
BRAND GUIDELINES

ROSENDALE-BRANDON SCHOOL DISTRICT

Rosendale-Brandon School District
Brand Guidelines
Version 1.0 - 2024

300 W Wisconsin Street
Rosendale, Wisconsin 54974

P 920-872-2851
E info@rbsd.k12.wi.us

www.rbsd.k12.wi.us

TABLE OF CONTENTS

Welcome.

Welcome to the Rosendale-Brandon School District Brand Guidelines. This document contains information about how our brand should be used in print and digital materials ensuring it remains consistent.

Using our brand correctly is extremely important to us, so we ask that the guide is always referred and adhered to.

We hope you enjoy getting to know our brand better.

1.0	The Brand
2.0	Logos
3.0	Colors
4.0	Typefaces
5.0	Elements
6.0	Brand In-Use
7.0	Social Media
8.0	Sub Brands

1.0

THE BRAND

Our brand is more than our name or our logo. It's the sum total of everything we say and do. Our brand connects people to who we are as an organization and what we want to be known for.

This guide will explain how to use our visual identity with confidence and clarity. Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable and innovative communications.

Mission:

Blending small school values with large school opportunities to inspire families, students, and staff to choose Rosendale-Brandon schools.

Vision:

To be the school district where families, students, and staff choose to live, learn, and work.

Motto:

The District of Choice

District Official Name

Rosendale-Brandon School District

District Name Abbreviated

RBSD

District School Names

Laconia Elementary, Laconia Middle School, Laconia High School

District Mascot

Spartans

2.0 LOGOS

The most identifiable element of our identity is our logo. Consistent use of our logo is key to building brand equity and retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

Green or Black on Light



White on Dark or Images



2.1 DISTRICT LOGOS

Graphic



Horizontal



Stacked



2.2 BUILDING LOGOS

Graphic



Horizontal

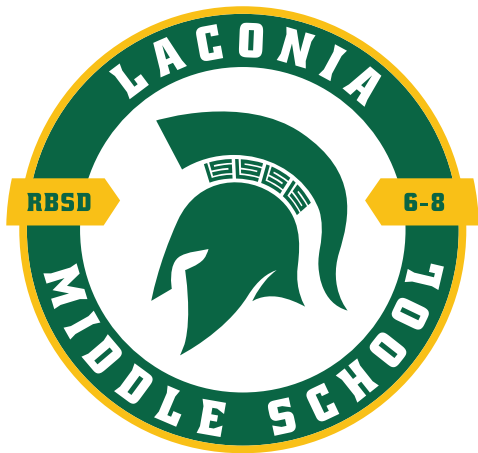


Stacked



2.2 BUILDING LOGOS

Graphic



Horizontal



Stacked



2.2 BUILDING LOGOS

Graphic



Horizontal



Stacked



2.3 SPARTAN LOGOS

Graphic



Horizontal



Stacked



2.4 LOGO VIOLATIONS

Correct usage of all marks is critical to building and maintaining a successful brand identity. As a general rule, do not alter, separate, reposition or recreate lockups, wordmarks or brandmarks in any way. The below violations are not all inclusive and apply to all logos included in this guide. If you have any questions about usage, please reach out to the District.



NO

Do not apply a gradient to the icon or wordmark.



NO

Do not rotate the logo.



NO

Do not change the logo color or tone outside of the RBSD green and gold.



NO

Do not distort or warp the logo in any way.



NO

Do not center and stack the typeface and icon.



NO

Do not change the typeface or manipulate/flip the icon.

3.0 COLORS

Our brand includes a color palette designed to be bold, strong and distinctive. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our color palette is applied consistently.

Spartan Green



PMS 3425 C
 HEX #006341
 RGB 0 99 65
 CMYK 100 0 34 61

Spartan Gold



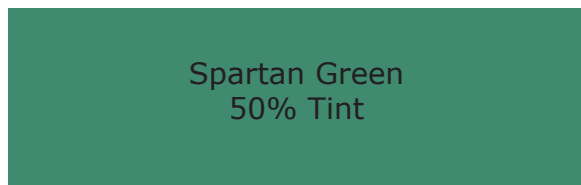
PMS 1235 C
 HEX #ffb81c
 RGB 255 184 28
 CMYK 0 28 89 0

