BRANDING FOR THE FUTURE

As the capital city has expanded over the years, Richland One’s reach has spread well beyond the city limits, rendering the capital dome an outdated fixture, ill-fitted to represent the diversity and community of the district.

The goal of the 2017 rebrand is to create an identity that is modern and cohesive with the future of Richland One.
EFFECTIVE AUGUST 15, 2017

On August 15, 2017, old logos of Richland One will be retired, and the new brand will be instated. Please use the new family of logos for any new collateral materials and media from this date. In this time of transition, please continue to use current stationery, business cards and promotional items with the current district logo until they are depleted. Items ordered for the Spring 2018 semester and beyond should carry the new district logo and follow the brand styles guidelines communicated in this document. We will be in contact with respective department heads about updating/replacing building signage, vehicle signage, uniforms and other non-consumable items that carry the current district logo.

Also, in an effort to create consistency district-wide, schools and departments should contact the Office of Communications to review and approve advertising content and design in advance. This includes, but is not limited to, advertising in newspapers, magazines, and other print publications; online advertising; billboard and other outdoor advertising; and radio and TV ads. If you have any questions or need additional information about anything related to the rebranding initiative, please do not hesitate to contact Marketing Coordinator Kiosha Boyles.
**Your Primary Logo**

The primary logo consists of three components — the mark (icon), name, and tagline — which work together to create the logo. The complete brand will include various arrangements of the components to best fit different spacing situations, but please only use the approved arrangements herein.

The logo is the foundation upon which the complete brand is built. By following these guidelines, we will maintain brand consistency across all mediums and ensure a unified brand for years to come.
The simple, yet iconic, mark is composed of the letter R and the number 1 built into a shield, surrounding the R. The shield is a symbol of stability and longevity, both a call back to the district’s long-standing history in the capital city, and a subtle hint toward higher education (as a shield is widely used amongst universities and higher education institutes). While the connotation behind the shield reflects strength and tradition, the shape and colors create a more modern, simple feel that points to a bright future.

Richland County School District One has long been referred to simply as Richland One. The new brand reflects this vernacular standard and incorporates it into the official branding. The type is built from Gotham typeface with customized letter spacing and slight altering of the letter L for an additional element of uniqueness.

The tagline embodies the complete mission of Richland One. In our district, we Engage students through a supportive community of committed teachers and staff. Our highly qualified teachers Educate students and prepare them for post-secondary education and/or careers. As a result, we Empower students with the scholastic aptitude to succeed in any path they take in life.
COMPOSITION

The primary logo consists of the R1 Shield centered over the name and tag-line. Additional compositions of the logo may be necessary in certain applications to fit varying proportions (website, horizontal signage, podiums, etc.). Rather than stretch the logo out of proportion, use one of the options below, or contact the Office of Communications.
LOGO COLOR VARIATIONS

Please do not re-color the logo apart from the approved variations. Your brand package includes inversions for use over dark colors and images. While the examples show only the horizontal logo, the same variations are included for each of the logo compositions.

**FULL COLOR (TWO COLOR)**

**INVERSIONS**

**SINGLE COLOR**

**BLACK & WHITE**

**SOLID BLACK**
OFFICIAL BRAND COLORS

A brand is not complete without a fully developed color palette. With this logo, we are defining the official R1 purple and complementary R1 green. The complete color palette includes variations of the classic primary colors (red, yellow, blue) that complement the purple and green while accentuating the educational feel. The boldness of the colors reflects stability, while the brightness of the hues connotes the friendliness and diversity that is the Richland One family.

The primary color combination features a couple of gradients that are best achieved on-screen or through CMYK digital printing. A Pantone variation of both primary colors is also provided, but is intended for use with the single color adaptation of the logo.

COLOR CODES

<table>
<thead>
<tr>
<th>COLOR</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIMARY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R1 PURPLE</td>
<td>60</td>
<td>100</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>R1 GREEN</td>
<td>55</td>
<td>0</td>
<td>54</td>
<td>0</td>
</tr>
<tr>
<td>FADES TO SLIGHTLY DARKER GREEN AT CORNER TO CREATE DEPTH</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SECONDARY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R1 GREEN</td>
<td>6</td>
<td>80</td>
<td>76</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>50</td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>80</td>
<td>30</td>
<td>30</td>
<td>0</td>
</tr>
</tbody>
</table>
COLOR USE

The screenshot below is a mock-up of the suggested utilization of the brand colors within the website. This example also shows how the accent colors can function in any marketing collateral to complement the primary brand colors.
LOGO
INTRODUCTION
EXPLANATION
COMPOSITION
COLOR

HOW TO USE
SIZE & SPACE
PLACEMENT
TYPE
TEMPLATE
DEPARTMENTS
APPAREL
VEHICLES
DON’TS

SIZE & SPACING

MINIMUM WIDTH:
1.5 INCHES

MINIMUM NEGATIVE SPACE:
WIDTH OF THE R

When placing the logo amongst other elements on a page, please leave a consistent margin around the logo. On the primary logo, use the width of the “R” as a measurement for negative space between other elements or at the edge of a page. On the horizontal logo (below) use the width of the shield.

