondary Lettermark — Johnston J | 14 | |
| Restricted Secondary Lettermark — Block J | 15 | |
| Primary Logomark — Dragon Head | 17 | |
| Secondary Logomark – Dragon Swoop | | |
| Secondary Logomark – Dragon Eyes | | |
| Secondary Logotype – Activity Specific | 20 | |
| Secondary Schools Logotype – School Specific | 27 | |
| Tagline Mark — Fireball | | |
| Tagline Mark — Flame | | |
| Tagline Mark - Wordmarks | | |
| Tagline Mark Usage | 34 | |
| Common Misuse and Violations | | |
| Brand Samples | | |
| Contact | | |

WHATS NEW IN 2025 UPDATE:

In connection with the Johnston Community School District's yearlong Strategic Planning process in 2024-2025, the district adopted a new tagline: "Unleash the Dragon, Ignite the Future."

- The tagline was chosen in a survey by about 60% of more than 1,500 people who voted.
- The district then worked with Letterman Creative to develop new branded, stylized wordmarks to represent this tagline, which you will see on pages 29-34 and 40.

This new tagline, in addition to updates made in 2023 – the Johnston J, Block J, updated policies and additional single-color versions of the logo – enhance the Johnston brand system and style guide first adopted in 2013, reflecting our pride and rich traditions.

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

| C = 0 | C = 79 | C = 100 | C = 0 $M = 0$ $Y = 0$ $K = 0$ | C = 82 |
|--------|--------|---------|-------------------------------|--------|
| M = 24 | M = 90 | M = 100 | | M = 98 |
| Y = 94 | Y = 0 | Y = 100 | | Y = 0 |
| K = 0 | K = 0 | K = 100 | | K = 12 |
| K = 0 | K = 0 | K = 100 | K = 0 | K = 12 |

RGB

| R = 255 | R = 90 | R = 0 | R = 255 | R = 70 |
|---------|---------|-------|---------|---------|
| G = 196 | G = 64 | G = 0 | G = 255 | G = 29 |
| B = 37 | B = 153 | B = 0 | B = 255 | B = 124 |

HEX



DISPLAY FONT

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 dowloaded from this url for a fee: https://www.losttype.com/font/?name=geared

Geared Slab

Geared Slab Thin AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Geared Slab Regular AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Geared Slab Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Geared Slab Extrabold AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

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 (LE. PINK, GREEN, BLUE, RED, ETC.)

PRIMARY HIGH SCHOOL LOGOTYPE – Johnston High School



9

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.)

SECONDARY WORDMARK – High School Acronym





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

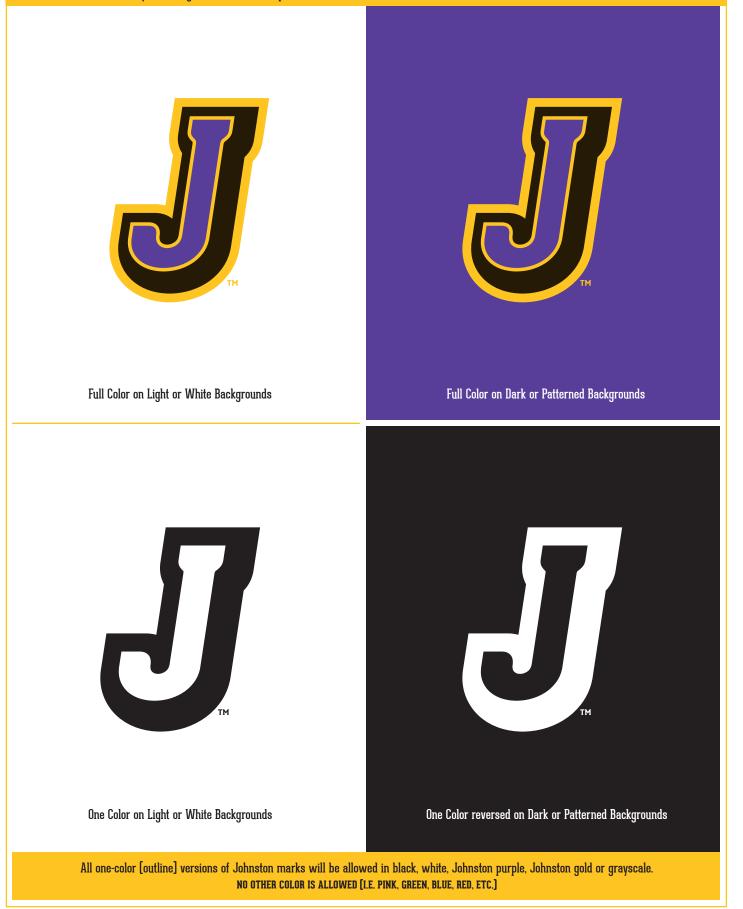
All one-color (outline) versions of Johnston marks will be allowed in black, white, Johnston purple, Johnston gold or grayscale. NO OTHER COLOR IS ALLOWED [LE. PINK, GREEN, BLUE, RED, ETC.]

