



Shakopee
PUBLIC SCHOOLS
EDUCATION FORWARD

BRAND AND
MESSAGING
GUIDE



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Why do we need a brand?

To enhance the public perception of our organization, we need to reinforce our brand through the consistent use of words, images and graphics.

Imagine a symphony orchestra. Before the lights dim, before the conductor raises the baton, a discordant blend of strings, percussion, and woodwind instruments squeaks and groans from the stage. It is only when the musicians begin playing in unison that we can appreciate their talents.

Every piece of communication that features the Shakopee Public Schools name represents an opportunity to tell our story. For maximum impact, we need every school, program, service and department to tell the same story. We need to play the same tune.

If your job involves communicating with any of our many audiences – prospective and current students and families, local businesses, community leaders and stakeholders – you are a Shakopee Public Schools brand ambassador. That means you are in a position to influence how people perceive us.

This guide is designed to help us strengthen our brand by consistently delivering messages that are clear, cohesive and compelling.

In doing so, we will maximize our ability to be seen, heard, recognized and valued. We will also help our community move education forward.

Our promise

In determining how we will present the district to our target audiences, we want to emphasize what makes us different from other school districts in our community.

Because of our student focus, and our desire to move education forward, we can confidently promise:

In Shakopee Public Schools, we are dedicated to offering an exceptional and innovative learning experience for every student.

Over time, the look of our marketing materials may evolve, but our brand does not. This is our essence, what we are known for, and the reason families should choose us, and businesses and stakeholders support us.

Our personality

Our brand personality reflects the traits that distinguish us from other school districts. It describes how we behave, how we fulfill our promise. In all of our communications, we should aim to:

Speak with integrity and compassion – a collaborative, community leader.

Chances are good you know people like this within the district. It may describe you. All district communications should strike the appropriate tone to reinforce these positive characteristics.

Know your audience

For most of the people we're trying to reach, our communications serve as a window to the Shakopee Public Schools educational experience.

We want to motivate audiences to take action – to enroll in our schools, attend an event, and apply for a job. To make a memorable impression, we must tailor our messages to specific audiences. Ask yourself:

-
- What do they care about most?
 - What is relevant to them?
 - What questions do they need answered?
-

Research indicates that most choices are influenced by feelings more than facts. Strive to engage your audience on an emotional level first by making a personal connection. Go beyond what a story is, and focus on why this information matters to your audience.

For example, seeing an increase in the number of students taking AP classes is a fact – a number – but conveying a story about how that improved the experience of a specific student creates a feeling. A family without young children may not pay attention to the school down the block, but knowing the school buses driving down their street are saving money – and the environment – demonstrates the district's commitment to the broader community.

If you don't know enough about your audience, do some research, or ask those who know the audience.

Key messages

Stressing our desire to move education forward is just a start. To strengthen our brand, we need to illustrate the benefits and impact of our approach. Every time you share an impressive story about your students, school or program, you reinforce the brand and bring our story to life.

There are many different reasons that people support Shakopee Public Schools. But, these messages represent the most compelling and relevant themes for all audiences we are trying to reach:

-
- Our strong college and career-ready curriculum prepares our students for the 21st century.
 - We enhance student learning by pairing excellent teaching with the latest instructional technology.
 - We expect our students to develop critical thinking skills, demonstrate character, and work well together.
 - The diversity of our district prepares students to be culturally-competent, global citizens.
 - Our students have the opportunity to excel in academics, athletics, and the arts.
 - We are fiscally responsible with taxpayer money.
-

Tone of voice

In all of our communications, our tone of voice should be friendly and approachable, not formal or academic vocabulary. We develop relationships with our students and families, and work side-by-side to help them get an exceptional education. That means:

- Copy should sound conversational. We are providing something of great value.
- Be inclusive – often using “we” and “our” instead of “Shakopee Public Schools.” When referring to the district, use “Shakopee Public Schools” instead of “District 720.”
- Be student-centric in words and visuals – focus more on personal stories, and how we provide what each student and family needs to be successful, and less on statistical justification of our excellence.
- Engage your audience on an emotional level. Focus first on why this story is important, then provide details about what they need to know.



ABOUT US

Shakopee Public Schools offers a complete educational experience early childhood through high school and even beyond. Our exceptional faculty and staff are dedicated to providing our community with the best educational opportunities so that our students are college and career ready.

