



High School District 214

Brand Guidelines

District 214 Brand

A brand is more than a logo, tagline and color palette. It's how we talk about the important and impactful work we do. It's the stories of our students, teachers and staff brought to life through words and images. It's our personality as a District. It's our promise to the students we educate, the staff we empower and employ and the communities we represent. A successful brand is part of the culture of an organization – believed, lived and championed by every employee.

We are a forward-looking District working hard to prepare students for a world we cannot begin to imagine. Our academic approach is impacting the trajectory of our students' lives and shaping public education for the 21st Century.

As District 214 works to elevate its profile locally, regionally and nationally, we must build a brand that is consistently implemented across the District. By creating this brand, internal and external audiences will be able to easily identify who we are and what we believe, and what differentiates us from other school districts.

At the same time we work to build the District 214 brand, we must recognize, respect and celebrate the uniqueness of existing brands associated with each of our high schools and programs of specialized learning. Our research shows that students, parents and alumni identify with their school, not the District. This must be embraced and leveraged to build sustained loyalty that will benefit the school and ultimately the District.

Public education is about learning, and through learning we discover our future. As educators, we believe it's our responsibility to encourage every student to explore academic and co-curricular opportunities that will inspire them to find their passion and reach their potential.

Teachers are challenged to use technology to transform learning, take risks, share what they've learned and be innovative leaders in instructional practices.

Community members are offered a wide range of continuing and adult education classes that allow them to enhance their knowledge and skills. For these reasons, "Discover Your Future" was selected as the District's new tagline.

District 214 Logo

As educators, we are always working hard to ensure our curriculum is relevant beyond high school and that we're meeting students where they're intellectually, socially and emotionally. To do this, everyone, including students and staff, must challenge their intellectual curiosity and continue to move forward.

The logo, which appears on all District 214 marketing and communications materials, is designed to clearly identify District 214 in all media platforms, including print, digital and mobile applications.

The symbol and the wordmark are collectively known as the logo.

The logo must be used on all forms of communication and whenever the District is being represented. Consistent use of the logo strengthens recognition for District 214 and helps build a unified brand.

Logo Staging

To provide the greatest visual impact, a minimum staging area, or "clear space," has been established for the logo. The amount of clear space should be 1/8 of the width of the logo.

Logo

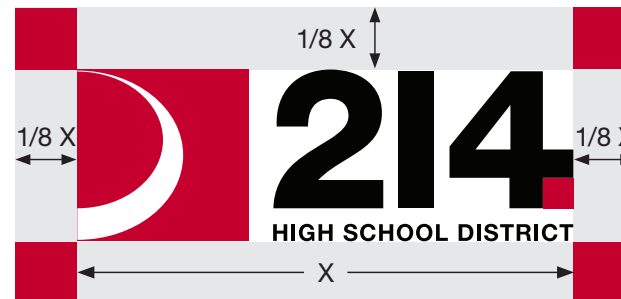


Symbol



Wordmark

Logo Staging



The District 214 Logo

Primary logo

The primary logo is the basis for a brand's visual identity and is the most commonly used logo. It is a strategic brand tool with the most power to be recognizable for the students, staff, families and community.

Alternative logo

Alternative logos retain the basic qualities of the primary logo and add flexibility and enhances a brand's personality.

Multiple versions of the District 214 logo have been created for different color backgrounds and has been developed when the readability of "High School District" is compromised in various environments.

Primary Logo



Alternative Logos



The District 214 Typeface

Primary Typeface

Helvetica is a timeless and versatile sans serif typeface featuring a wide range of styles and weights - perfect for all communication and marketing needs. Because of this flexibility, Helvetica is one of the most widely used and global typefaces and the primary typeface for District 214.

Alternative Typefaces

When Helvetica is not an option, Arial typeface is the best alternative typeface for digital and online communications and presentation applications (ie. Google Slides, PowerPoint and Keynote).

Other sans serif typefaces such as Tahoma and Verdana are good alternatives.

Helvetica

Helvetica

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Light	Regular	Medium	Bold	Heavy	Black

Helvetica Condensed

Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Light	Regular	Medium	Bold	Black

The District 214 Brand Color

Primary Brand Color

District 214 Red (Pantone 200) reflects the personality of our students, staff, alumni and community as a whole. Red is one of the strongest colors and represents the color of excitement, energy and youth.

Secondary Brand Color

A secondary color highlights and compliments the primary color. Black and percentages of black (grays) are a strong and timeless.

Tertiary Brand Color

The District Brand uses percentages of black as a tertiary color depending on the media and overall desired effect within the design.



