Ionia High School

Graphic Identity
Standards Manual

Table of Contents

Our Mission

The identity of an organization is a product of its conduct, its commitment to a common goal, and how it presents itself to the community. At Ionia High School, we strive to serve our students to the best of our ability, offering education that embodies our core values of Growth Mindset, Respect, Integrity, and Teamwork (GRIT). In order for the school to be effective in this mission, it is necessary to present a unified, consistent image to the public, as everything we do reflects on the reputation of the school and should be a source of pride for our faculty, students, and community. To assure that the identity of the school stays true to our values and standards of excellence, we ask that all publications and marketing materials adhere to our branding guidelines, which are given in detail both in our website and the Ionia High School Graphic Identity Standards Manual.

All IHS Identities are to adhere to our primary and secondary color profiles without exception, details of which are located in the Color Profile page. The seven identities of Ionia High School are available for limited customization, with most of them available in multiple colors and backgrounds. The Bulldog, Block I, and Cursive I identities give the option of adding text for individual school organizations to make them their own. The Ionia Public Schools Identity is included on the website for download and use as well.

While many logos are available for use by school organizations and faculty, the school has coalesced around its primary identities of the Bulldog and Block I, which are the defining symbols of our school and are to be used in the vast majority of situations.

As an added incentive for faculty and students to adhere to our graphic standards, high resolution PNGs of every acceptable variation of every identity are available for download at dfuller0.wixsite.com/ihsbrand, including the colors of our Color Profile. Each picture file includes a background from our Color Profile to ensure they are not put on an incorrectly colored background.

By practicing discipline with our public image and presenting a consistent brand, implementation of the Ionia High School Graphic Identity Standards will allow us to build and maintain an identity worthy of our school and our community, one that shows the world who we really are.

Color Profile

In order to create a consistent identity, all IHS graphics are made with the following colors. Most identities will use our primary color scheme. In limited instances, such as Purple Week or specific athletics, colors from our secondary color scheme may be used. In addition, all backgrounds for our identities are limited to these colors, with specific backgrounds chosen to compliment the different variations of each identity.
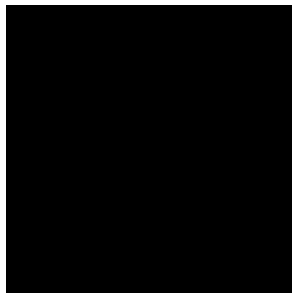
Primary Color Scheme

Bulldog Blue
Pantone 286
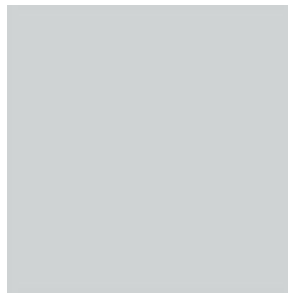RGB: 0, 51, 171
CMYK: 100, 88, 0, 0
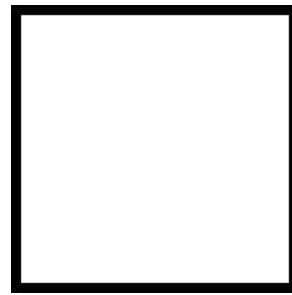
White
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Secondary Color Scheme

Black
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90

Bulldog Gray
Pantone 427
RGB: 208, 211, 212
CMYK: 17, 12, 12, 0

Ionia Community
Awareness Purple
Pantone 268
RGB: 85, 37, 131
CMYK: 83, 100,10,3

Bulldog

Our mascot and one of our primary identities, the Bulldog of Ionia High School is the most recognizable and arguably the most popular symbol of our school. Over the years, many versions of the Bulldog have been used, including full-body bulldogs, pawprints, and bulldog heads of varying slobber levels. Be that as it may, this is the only approved Bulldog Identity and the one that represents our school with the most authenticity. The Bulldog may be modified with added text as needed.

Acceptable Variations

Full Color on White   Full Color on Black   Full Color on Blue   Full Color on Purple

Blue on White   Blue on Black

Black on White   Black on Blue   Black on Purple

Purple on White

Purple on Black

Gray on White

Gray on Black

Grey on Blue

Gray on Purple

Unacceptable Variations

Inverted

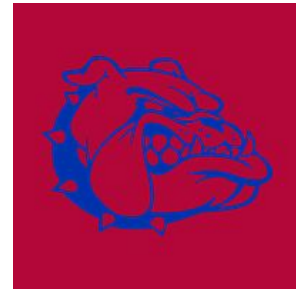Stretched Vertically

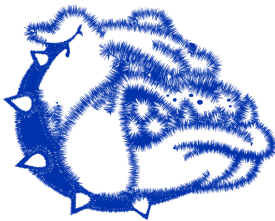Stretched Horizontally

Rotated

Wrong Logo!