Shakopee Public Schools works to foster a love for learning so that our students become lifelong learners that succeed in our diverse world. We are dedicated to helping our students excel and achieve their educational goals.

We offer exceptional programming from early childhood, to all-day, every-day Kindergarten, community education, Advanced Placement, College in the Schools courses, Project Lead the Way and Advancement Via Individual Determination (AVID) courses.

Our teachers have earned state honors for being some of the best in their fields. According to a 2013 survey, the top two qualities that residents reported liking the most about the district are our teachers and our emphasis on academics.

www.shakopee.k12.mn.us



- 70% of our teachers have a masters degree or higher
- We hire new teachers every school year to keep up with rapid growth, and maintain some of the smallest class sizes in the Twin Cities metro area.
- In 2015, the district earned the state's School Finance Award for the third year in a row. The district is proud of its healthy fiscal status.

Josie Koivisto
PRINCIPAL

Eagle Creek Elementary
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Shakopee, MN 55379

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www.shakopee.k12.mn.us



9,088 PROJECTED ENROLLMENT BY 2020, NEARLY 800 MORE STUDENTS THAN TODAY

335 THOUSAND SQUARE FEET OF NEW SPACE IN THE EXPANDED HIGH SCHOOL

102.5 MILLION DOLLAR BUILDING BOND APPROVED IN MAY 2014 REFERENDUM

2.5 MILLION DOLLARS PER YEAR FOR TECHNOLOGY DISTRICT-WIDE

2018 CONSTRUCTION COMPLETED BY FALL 2018



THE FUTURE BEGINS HERE



COMMUNITY EFFORT

Following the passage of the referendum, our school district engaged groups of community members, parents, teachers, and district staff to listen to the needs of our students and the community. The groups worked to plan the future of not only our facilities, but also our educational foundation. Each committee was tasked with a different part of the planning process and brought the key stakeholders to the planning table.

Committees include:

- **High School Core Planning Group**
Design and development of Shakopee High School
- **Inside Subcommittee**
Design and development of indoor activity spaces for physical education, athletics, intramurals, and community
- **Outside Subcommittee**
Design and development of outdoor field and activity support spaces
- **Perform Subcommittee**
Design and development of performance spaces at the high school

Thank you!

On May 6, 2014, district residents voted in favor of both school district referendum questions put before the community. The first question (86% Y; 14% N) was a bond referendum for an expansion to the current Shakopee High School and improvement of indoor and outdoor facilities. The expansion will help our district alleviate its enrollment crisis at all grade levels. The second question (81% Y; 19% N) was a levy to improve and enhance technology in our district.

WE LISTENED

The Shakopee community strongly expressed its desire to establish one high school in the March 2014 referendum and again in the successful May 2014 referendum. Our district listened and, as a result, a high school with a capacity of 2,300 students will be built and open in the fall of 2018.

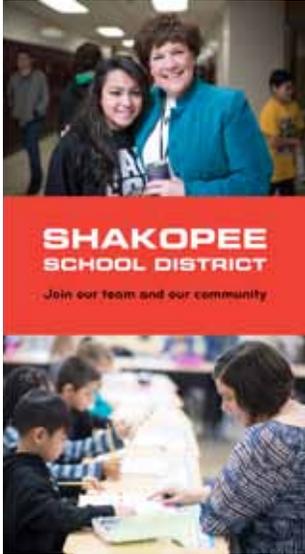
Many additional changes will unfold over the next two years. We will introduce the Academies of Shakopee with our expanded high school, transition Peavine 6th Grade Center back to an elementary school (K-5), and move our Josie High into middle schools (6-8). There will be new indoor and outdoor facilities, and game changing technology in our classrooms.

"The district is striving to make the educational experience of each student one that makes them college and career ready."

-Lue Maynard-Johnson, Parent and High School Core Planning Group



All Shakopee students will benefit from an added 100,000 square feet of classroom space.



AUGUST

Parent 8th-Grade Letter
8/15: Post Parent Information Night
8/16: Post Parent Information Night

SACD
8/15: New Family Meeting
8/16: School Leadership Team
8/22: All Staff Meeting

AUGUST

JULY							AUGUST							SEPTEMBER						
[Calendar grid showing days of the month]																				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
	2	3	4	5	6	7
			11	12	13	14
			18	19	20	21
			25	26	27	28
						29

MARCH 2015

EDUCATION FORWARD

Education Forward is a periodic newsletter mailed by the Shakopee Public Schools to all school district residents.