DISTRICT 214 RED

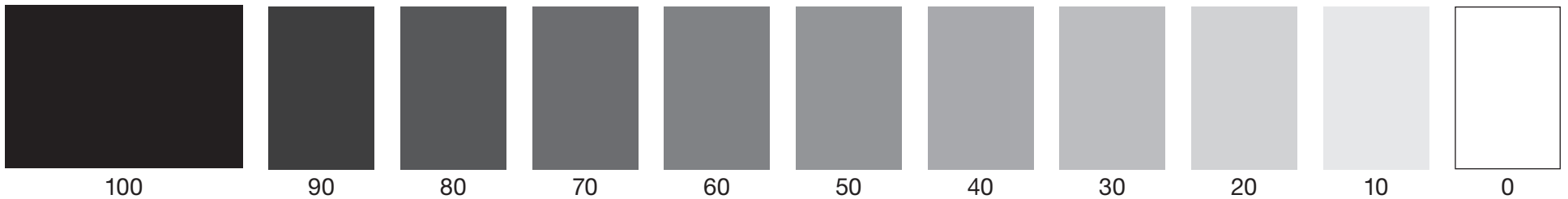
PANTONE 200C
CMYK 3 100 70 12
RGB 186 12 47
HEX BA0C2F



BLACK

PANTONE Black C
CMYK 35 35 35 100
RGB 00 00 00
HEX 000000

Grayscale



District 214 Education Foundation

Do you remember the first time someone believed in you more than you believed in yourself? The first time you overcame a monumental challenge? The first time you realized your success was empowered by people who gave you a chance to excel? You can gift those moments.

The District 214 Education Foundation believes the best way to empower our schools and our communities is to come together with the recognition that we are all part of something greater than ourselves, and the knowledge that, working together, we can make a difference.

Mission Statement

The District 214 Education Foundation supports students and their families through school and throughout life by strengthening their education, fostering their well-being, and expanding their opportunities.

The Education Foundation Logo

The District 214 Education Foundation Logo is the combined symbol and wordmark - including the words "Education Foundation."

Primary Logo



Alternative Logos



District 214 Community Education

District 214 Community Education is one of the longest running public high school community education programs in the state of Illinois.

Started in 1947, our program has had 75 years of experience in bringing high-quality youth and adult enrichment programs and continuing education classes to the residents of Arlington Heights, Buffalo Grove, Des Plaines, Elk Grove Village, Mount Prospect, Prospect Heights, Rolling Meadows, Wheeling, and beyond.

Mission Statement

Our mission is to provide residents of all ages with meaningful experiences, exceptional enrichment programming and personal enjoyment to create memorable and impactful opportunities for lifelong learning.

The Community Education Logo

The District 214 Logo is the combined symbol and wordmark, including High School District 214.

Primary Logo



Alternative Logos



District 214 Community Education

Community Education Program Logos

Some community education programs require their own logo to help set them apart from competing programs.

Third-party Logos

Community Education partners with many government and non-government organizations, local groups and individuals to bring relevant, quality continuing and adult education to the District 214 community.

Classes and Programs Listings

Most Community Education classes and programs are generally listed using the primary typeface (Helvetica) keeping visual identity consistent, simple and to maintain optimum readability for the multitude of audiences District 214 Community Education serves.



High School District 214 School Brand Guidelines

Buffalo Grove High School
Elk Grove High School
John Hersey High School
Prospect High School
Rolling Meadows High School
Specialized Schools
Wheeling High School

Buffalo Grove High School Logo

Primary Logo



Alternative Logos



Additional Graphic Elements



Buffalo Grove High School Color Palette and Typography

Color Palette



BISON BLUE

PANTONE 280C
CMYK 100 85 5 22
RGB 1/33/105
HEX 002169



BISON ORANGE

PANTONE 151C
CMYK 0 55 100 0
RGB 255 130 0
HEX FF8200

Typography

Oswald

Aa

Light

Aa

Medium

Aa

Bold

Zilla Slab

Aa

Aa

Light

Aa

Aa

Regular

Aa

Aa

SemiBold

Aa

Aa

Bold

Source Sans Pro

Aa

Aa

Extra Light

Aa

Aa

Light

Aa

Aa

Regular

Aa

Aa

SemiBold

Aa

Aa

Bold

Aa

Aa

Black

Alpha Slab One

Aa

Regular

Elk Grove High School Logo

Primary Logo



Alternative Logos



Additional Graphic Elements



Elk Grove High School Color Palette and Typography

Color Palette



ELK GROVE GREEN
PANTONE 357C
CMYK 84 40 100 40
RGB 1/33/105
HEX 002169



ELK GROVE GOLD
PANTONE 143C
CMYK 0 25 78 5
RGB 241 180 52
HEX F1B434

Typography

Helvetica

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Light	Regular	Medium	Bold	Heavy	Black

