

A community of learners who believe in academic excellence!



Independence Community School District

Serving the Communities of Brandon, Rowley & Independence

Introduction

This document provides general guidelines for the correct usage of the established trading name Independence Community School District and logo treatment. The Independence Community School District or ICSD is the trade name. A "trade name" refers to the name the organization will use in the general marketplace or public domain. ICSD will appear in all promotional collateral and informational materials produced for public consumption or the media. [Instances where the acronym "ICSD" is used predominantly, it is advised to show Independence Community School District in supporting subheadings or text if possible.]

Logo Presentation Guidelines

The ICSD logos/trademarks communicate ICSD's commitment to excellence, our sense of community, and, most of all, our passion to educate people to be lifelong learners and respectful, responsible citizens. They should be used for all official ICSD events, documentation, publications, etc. Since the logos are valuable legal and intellectual assets, unauthorized usage is prohibited.

Logo Names

Mustang "I"

The Mustang "I" logo should not stand alone, with the exception of approved athletic program uses, and should be used in close proximity to the text "Independence Community School District", "Indee Mustangs", "Mustangs", or "ICSD".

Mustang Head

The Mustang Head logo should not stand alone, with the exception of approved athletic program uses, and should be used in close proximity to the text "Independence Community School District", "Indee Mustangs", "Mustangs", or "ICSD".

Logo Coloration & Uses

The official colors of the Mustang "I" logos and Mustang Head logo are as follows:

- The maroon elements shall be - Pantone Matching System (PMS) 1815
- The Light Gray areas in the Mustang Head logo shall be – Cool Gray 2
- The main body of the Mustang Head logo shall be - White
- Any added text elements shall be black and may be reversed to white on a dark background

The Pantone Matching System is a popular color matching system used by the printing industry

Below is a sample of the color conversions in each of the major color environments. The PMS to CMYK conversions are accurate however the RGB conversions were chosen to be as close as possible to the PMS/CMYK values. In any case, the SWAT colors listed above are the official colors and the standard to go by.

Color	PMS	CMYK	RGB (HTML)
Maroon	1815	0, 90, 100, 51	138, 31, 3 or 8A1F03
Light Gray	Cool Gray 2	0, 0, 0, 10	230, 231, 232 or E6E7E8
Black	Black	0, 13, 49, 98	38, 28, 2 or 261C02

The chosen logo color scheme should contrast with the background so it is noticeable. Color schemes mentioned here are the preferred logo standards and should be used whenever the ICSD brand is shown.

Printing the Mustang “I” or Mustang Head on a light background options:

- Use the correct four color logo
- Use a one color black only version

Printing the Mustang “I” or Mustang Head on a dark background options:

- Use a one color white only version
- Use a one color silver only version
- Use a one color silver foil version
- Do not display the ICSD logo in forms other than those specified in this guide
- In order to keep the eminence of the logo, do not shade, recolor, rotate, redraw, or distort the logo in any way.
- Do not place the logo within text or headlines of articles. (Document headers are not the same as article headlines.)

Logo Sizing

Minimum size for printed documents:

- Mustang “I”: .22” wide by .31” tall
- Mustang Head: .80” wide by .46” tall

Minimum electronic display size:

- Mustang “I”: 16 pixels wide by 23 pixels tall

- Mustang Head: 52 pixels wide by 32 pixels tall

Maximum Size: None

Clear Space Requirement

The logos/trademarks should always have a clear space around them equal to at least ¼ the width of the logo.

Logo Usage Approval Process

The logos/trademarks shall be used only by recognized district programs/organization and outside vendors who have gained the expressed written consent of ICSD. If an ICSD employee, representative, student or alumni wishes to deviate from the guidelines outlined in this ICSD logo policy they must submit a written request to the Licensing Committee for approval. This is done to allow ICSD entities some creativity while still ensuring the quality and essence of the logos/trademarks is not compromised. All outside vendors desiring to utilize the logos/trademarks on their materials must submit the ICSD Logo Licensing Form. All logo forms submitted will be reviewed within four weeks of receiving your request.

Logo Usage Violations

Anyone found in violation of this policy will be asked to remove the ICSD logo from their paraphernalia and/or electronic form of communication immediately. Action may be sought against any entity remaining in compliance of this policy.

Electronic Usage

The official versions of the ICSD logos/trademarks will be provided by ICSD after the party has been requested permission to use the logo/trademark.

Paraphernalia Usage

The ICSD logo can be used on various paraphernalia items after receiving approval from the ICSD Licensing Committee. If these items are to be sold you must go through the formal approval process including an approval of your Vendor Licensing Application and upon receipt of your Vendor License Number. Any ICSD paraphernalia sold during events goes through the formal approval process, including an approval from the members of the ICSD Licensing Committee to ensure it adheres to the guidelines of this policy.

In order to uphold the integrity of the ICSD brand, logo/trademark use is prohibited on several inappropriate items including but not limited to the following:

- Undergarments
- Fireworks and other explosives
- Firearms
- Alcohol containers
- (An individual's use of the logo for purposes other than acknowledging ICSD affiliation or participation in our programs/organizations)

Questions regarding the use of the ICSD logos/trademarks should be directed to:

Independence Community School District

Attn: ICSD Licensing Committee

1207 1st Street West

Independence, IA 50644

319.334.7400

www.indee.k12.ia.us