Gains in Academic Growth Throughout the District

Preliminary data shows great gains in math, reading, and kindergarten proficiency.

Shakopee has shown tremendous growth in both Math and Reading MCA3 (Minnesota Comprehensive Assessment) scores.

"Since the MCA3 Math was introduced 4 years ago and the MCA3 Reading two years ago, no district in our state has proficiency rates that have grown more or faster," said Dave Orsini, Data and Testing Administrator.

This is the first year that Shakopee Public Schools has offered all-day, every-day kindergarten. Additions were built onto each of our elementary buildings in the spring and summer of 2014 to accommodate the new all-day, every-day programming.

But more than the bricks and mortar, our Teaching and Learning Department and Kindergarten teachers used the change in programming as an opportunity to reimagine the Kindergarten experience.

"Our teachers worked hard to create and implement a new all-day, every-day Kindergarten curriculum and it has paid off!" said Nancy Thi, Director of Teaching and Learning. "Our kindergarten students are showing significant growth from fall to winter on key achievement indicators."

4-Year MCA3 Math Proficiency Growth (2011-14)
GROWTH IN PERCENT PROFICIENT - BY SCHOOL DISTRICT

School District	2011-12	2012-13	2013-14
Shakopee	22.0	27.0	37.0
Maplewood	18.0	22.0	28.0
Free Lake	15.0	18.0	25.0
Spring Lake	12.0	15.0	20.0
Blaine	10.0	12.0	18.0
Maple Lake	8.0	10.0	15.0
Maplewood	7.0	9.0	12.0
E. Clover Cr.	6.0	8.0	10.0
Maplewood	5.0	7.0	9.0
Maplewood	4.0	6.0	8.0
Maplewood	3.0	5.0	7.0
Maplewood	2.0	4.0	6.0
Maplewood	1.0	3.0	5.0
Maplewood	0.0	2.0	4.0
Maplewood	0.0	1.0	3.0
Maplewood	0.0	0.0	2.0

2-Year MCA3 Reading Proficiency Growth (2013-14)
GROWTH IN PERCENT PROFICIENT - BY SCHOOL DISTRICT

School District	2013-14	2014-15
Shakopee	28.8	45.9
Maplewood	22.0	35.0
Free Lake	18.0	28.0
Spring Lake	15.0	22.0
Blaine	12.0	18.0
Maple Lake	10.0	15.0
Maplewood	8.0	12.0
E. Clover Cr.	7.0	10.0
Maplewood	6.0	9.0
Maplewood	5.0	8.0
Maplewood	4.0	7.0
Maplewood	3.0	6.0
Maplewood	2.0	5.0
Maplewood	1.0	4.0
Maplewood	0.0	3.0
Maplewood	0.0	2.0

Kindergarten Growth - Fall to Winter
DISTRICT AVERAGE BY CATEGORY: 2013-14 (light grey), 2014-15 (dark grey)

Category	2013-14	2014-15
High Reading Score	15.0	28.0
Score Time to Learn	10.0	20.0
Score Identification	8.0	18.0
Score Sound Letters	12.0	25.0
Learning to Read	18.0	35.0
Reading Identification	10.0	22.0
Word Identification	8.0	18.0
Other	5.0	12.0

Putting it all together

Our brand is used in many ways: in printed publications, on signs, posters, in videos, and online. Each offers an opportunity to share our story. Consistent use of this guide and supporting materials strengthens the perception of who we are and helps each individual piece work harder for us.

Details make the difference.

While it's always important to look for new and innovative ways to reach our audiences, when someone chooses different fonts, changes our colors, or uses the logo incorrectly, the perception of our organization is diluted. To get the most from our brand, we need to work together to present a cohesive and compelling story – in images and words.

On the following pages, you'll find some tips for using the photos, graphics, and typography that distinguish our visual identity. To guide your choices, always remember to:

- Provide a central focus.
- Lead with emotion. What does the experience feel like?
- Ask yourself: Why does this matter to my audience?
- Convey confidence.



Using our logo

A logo is an organization’s official identifying mark. It creates an image that firmly establishes the public’s initial perception of the organization. The logo is the most basic element in the application of a unified visual identity.

As the logo identifies who Shakopee Public Schools is, the tagline identifies the essence of how the district approaches its mission – the district’s brand position.