PREMIER LEAGUE

A

Regular

John Hersey High School Logos

Primary Logo



Alternative Logos



Additional Graphic Elements



John Hersey High School **Color Palette and Typography**

Color Palette



HERSEY BROWN

PANTONE 476C
CMYK 48 67 75 55
RGB 81 54 40
HEX 513628



HERSEY ORANGE

PANTONE 165C
CMYK 0 74 98 0
RGB 242 103 36
HEX F26724

Typography

Eurostile

Aa Aa **Aa** Aa Aa

Aa *Aa* ***Aa*** ***Aa*** ***Aa***

Regular Medium Bold Heavy Black

OLD SPORT ATHLETIC

A

Regular

Brush Script M7

Aa

Regular

BEBAS

A

Regular

Prospect High School Logos

Primary Logo



Alternative Logos



Additional Graphic Elements



Prospect High School Color Palette and Typography

Color Palette



PROSPECT NAVY

PANTONE 2768C
CMYK 82 57 0 71
RGB 7 29 73
HEX 071D49



PROSPECT BLUE

PANTONE 542C
CMYK 51 21 0 22
RGB 123 175 212
HEX 7BAFD4

Typography

Helvetica

Aa Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa Aa
Light Regular Medium Bold Heavy Black

Helvetica Condensed

Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa
Light Regular Medium Bold Black

Rolling Meadows High School Logos

Primary Logo



Alternative Logos



Rolling Meadows High School Color Palette and Typography

Color Palette



ROLLING MEADOWS PURPLE

PANTONE 268C
CMYK 77 98 0 10
RGB 92 40 128
HEX 5C2880



ROLLING MEADOWS GOLD

PANTONE 123C
CMYK 2 23 92 0
RGB 255 196 23
HEX FFC417

Typography

Helvetica

Aa Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa Aa
Light Regular Medium Bold Heavy Black

AYT Lynn

Aa Aa
Aa Aa
Regular Bold

Wheeling High School Logos

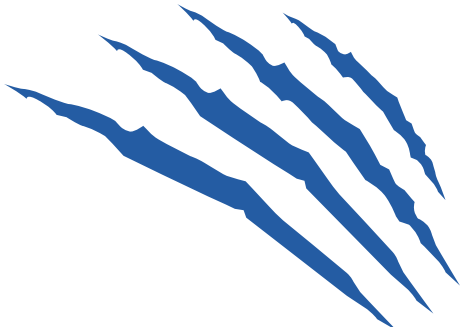
Primary Logo



Alternative Logos



Additional Graphic Elements



Wheeling High School Color Palette and Typography

Color Palette



WHEELING BLUE
PANTONE 647C
CMYK 77 98 0 10
RGB 92 40 128
HEX 5C2880



WHEELING GOLD
PANTONE 143C
CMYK 0 25 78 5
RGB 241 180 52
HEX F1B434

Typography

Helvetica


Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa
Light	Regular	Medium	Bold	Heavy	Black

VARSIITY TEAM

A

Bold

The District 214 Stationery



HIGH SCHOOL DISTRICT 214
2121 South Goodpastor Road
Arlington Heights, Illinois 60005
847.733.7000
www.d214.org


Dr. Scott Rowe
Superintendent

Buffalo Grove High School | Elk Grove High School | John Hersey High School | Prospect High School | Rolling Meadows High School | Wheeling High School
Specialized Schools International Newcomer Academy | Life Teacher Program | The Academy at Forest View | Vanguard School | Young Adult Program
District 214 Community Education | District 214 Educational Foundation



BUFFALO GROVE HIGH SCHOOL
1700 West Dundee Road
Arlington Heights, IL 60004
847.733.7000
www.d214.org/bgs

Dr. Scott Rowe
Superintendent
Jeff Warkle
Principal




ELK GROVE HIGH SCHOOL
800 West Elk Grove Boulevard
Elk Grove Village, IL 60007
847.733.4422
www.d214.org/egs

Dr. Scott Rowe
Superintendent
Dr. Paul Kelly
Principal



JOHN HERSEY HIGH SCHOOL
1900 East Thomas Street
Arlington Heights, IL 60004
847.733.7000
www.d214.org/jhs