Incorrect Fill Color

Incorrect Background Color
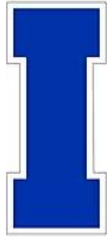
Graphic Effect

Shear

Drop Shadow

Block I

The Block I Identity is one of the major symbols of the school. In addition to standing alone, the Block I may be accompanied by text added by individual school organizations, so long as it follows the school color scheme. This iconic moniker is a touchstone for all students.

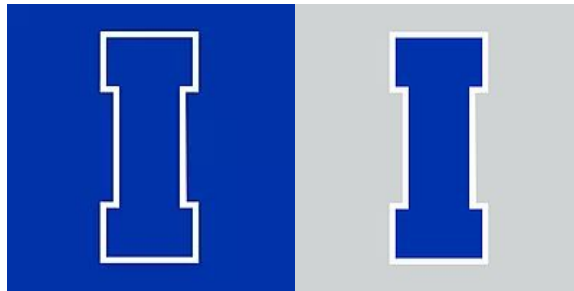## Acceptable Variations

Blue with
White Trim on White

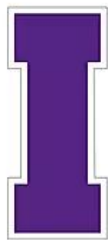Blue with
Gray Trim on White

Blue on Black

Blue on Blue
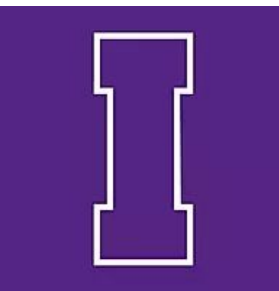

Blue on Gray

Purple on White
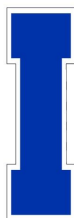

Purple on Black

Purple on Purple

Purple on Gray

Unacceptable Variations
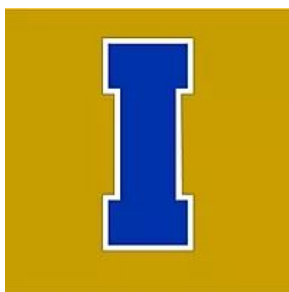

Stretched Vertically   Stretched Horizontally   Rotated

Shear   Incorrect Background Color   Incorrect Fill Color

Drop Shadow   Graphic Effect

Cursive I

Used mostly by the school Baseball and Softball teams, the Cursive I is a playful spin-off of the Block I Identity available to school athletics. In addition to standing alone, the Cursive I may be accompanied by text added by individual school organizations.

Acceptable Variations

Blue on White   Blue on Black   Blue with White Trim on Gray

Purple on White   Purple on Black   Purple with White Trim on Gray

Unacceptable Variations

Stretched Vertically

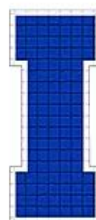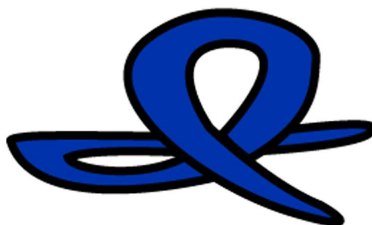Stretched Horizontally

Rotated

Incorrect Background Color

Incorrect Fill Color

Graphic Effect
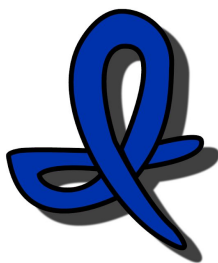
Drop Shadow

IHS Lockup

The IHS Lockup is a minimalist variation of the IHS Emblem simplified down to its essential elements for use on publications and banners as well as in our IHS Word Mark.

Acceptable Variations

Blue on White

Blue on Black

Black on White

Black on Blue

White on Blue

Unacceptable Variations

Stretched Vertically
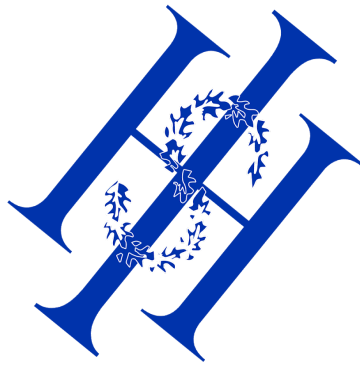
Rotated

Stretched Horizontally

Incorrect Fill Color

Incorrect Background Color

Graphic Effect

Added Elements

Shear

Drop Shadow

IHS Word Mark

The IHS Word Mark is a textual statement of who we are. Meant to be used primarily for publications and documents, this simple yet elegant symbol makes a memorable impression that reinforces the integrity of the school's identity.