Black



PMS Black
 HEX #000000
 RGB 0 0 0
 CMYK 0 0 0 0

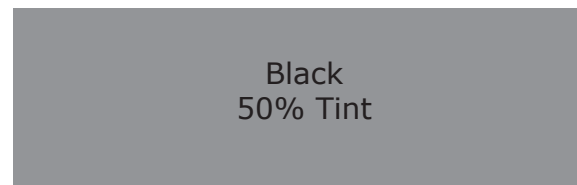
Acceptable Alternatives: Spartan colors may be reduced in tint and opacity percentages sparingly as accents in design and when the purpose cannot be achieved with the above main brand colors. Sample reductions below:



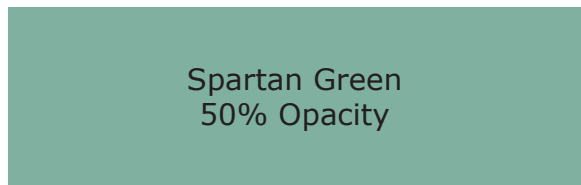
Spartan Green
50% Tint



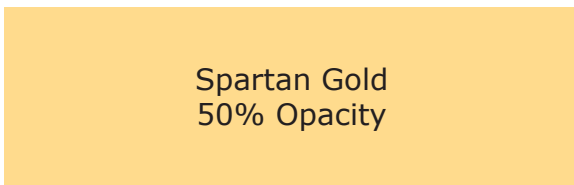
Spartan Gold
50% Tint



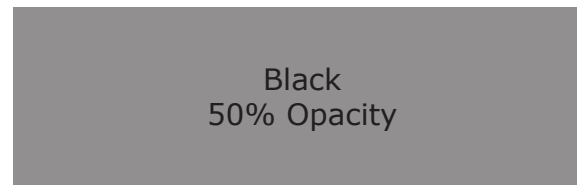
Black
50% Tint



Spartan Green
50% Opacity



Spartan Gold
50% Opacity



Black
50% Opacity

4.0 TYPEFACES

The use of consistent typography reinforces a cohesive look in all RBSD communications. The following provides standard font sets and their intended use. Fonts have been selected based on availability in District-used programs. Additional fonts may be used in marketing and communications materials as at the discretion and approval the District Administration.

Header Font (20pt)

Intended for headers, subheads and call outs in print and digital publications.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Georgia Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Body Font (11pt)

Intended for body copy in print and digital publications.

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Verdana Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

Accent and Logo Font

May be used when the fonts listed above are unavailable or as alternate header.

ALLEYOOP

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

4.0 TYPEFACES

Please see sample font uses below.



Laconia High School
Weekly Family Updates

February 29, 2024

Important Upcoming Dates
 March 12 - ACT Testing for Juniors
 March 26 - End of 3rd Quarter
 March 27 - April 1 - Spring Break

IMPORTANT BUS INFORMATION
 If you have any questions, concerns or changes please make sure to contact Johnson Bus Company at (920) 921-3003. Because our bus routes are full, students will not be allowed to ride a different bus home with other students this year.

Yearbooks
 Order your yearbooks! Please go to the link to order yours today!
[ORDER NOW LINK](#)


South Shore Umpire Clinic
 See pamphlet here

Parking Permits
 Permits must be purchased if your student is driving to school and parking in the lot. Please see Brenda or Penny for the amount owed since it changes throughout the year. Please remind them to not park in any of the numbered stalls also.

Pre-Excuse Absence Form
 If a student is going to be absent from school, a Pre-Planned Absence Form should be completed and turned in prior to the absence. Forms are available in the office and online on the school district website. A signed note from a parent will also be accepted. The student will simply attach the note to the Pre-Planned Absence Form.

From the Counselor's Office
 College Informational Events for Juniors & Seniors
 • College Preview Day at Moraine Park Technical College is Wednesday, March 13, 2024, from 9:30 am-12:00 pm. (Fond du Lac Campus-Conference Center 0-2 Doors) Must register by March 6 here. You will visit two program areas that you select in advance and tour the campus.

Check out the GENERAL INFORMATION and COMMUNITY NEWS portions of the Thursday email!



Laconia High School
Student Announcements

March 4, 2024

Pre-Excuse Absence Form
 If a student is going to be absent from school, a Pre-Planned Absence Form should be completed and turned in prior to the absence. Forms are available in the office and online on the school district website. A signed note from a parent will also be accepted. The student will simply attach the note to the Pre-Planned Absence Form.

