

Smyrna School District Branding Kit

A branding kit provides our staff and stakeholders with the tools and information they need to uphold the Smyrna School District brand, consistently. This is a set of guidelines for the visual components of the SSD brand. Branding kits create recognition with stakeholders and community members, as well as brand loyalty. Additionally, having all of these assets in one place allows for simplified marketing for more than just the marketing team.

Approved District Logos



Approved District Colors

The below colors should be used for all SSD applications. Alternative shades should be avoided. Smyrna Red and White are the primary colors. Gray and Black should be used sparingly or as background colors.



Smyrna Red: #ed0000
RGB: (237, 0, 0)



White: #ffffff
RGB: (255, 255, 255)



Gray: #a6a6a6
RGB: (166, 166, 166)



Black: #000000
RGB: (0, 0, 0)

Approved District Typography

The font family, Times New Roman, should be employed for all District communications. The font family, Calibri, should be employed for District signage for clear legibility. For email correspondence, use the pre-selected font. Please note: For posters, merchandise, and the like, you may use a font other than these listed. Times New Roman and Calibri are for official documents and signage only.

Times New Roman
Times New Roman Regular
Times New Roman Italic
Times New Roman Bold Italic
Times New Roman Bold

Calibri Family
Calibri Regular
Calibri Italic
Calibri Bold Italic
Calibri Bold

Approved District Email Signatures

Please refrain from using non-District-approved colors. Font choice can vary, but please avoid fonts that are child-like in nature (e.g. Comic Sans). It is acceptable to use a "signature" style font for your name, but please make sure that it is legible. Additionally, the use of quotes or non-District-related images is prohibited. Below are examples, but they are not requirements. You are permitted to use any of the logos in the Branding Kit in your signature.

First Last

Title

School/Building/Office

Address of above

Office #: (Ext. #)

Fax #: (if applicable)

First Last

Title

School/Building/Office

Address of above

Office #: (Ext. #)

Fax #: (if applicable)



QR Code for downloadable logos

Questions:

Email Jessalynn Kenton, *Community Relations and Family Engagement Specialist* at
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