Shakopee Public Schools’ logo consists of three parts: the logotype, the symbol, and the tagline. There are several different configurations and color combinations of the logo. Use this guide to determine the best logo for your particular need.

The logo is uniquely rendered. It cannot be redrawn or modified in any way. Elements should never be enlarged or reduced separately from each other. Reproduce the logo using only the digital files available through the communications office.

SEE PAGE 44 FOR MORE INFORMATION.



PRIMARY LOGO



SECONDARY LOGO

Logo configurations

The primary logo shows the district name, tagline and swoosh. Use the primary logo whenever possible. The secondary logo is the same, but without the swoosh.

In some instances, there may not be enough room to use the primary logo, or you may wish to use the logo on a red or black background. In these circumstances, it is better to use the secondary logo.

All district logos are uniquely rendered. They cannot be redrawn or modified in any way. Elements should never be enlarged or reduced separately from each other. Reproduce the logos using only the digital files outlined on pages 35-36.



COLOR LOGOS



BLACK LOGOS



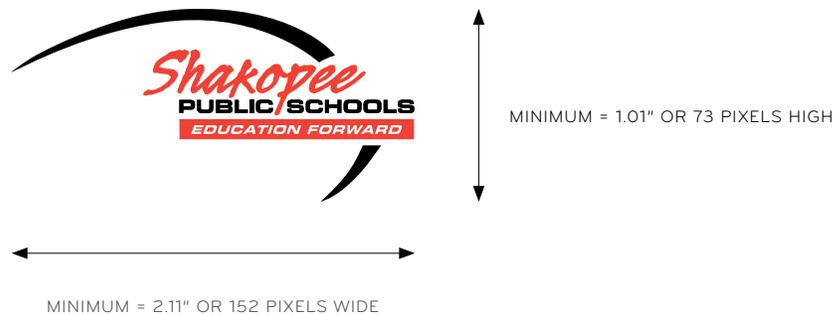
WHITE LOGOS



Logo color combinations

The Shakopee Public Schools logo is prepared in two configurations in a variety of file formats and color combinations.

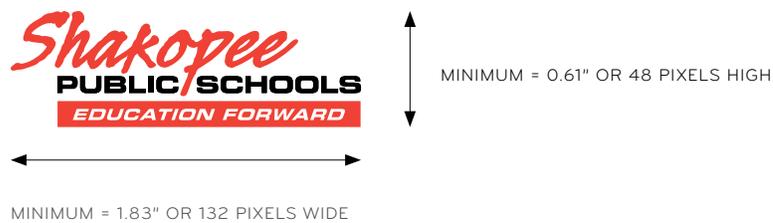
Reproduce the logos using only the digital files outlined on pages 35-36.



Primary logo – minimum size

The Shakopee Public Schools logo has been designed for use in a wide variety of sizes. However, it should never be reproduced to a size that becomes difficult to see or read.

In print, the minimum logo size is 2.11" wide and 1.01" high, measured from the top of the star to the bottom of the tagline. When importing a digital file, scale the logo no less than 30% of its original size. For on-screen uses, the minimum size is 152 pixels wide and 73 pixels high. Never use this logo smaller than this.



Secondary logo – minimum size

The Shakopee Public Schools logo has been designed for use in a wide variety of sizes. It should never be reproduced to a size that becomes difficult to see or read.

In print, the minimum logo size is 1.83" wide and 0.61" high, measured from the top of the star to the bottom of the tagline. When importing a digital file, scale the logo no less than 38% of its original size. For on-screen uses, the minimum size is 132 pixels wide and 48 pixels high. Never use this logo smaller than this.



Minimum free space

The logo should always be surrounded by a buffer area to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space. The minimum free space needed is specified relative to the height of the letter “E” in Shakopee Public Schools. You can use more space.

Example: If the letter “E” is 0.5” tall (37 pixels), the minimum free space above, below and on the sides of the logo is 0.5”.



COMBINING ATHLETICS AND DISTRICT LOGOS



LOGO SCALED TOO SMALL



WRONG COLOR



INSUFFICIENT CONTRAST



ADDITIONAL GRAPHICS: DROP SHADOW



ALTERED LOGO: WRONG TYPEFACE



LOGO COMPONENTS RESIZED OR REARRANGED

Incorrectly used logos

Computer software has made it easy to modify graphics. Please resist the temptation to modify the Shakopee Public Schools logo in any way.