PRIMARY LETTERMARK – Fire J



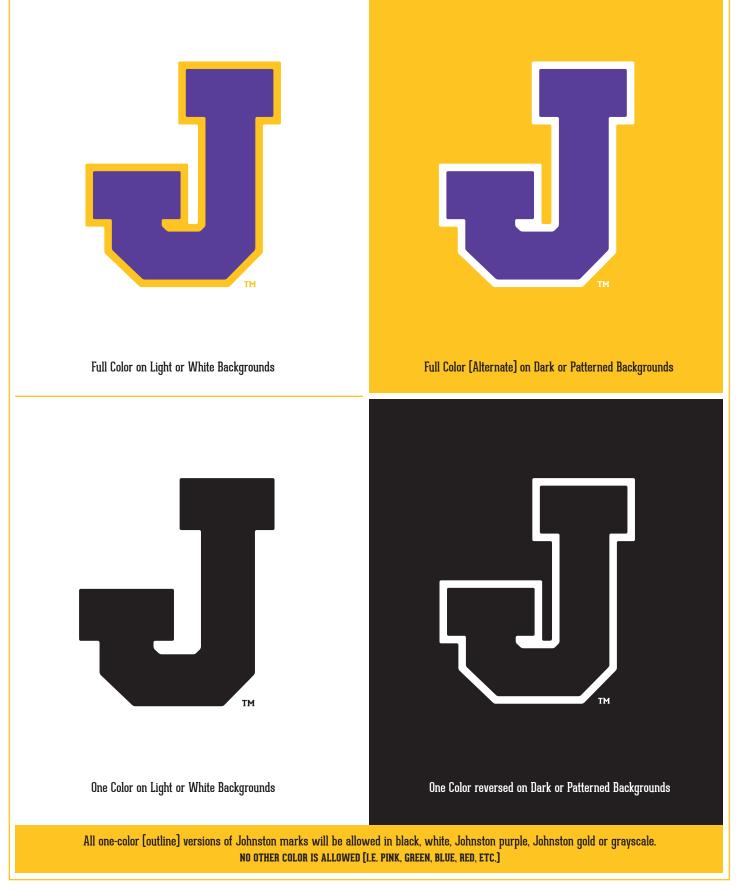
RESTRICTED SECONDARY LETTERMARK – Johnston J

"Limited Use Mark. Only for headgear and left-chest (polo shirts). <u>NOT FOR UNIFORMS.</u>"



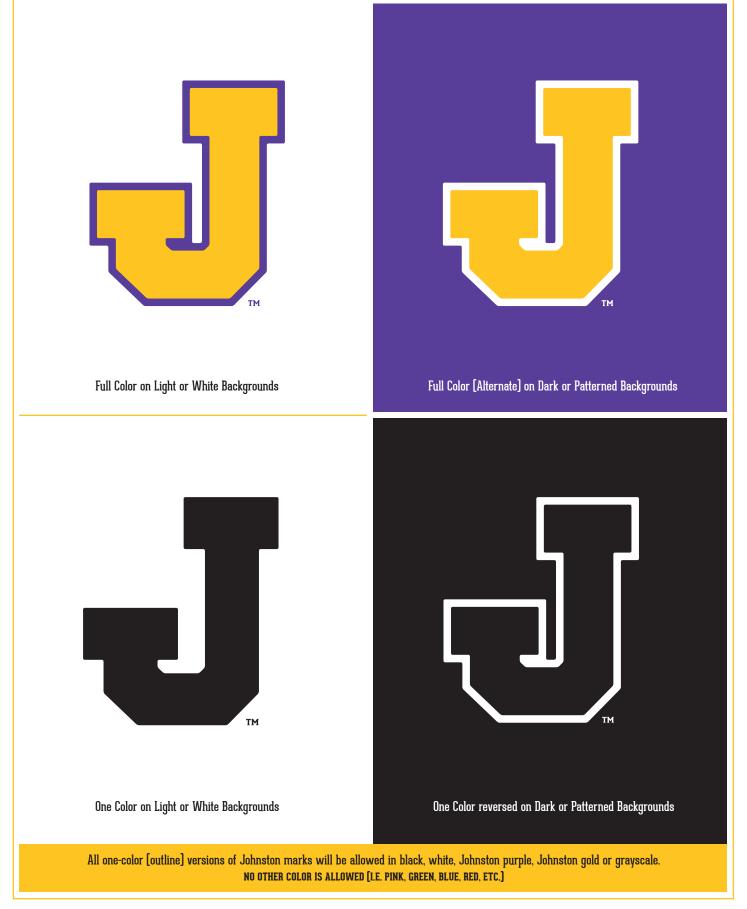
RESTRICTED SECONDARY LETTERMARK – Block J – PURPLE