Yearbooks
 Order your yearbooks! Please go to the link to order yours today!
[ORDER NOW LINK](#)

Detention Dates
 Monday, March 4 - after school detention is with Ms. O'Toole in room 205
 Tuesday, March 5 - before school detention is with Mr. Milton in room 238

Important Dates for Sports
 Friday, March 1
 Boys Basketball - Regionals at Sheboygan Lutheran 7:00pm
 Livestream: <https://www.youtube.com/channel/UC3vDgfc1Lj7DXvZQyiYewVQ>
 or <https://www.youtube.com/@lhssports>

5.0 ELEMENTS

Design elements below are intended to connect the Spartan icon to digital and print materials. The below elements can be used in full or part but should not be stretched or distorted.



6.0 BRAND IN-USE



6.0 BRAND IN-USE



6.0 BRAND IN-USE



6.0 BRAND IN-USE



6.0 BRAND IN-USE

ROSENDALE BRANDON
SCHOOL DISTRICT

The District of Choice

ROSENDALE BRANDON
SCHOOL DISTRICT

The District of Choice

ROSENDALE BRANDON
SCHOOL DISTRICT

Wayne Weber
Superintendent

Rosendale-Brandon School District
301 W Division St, Rosendale, WI 54974
P 920-872-2851 | webeway@rbsd.k12.wi.us
www.rbsd.k12.wi.us

920-872-2161 • 301 W Division Street, Rosendale, Wisconsin 54974 • www.rbsd.k12.wi.us

School District Follow Up

Recipients

School District Follow Up

Hello,
It was a pleasure talking with you today. As a follow-up, please let me know if you have any additional questions regarding our schools.

Have a great day!

Wayne Weber
Superintendent

Rosendale-Brandon School District
300 W Wisconsin St, Rosendale, WI 54974
P 920-872-2851 | www.rbsd.k12.wi.us

The District of Choice

Georgia

B I U A

Send

6.0 BRAND IN-USE

LACONIA HIGH SCHOOL
RBSD
The District of Choice

ROSENDALE BRANDON SCHOOL DISTRICT
The District of Choice

LACONIA HIGH SCHOOL
RBSD

Diane Raue
High School Principal

Laconia High School
301 W Division St, Rosendale, WI 54974
P 920-872-2261 | www.rbsd.k12.wi.us

920-872-2161 • 301 W Division Street, Rosendale, Wisconsin 54974 • www.rbsd.k12.wi.us

Laconia Schools

Recipients

Laconia Schools

Hello,
It was a pleasure talking with you today. As a follow-up, please let me know if you have any additional questions regarding our schools.

Have a great day!

Diane Raue
High School Principal

LACONIA HIGH SCHOOL
RBSD

Laconia High School
301 W Division St, Rosendale, WI 54974
P 920-872-2161 | www.rbsd.k12.wi.us

The District of Choice

Send

7.0

SOCIAL MEDIA

Social media isn't just an important part of the internet - it is the internet. It's where the majority of our online time and attention lives. This section presents the visual layouts of our social media channels to communicate a strong, consistent voice.

Purpose

Celebrate Students
Connect with Families
Build Community

Social Profiles

facebook.com/RBSD.Spartans

Voice and Tone

Approachable, Cheerful, and Upbeat
Avoid being sarcastic or mocking in any way.

Language and Grammar

People-first and inclusive language with proper grammar.

Hashtags

#RBSD
#LaconiaSpartans

Formatting

Begin post copy with engaging phrases. Include enough context to complete the message while keeping posts as brief as possible. Include supporting links in copy when appropriate and end with District hashtags on a separate line. Avoid overuse of emojis.

Multimedia Standards

Photography and video should be high quality and display students and staff positively. Avoid stretching or editing photos in a way that distorts or changes a person's appearance. Graphics should be created to support the message and draw attention. Graphics should include consistent design elements and use brand approved colors and fonts. Avoid overly busy graphics that distract or confuse the intended message.

Social Care

Respond within 24 hours of any comment clearly requesting a response. Where negativity exists, respond generically to the public post and send private message to offer verbal follow-up with District.

8.0 SUB-BRANDS

Below are examples of the variations for sub-brands that exist within our schools. This collection is not all-inclusive and any approved club, team, or group within our schools can request their logo(s) from District Administration.



