



WE DIG DEEP

WE THINK BOLDLY

WE BUILD OPPORTUNITIES

TOGETHER WE ARE UNSTOPPABLE!

ALSEA SCHOOL DISTRICT
MAXIMS BRANDING GUIDE

BRANDING GUIDE *TABLE OF CONTENTS*

Branding Guide Intro	2
File Type Descriptions	3
Maxims Primary Graphic	4
Maxims Secondary Graphics	5
Fonts and Color Specifications	6

BRANDING GUIDE *INTRO*

THIS IS A GUIDE TO THE BASIC ELEMENTS
THAT MAKE UP OUR BRAND.

WHAT IS A BRAND IDENTITY?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography, and photography choices; and can, within its guidelines, use examples to visualize how a brand should be depicted across a variety of visual media.

WHY USE THESE GUIDELINES?

We need to manage how our brand is represented across all visual media in various situations. The identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand philosophy consistently across different applications and target audiences to maintain the integrity of how we are perceived.

**DO YOU SEE
SOMETHING
YOU LIKE?**

IT'S CLICKABLE!

Every logo and template example in the digital version of this document is available for download. Simply click on the logo you want and you'll be directed to an online location where you can download it for use.

FILE TYPE *DESCRIPTIONS*

The graphics in this document will be provided in a variety of file types which are for a variety of situations. The following is a list of those file types along with a short description for when to use them.

VECTOR FILES:

These are files that can be resized to any size without loss of quality. Use these for printed marketing materials and items such as screenprinted clothing, stitching, and signage.

Examples of vector files you will have access to:

- [Adobe Illustrator files](#) (.ai) files are often the preferred files of professional designers and printers.
- [Portable Document Format](#) (.pdf) files can be universally viewed on any computer with Adobe Acrobat (or another PDF viewer). These can also be edited in Adobe Illustrator.

.ai files will be most commonly used for projects like t-shirts, signage, and posters.

RASTOR FILES:

These are files that are intended for digital or screen use. They are made up of tiny squares called "pixels" and become blurred or blocky when enlarged. These should be used for things like PowerPoint or Google presentations and Microsoft Word or Google Docs.

Examples of raster files you will have access to:

- [Portable Network Graphics](#) (.png) files are probably the best option for PowerPoint and Microsoft Word and feature the ability to have a transparent background, unlike jpegs.
- [Joint Photographic Experts Group](#) (.jpeg/.jpg) files are most often seen online because of their compression, the file size is small making them quick to load.

.png files will be the most commonly used in-house for reports, presentations, etc.

MAXIMS PRIMARY GRAPHICS



PRIMARY
MAXIMS GRAPHIC

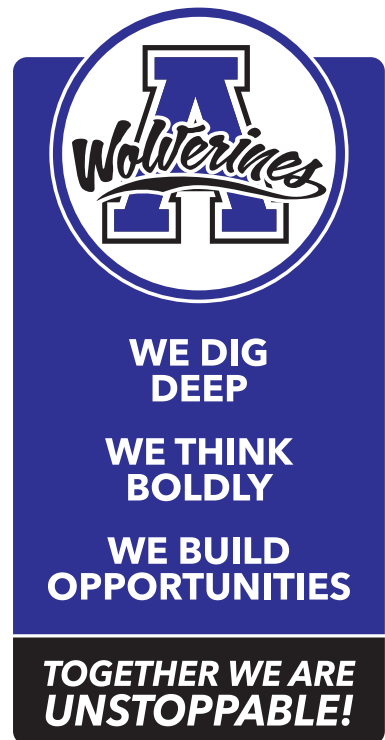


BANNER
MAXIMS GRAPHIC

MAXIMS SECONDARY GRAPHICS



SQUARE
MAXIMS GRAPHIC



TALL
MAXIMS GRAPHIC

WE DIG DEEP

WE THINK BOLDLY

WE BUILD OPPORTUNITIES

TOGETHER WE ARE UNSTOPPABLE!

TEXT ONLY INDIVIDUAL
MAXIMS GRAPHICS

MAXIMS FONTS

AVENIR NEXT
BOLD FONT



WE DIG DEEP

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

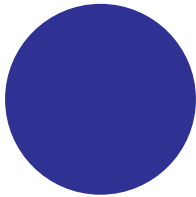
AVENIR NEXT
BOLD ITALIC
FONT



UNSTOPPABLE!

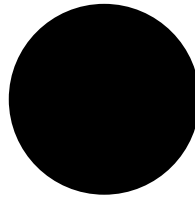
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

OUR COLORS



ROYAL BLUE

pantone 2370 C
cmyk 98 : 96 : 2 : 0
rgb 48 : 50 : 147
hex 303293



BLACK

pantone PROCESS BLACK C
cmyk 75 : 68 : 67 : 90
rgb 0 : 0 : 0
hex 000000

NOTE: Care should be taken when creating graphs or infographics to use colors that complement our colors.