"Limited Use Mark. Only for headgear, left-chest [polo shirts] and letterman jackets. <u>NOT FOR UNIFORMS.</u>"



RESTRICTED SECONDARY LETTERMARK - Block J - GOLD

"Limited Use Mark. Only for headgear, left-chest [polo shirts] and letterman jackets. <u>NOT FOR UNIFORMS.</u>"



PRIMARY LOGOMARK – Dragon Head



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



SECONDARY LOGOMARK - Dragon Eyes



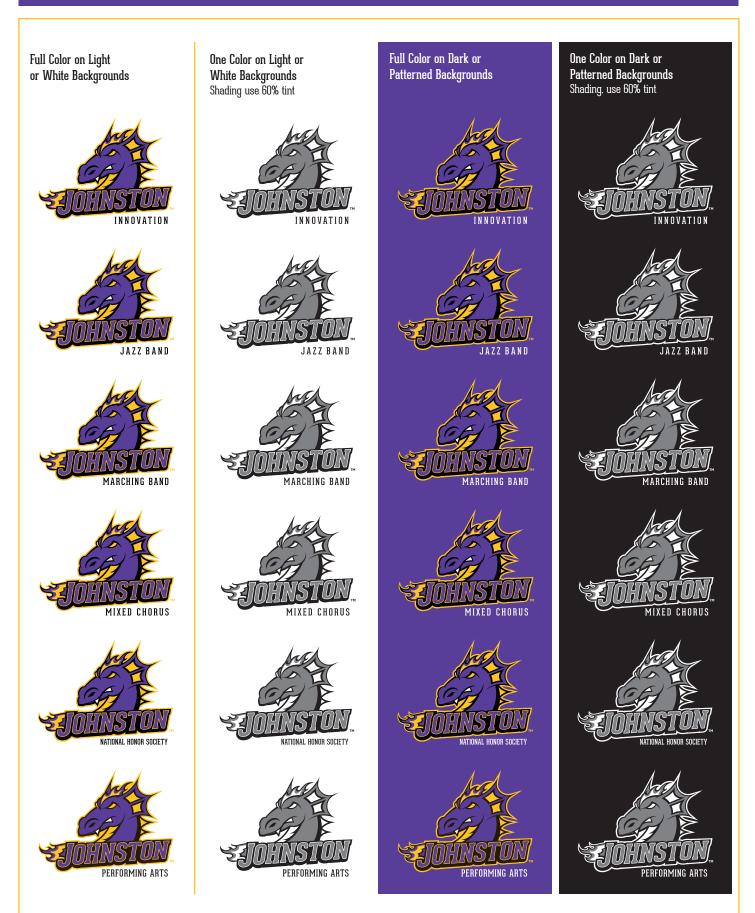
SECONDARY LOGOTYPE – Activity Specific



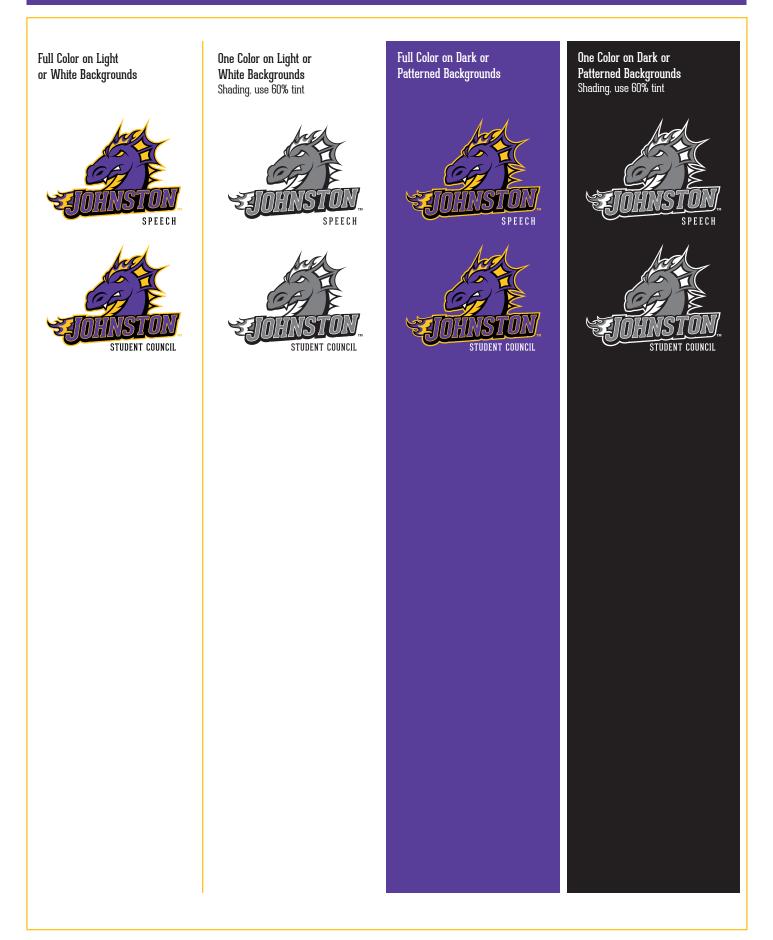
ACTIVITY SPECIFIC LOGOTYPES – Arts/Clubs/Other