Dr. Scott Rowe
Superintendent
Heath Hufsch
Principal




PROSPECT HIGH SCHOOL
801 West Kensington Road
Mount Prospect, IL 60056
847.733.4300
www.d214.org/pshs

Dr. Scott Rowe
Superintendent
Greg Minter
Principal




ROLLING MEADOWS HIGH SCHOOL
2024 West Center Road
Arlington Heights, IL 60006
847.733.7000
www.d214.org/rms

Dr. Scott Rowe
Superintendent
Maegan Kelly
Principal



WHEELING HIGH SCHOOL
900 South Elmwood Road
Wheeling, IL 60090
847.733.7000
www.d214.org/whs

Dr. Scott Rowe
Superintendent
Bradford Hubbard
Principal




SPECIALIZED SCHOOLS
2121 South Goodpastor Road
Arlington Heights, IL 60005
847.733.7000
www.d214.org/specializedschools

Dr. Scott Rowe
Superintendent
Valerie Harris
Principal



THE ACADEMY AT FOREST VIEW
2121 South Goodpastor Road
Arlington Heights, IL 60005
847.733.7173
www.d214.org/academy

Dr. Scott Rowe
Superintendent
Valerie Harris
Principal
Jack O'Hara
Associate Principal




INTERNATIONAL NEWCOMER ACADEMY
2121 South Goodpastor Road
Arlington Heights, IL 60005
847.733.7173
www.d214.org/newcomer

Dr. Scott Rowe
Superintendent
Valerie Harris
Principal
Janice Aguilar
Associate Principal



LIFE PROGRAM
2121 South Goodpastor Road
Arlington Heights, IL 60005
847.733.7000
www.d214.org/life


Dr. Scott Rowe
Superintendent
Valerie Harris
Principal
Jack O'Hara
Associate Principal



VANGUARD SCHOOL
A School of Personalized Learning
2121 South Goodpastor Road
Arlington Heights, IL 60005
847.733.7322
www.d214.org/vanguard


Dr. Scott Rowe
Superintendent
Valerie Harris
Principal
Scott Sullivan
Associate Principal

The District 214 Business Cards



Dr. Scott Rowe
Superintendent
847-718-7600
scott.rowe@d214.org
www.d214.org

High School District 214
2121 South Goebbert Road
Arlington Heights, Illinois 60005



Jeff Wardle
Principal
847-718-4010
jeff.wardle@d214.org
www.d214.org/bghs

Buffalo Grove High School
1100 West Dundee Road
Buffalo Grove, Illinois 60089



Dr. Paul Kelly
Principal
847-718-4410
paul.kelly@d214.org
www.d214.org/eghs

Elk Grove High School
500 West Elk Grove Boulevard
Elk Grove Village, Illinois 60007




Heath McFaul, Ed.D.
Principal
847-718-4810
heath.mcfaul@d214.org
www.d214.org/jhhs

John Hersey High School
1900 East Thomas Street
Arlington Heights, Illinois 60004




Greg Minter
Principal
847-718-5210
greg.minter@d214.org
www.d214.org/pchs

Prospect High School
801 West Kensington Road
Mount Prospect, Illinois 60056




Megan Kelly
Principal
847-718-5610
megan.kelly@d214.org
www.d214.org/rmhs

Rolling Meadows High School
2901 West Central Road
Rolling Meadows, Illinois 60008



Bradford Hubbard
Principal
847-718-7010
bradford.hubbard@d214.org
www.d214.org/whs


Wheeling High School
900 South Elmhurst Road
Wheeling, Illinois 60090



Valerie Norris
Principal
847-718-7888
valerie.norris@d214.org
www.d214.org/specializedschools

The Academy at Forest View
Early College Center (ECC)
International Newcomer Academy
Life
Vanguard School
Young Adult Program (YAP)

Specialized Schools
2121 South Goebbert Road
Arlington Heights, Illinois 60005



Janice Aponte
Associate Principal
847-718-7836
janice.aponte@d214.org
www.d214.org/specializedschools


International Newcomer Academy and Early College Center (ECC)
2121 South Goebbert Road
Arlington Heights, Illinois 60005



Jack O'Neal
Associate Principal
847-718-7771
john.oneal@d214.org
www.d214.org/specializedschools



The Academy at Forest View and Life
2121 South Goebbert Road
Arlington Heights, Illinois 60005



Scott Scholten
Associate Principal
847-718-7877
scott.scholten@d214.org
www.d214.org/specializedschools

Vanguard School and Young Adult Program (YAP)
2121 South Goebbert Road
Arlington Heights, Illinois 60005