Acceptable Variations

Blue on White

Blue on Black

Black on White

Black on Blue

White on Blue

Unacceptable Variations

Vertically Stretched

Horizontally Stretched

Incorrect Background Color
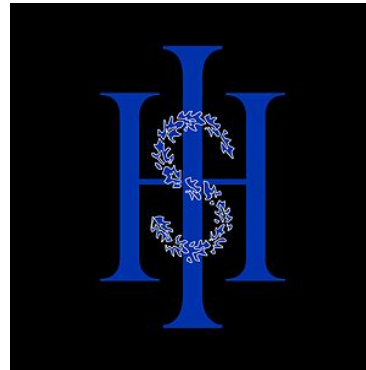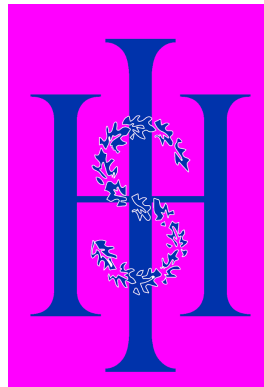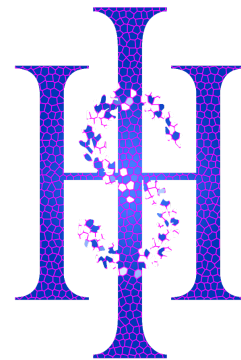

Incorrect Fill Color

Rotated

Shear

Drop Shadow

Graphic Effect

Added Elements

IHS Emblem

Created around 1951, the IHS Emblem is our oldest identity. Each element within our emblem is symbolic in character. The column used in our emblem, known as the Ionic Order, was created in the 6th century BC. The three columns within our emblem signify the achievements of the ancient Ionians. With that in mind, the columns of the "H" represent liberty and freedom joined together by a philosophy strong in justice, culminating in the central "I" column as the ultimate attainment of knowledge with culture and skill. The oak leaf chain which forms the "S" by entwining itself around the central column is a familiar symbol of tradition of long standing in the Ionia High School. For many years, when the Ionia High School was located on Union Hill, the junior class constructed and carried an oak leaf chain to honor the senior class at graduation ceremonies. Our emblem is an expression of all these attributes, which are the heritage of Ionians; its purpose is to inspire loyalty, pride, perseverance and honor within the heart of every Ionia Bulldog.

Acceptable Variations

| Blue on White | Black on White | White on Blue |

Unacceptable Variations

Stretched Horizontally

Stretched Vertically

Rotated

Shear

Incorrect Background and Fill Color

Added Element
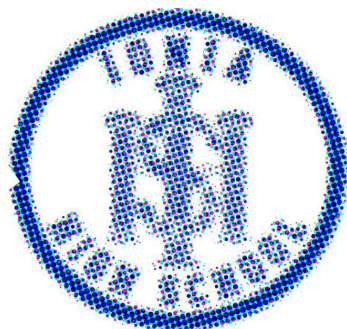
Graphic Effect

Drop Shadow

IHS Crest

The IHS Crest is another logo that has recently returned to prominence. Our Crest consists of a shield that includes the Winged Sandals of Hermes (athletics), the Lamp of Knowledge, the Mask and Lyre of the Arts, and the Scales of Justice, symbolizing important aspects of life at IHS. In reverence for our crest and similar to many university seals, only the IHS Principal, the IPS Superintendent, and the IPS Board of Education are permitted to use this identity.

Acceptable Variations
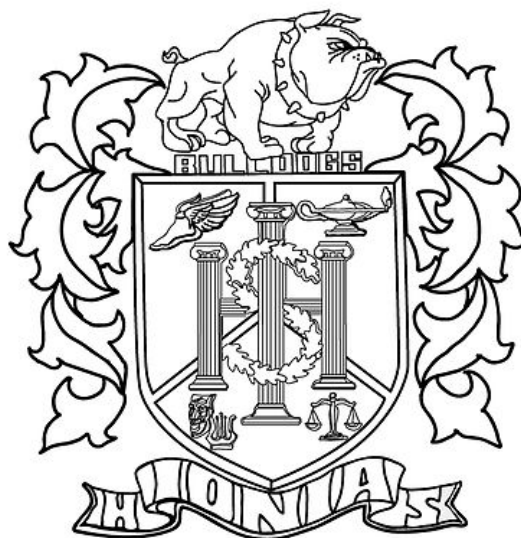
Full Color on White

Black on White

Unacceptable Variations

Vertically Stretched

Horizontally Stretched

Rotated

Incorrect Background Color
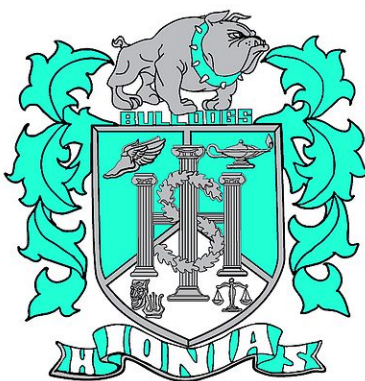
Incorrect Fill Color

Added Elements

Shear

Drop Shadow

Graphic Effect

Ionia Public Schools

The Ionia Public Schools Identity is the overarching symbol of the Ionia County School District and the office of the Superintendent. The sunrise is a representation of the hope that education gives the community and is a promise to offer all students the opportunity to build a bright future.