ACTIVITY SPECIFIC LOGOTYPES – Arts/Clubs/Other



ACTIVITY SPECIFIC LOGOTYPES – Arts/Clubs/Other



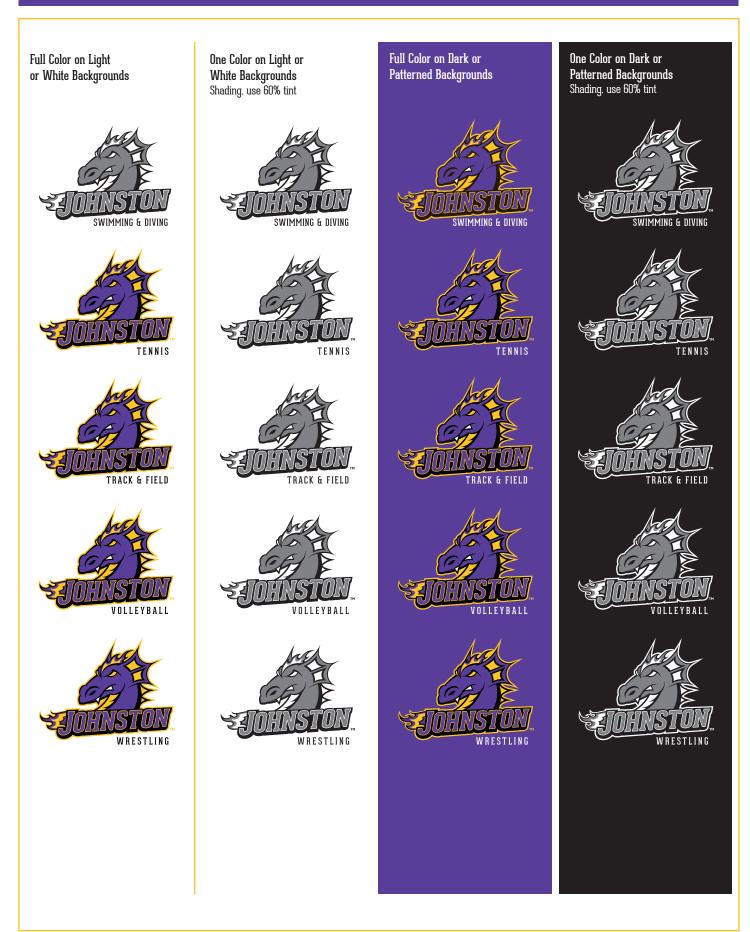
ACTIVITY SPECIFIC LOGOTYPES – Athletics



ACTIVITY SPECIFIC LOGOTYPES – Athletics

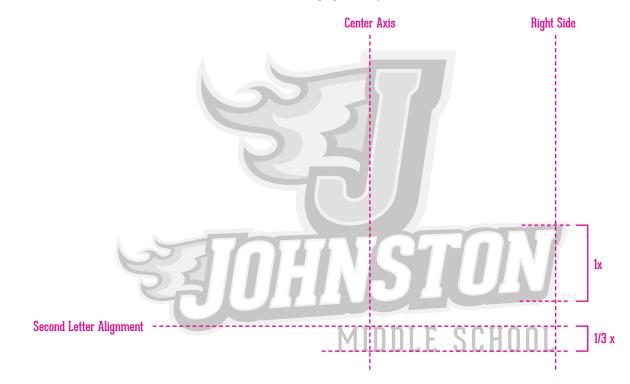


ACTIVITY SPECIFIC LOGOTYPES – Athletics



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 Dark or One Color on Dark or Full Color on Light One Color on Light or Patterned Backgrounds Patterned Backgrounds or White Backgrounds White Backgrounds Shading, use 25% & 60% tint Shading, use 25% & 60% tint SCHOOL NAME AND DESIGNATION WORDMARK MIDDLE SCHOOL MIDDLE SCHOOL MIDDLE SCHOOL MIDDLE SCHOOL SCHOOL NAME WORDMARK **OHNST**(NHNSTON

SECONDARY SCHOOL LOGOTYPES

Full Color on Light or White Backgrounds















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































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

















All one-color 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.)





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 [LE. PINK, GREEN, BLUE, RED, ETC.]

Full Color on Dark or Patterned Backgrounds





One/Two Color 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.)





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/Two Color 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.)





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/Two Color 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.]





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/Two Color 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.]

TAGLINE MARK – Usage

The Johnston Community School District Tagline Mark can be used in conjunction with a Johnston Primary, Secondary, Restricted or Activities Mark.