MINIMUM WIDTH:
1.5 INCHES

MINIMUM NEGATIVE SPACE:
WIDTH OF THE SHIELD

Any smaller than 1.5 inches, the tag loses legibility. This goes for either logo composition. Without the tag, the logo can drop to 1.25 inches. For anything smaller, shift to the icon alone.
**LOGO & IMAGE PLACEMENT**

As mentioned in the DON’TS, do not place the full color logo over high contrast imagery. Instead, try one of these options:

(a) If using the image as a background, make sure there is enough contrast for the logo to stand out. You may either wash out the image toward white, or darken with purple and place the appropriate logo on top.

(b) If you want the image to be the primary focus, you can place the logo in a corner, as long as the image is dark enough to provide contrast and large enough to not violate size standards. In this example, we have darkened the corner of the image so that the icon can stand out over top.

(c) If neither overlapping option is suitable, simply place the logo alongside or below the image, making sure to use proper size and spacing guidelines.

(d) Please feel free to contact the Office of Communications if you have any uncertainty about your intended use.
PRINT TYPEFACES

In general, any given piece of communication should have a maximum of 3-4 font sizes, and no more than two different font families. This will help to keep communications simple and easy to read. See the examples below for a few different stylistic options utilizing typefaces that should be relatively standard on most machines. Each example features a defined header, sub-header, and body copy.

Futura Condensed 24pt.

Cambria Bold 11pt.
This example uses Cambria 10pt for the main body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Cambria Bold 18pt.

Verdana Bold 11pt
This example uses Verdana 10pt for the main body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Calibri Bold 24pt.

Times 24pt.

CALIBRI 11PT ALL CAPS
This example uses Calibri 10pt for the main body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Calibri Bold 11pt
This example uses Calibri 10pt for the main body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.
EXAMPLE FLYER

The Office of Communications is providing a Word Doc Template (example below) that can be edited to create basic informational flyers. Using a template like this will ensure that all of our communications look as though they came from the same place. If ever in doubt, please contact the Office of Communications.

Student Registration Now Online!
For students, new to Richland One in 2017-18
As of March 1, 2017, Richland One asks that the registration of all new students be completed via the online form at www.richlandone.org.

To save time and unnecessary trips to the school, upload copies of required documents online (i.e. proof of residency, last report card, withdrawal form from previous school, immunization records, and birth certificate).

For registering multiple students, family information in the form will be preloaded into the second registration when you choose “Register Another Student” on the Submission Confirmation page.

For more information, contact your zoned school, or the Richland One Office of Registrar.

Richland One Office of Registrar
1310 Lyon Street, Columbia, SC 29204
Phone: (803) 231-6944 Fax: (803) 231-6949
Previously, each department has either not had an official logo, or created its own apart from the brand of Richland One. Within the confines of our rebrand, each department and regular program will have its own logo in a format that complements the official brand without detracting from it.

Department logos will be provided as part of the brand package, and new ones can be created as needed.

### Some Samples

- **Richland One Accountability, Assessment, Research & Evaluation**
- **Richland One Athletics**
- **Richland One Communications**
- **Richland One Warehouse Services**
APPAREL
VEHICLES
This might go without saying, but do not use old versions of the logo. There are several in existence, and the Office of Communications will be working to replace all instances with the new brand as quickly and seamlessly as possible. Please help us in this process by not perpetuating the use of the old brand. Items ordered for the Spring 2018 semester and beyond should carry the new district logo and follow the brand styles guidelines communicated in this document.

Please do not alter the colors of the logo.

Use the proper resolution image. High resolution and vector images have been supplied so the logo should never appear pixelated. If this is happening, you may be using the wrong version of the logo. For example, the web logo is optimized for screens and should not be used in print.
DON'TS

Do not stretch or skew the logo. This completely changes the structure of the letter forms and ruins the integrity of the shapes, ultimately making the logo look unprofessional and less recognizable.

When placing the logo next to other elements on a page, please leave adequate margin between the logo and other elements on the page.

Do not place the full color logo directly over high contrast imagery.

Do not try to adapt the logo for your own purposes by adding a drop-shadow, changing the type, adding your own tag-line, nor incorporating any part of the logo into another logo. All departments and on-going programs will be provided with their own official brand-approved logo.
For any other questions about the new brand, contact the Office of Communications.