Acceptable Variations

Full Color on White

Black on White

Unacceptable Variations

Stretched Vertically

Stretched Horizontally

Rotated

Incorrect Fill Color

Incorrect Background Color

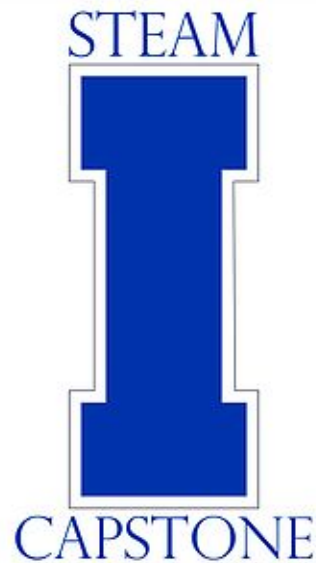Added Elements

Graphic Effect

Shear

Drop Shadow

About

Project 2020

The STEAM Capstone Class of 2020 was the first class of its kind at Ionia High School. The culminating course in the STEAM pathway, students are already well-versed with FANUC Robot technology, 3D printing, and graphic design software when they enter the class. The STEAM Capstone allows participants to use their new skills to solve a real-world problem while collaborating with a business partner in the community. This year, the goal of the course was to standardize the use of all IHS Identities (logos), give guidelines on how and when certain ones may be used, and create a unifying school image that would bring the school community closer together. The underlying issue was the largely unregulated use of school identities and the use of unofficial graphics in their place. To solve this, the course participants partnered with IHS Principal Ben Gurk to update existing school Identities and create internet and print based platforms to provide people access to the correct Identities and inform them about their correct usage.

About the Students

Kyle Baxter

As of the birth of the STEAM Capstone, Kyle Baxter was an aspiring author and Ionia High School student. He had experience in graphic design 3D modeling and printing as well as public speaking. With a chance to make a difference and help his community, he leapt at the chance to join the course. Having taken the other classes of the STEAM pathway the next logical step was to take a stab at the pathways final step, the STEAM Capstone. He was excited to have the opportunity to try project based learning in a team environment and looked forward to working with his compatriots.

Adam Beckhorn

Before participating in STEAM Capstone 2020, Adam Beckhorn had completed Graphics 1 and Robotics. Adam's goals for his STEAM Capstone were to get experience working on team projects and with other people's ideas. He was inspired to join STEAM Capstone after he learned he was eligible to join after taking previous courses. He really enjoyed using the software to get creative with Photoshop, Illustrator, and InDesign.

Garrett Siemen

At the time that the 2020 STEAM Capstone class started, Garrett Siemen had previously completed two STEAM Pathway courses: the FANUC Robotics Certification course and one semester of Digital Design (Graphics 1). Garrett came into the Capstone course with the goal of growing in his leadership and organizational skills. As an aspiring Air Force Developmental Engineer, he wanted to grow his skills involving the guidance of the development process. Another goal of his was to help future STEAM Capstone courses. By working with Mrs. Fuller during the inaugural class, he hoped to make the Capstone process smoother and more developed for future years.

Benjamin Toaz

A curious and adventurous soul, Ben Toaz fell down the rabbit hole of the STEAM Pathway much like Alice into Wonderland. A brief glimpse at the FANUC robot arm and the platoon of 3D printers in his sophomore year had him hooked for the rest of his high school career and ultimately inspired him to pursue engineering and entrepreneurship in his college studies. In his work in the STEAM Capstone Course, he thoroughly enjoyed developing his technical skills with graphic design and helping the STEAM Program make a positive impact on Ionia High School.

Acknowledgements

Special thanks to our instructor and mentor Mrs. Danna Fuller for giving us the skills to perform in this project and for being one of the most positive and encouraging people on Earth. Her guidance was instrumental in our execution of every aspect of this course and without her, the world would be a much less happy and colorful place. Special thanks also to Principal Ben Gurk, the initiator and business partner of the course. We have appreciated this opportunity to gain meaningful experience in the graphic design field, and have enjoyed working with him a great deal over the past semester. We hope that our work will continue to be useful to the school and community and further IHS's commitment to excellence every day. Finally, thank you to the entire staff at IHS for giving us a supportive, safe learning environment and for giving us the tools to change our lives for the better. We owe a lot to all of them, and we will look back on our days at IHS very fondly.