Please consider the space you are creating to, the legibility of the marks and the size relationships of the marks being used together. Typically, the wordmark only versions of the Tagline Mark will combine better with brand marks in a side by side or top/bottom relationship. Otherwise, when using the Fireball or Flame versions of the Tagline Mark - these marks are better served on media that is utilizing brand marks in multiple locations, but not necessarily sitting side by side. Examples below and in the brand examples section of this brand guide. [Page 40]

Please utilize the main Tagline marks for most spaces. Only use the horizontal options, when space is constricted to a horiztonal format.





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 distort marks



NEVER flip or reverse marks



NEVER alter logomark typography This pertains to the trademarked logomarks in the brand system. Complimentary fonts can be used for production purposes.



NEVER resize elements



NEVER use unapproved combinations

COMMON MISUSE AND VIOLATIONS



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.



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.

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.



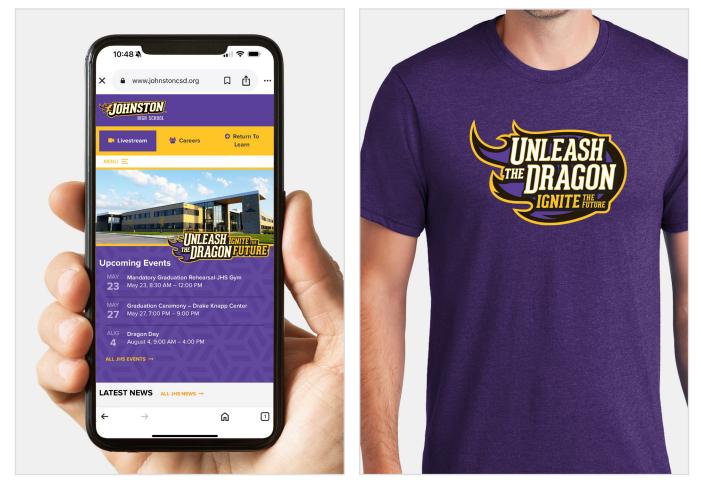
Shapes around the logo, or placement of the logo on top of a picture or object representing a sportor activity, is ALLOWED but subject to approval by district.



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.



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 logos combined with the tagline marks is ALLOWED but subject to approval by district. Clear space around those logos will aid in approval because the design does not diminish from the marks.





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.



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.



CONTACT

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.

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