These pages illustrate some of the many ways the logo may be impaired by incorrect use or application. Please avoid these and all other changes to the Shakopee Public Schools logo.



0c 0m 0y 100k
0r 0g 0b



0c 90m 86y 0k
239r 65g 53b



21c 0m 23y 75k
76r 90g 82b



10c 0m 6y 27k
174r 188g 186b



0c 1m 27y 6k
242r 232g 187b



100c 78m 0y 44k
0r 45g 106b



20c 25m 60y 25k
163r 145g 97b



0c 18m 90y 0k
255r 207g 1b

Using color

Color plays an important role in keeping all materials consistently recognizable. The Shakopee Public Schools logo is most commonly seen in Black and Pantone Red 032 or equivalents. These are the district's official and most commonly used colors.

The rest of the color palette is meant to be used less often as accents, as needed, but never in the district logos.

When printing in full color (CMYK), or when applying the colors on a website (RGB), use the equivalent colors shown above.

EUROSTILE BOLD EXTENDED: use for headlines and subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EUROSTILE MEDIUM: use for headlines or text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SOURCE SERIF PRO: use for headlines or text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREE DOWNLOAD: <https://www.fontsquirrel.com/fonts/source-serif-pro>

BRYANT PRO: use for text and subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRYANT PRO ITALIC: use to highlight text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Using type

The Shakopee Public Schools style extends to the use of the preferred typeface options outlined above. Typography, used consistently, is one of the most important design elements in establishing a recognizable graphic identity.

Eurostile, Source Serif Pro, and Bryant Pro are attractive, functional, and versatile enough for use in a wide variety of applications. These fonts can be used for both printed and electronic communications.

If these typefaces are unavailable, use reasonable equivalents such as those shown on page 19.

MICROMA: use as a substitute for Eurostile

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREE DOWNLOAD: <https://www.fontsquirrel.com/fonts/michroma>

NUNITO: use as a substitute for Bryant Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREE DOWNLOAD: <https://www.fontsquirrel.com/fonts/nunito>

SOURCE SANS PRO: use as a substitute for Bryant Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREE DOWNLOAD: <https://www.fontsquirrel.com/fonts/source-sans-pro>

SOURCE SANS PRO ITALIC: use as a substitute for Bryant Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREE DOWNLOAD: <https://www.fontsquirrel.com/fonts/source-sans-pro>

Alternate fonts

When possible, use the recommended typefaces on page 18. Reasonably similar alternatives may be used as necessary. All of the options above, in addition to Source Serif Pro on the previous page, are available for use on the web or free download via Google Fonts – www.google.com/fonts.

How to download and install Google Fonts for Windows:

<https://www.youtube.com/watch?v=8OPpkJPjL4k>

How to download and install Google Fonts for Macintosh OSX:

https://www.youtube.com/watch?v=S4w_hwrgrUk



Groups of photos work best when there is a dominant (usually larger) image.

Photo groups should aim to capture the diverse activities, ages, and ethnicities within the district.

Candid "action shots" – especially photos of teachers working one-on-one with students – should be paired with portraits of students looking at the camera.

Groups of photos may butt up against each other or have a consistent gap between them.

Use natural lighting whenever possible, rather than "staging" photo shoots.

Using photography

It's true – a good picture is worth a thousand words. Because we are bombarded by so many messages and so much visual clutter, it's never been more important to choose photos wisely.

Choose photos that evoke a strong emotional connection, cropping them to maximize intimacy. Refer to the brand promise and key messages to evaluate which image best suits your communication objective.

Ask yourself: Does the image enhance our story? Does it reflect our brand personality? Can we make it simpler or more compelling?



WELCOME

The six areas of interest are:

- Arts & Communication
- Business & Entrepreneurship
- Engineering & Manufacturing
- Health Sciences
- Human Services
- Science & Technology



Listening. Learning. Planning. Building.



50 PERCENT OF COLLEGE FRESHMEN CHANGE MAJORS 2-3 TIMES

Rounded-corner rectangles (0.125" diameter) may be used to frame photos and page headings, and also as bullets within copy.

Red circles may also be useful in highlighting an item on a page, presentation, or website.

Red banners may be used to separate items on a page, hold headlines, copy, or pull quotes.

Factoids help highlight information and give readers another way to scan content.

Some programs and affiliated organizations have their own logos and graphics, but they should always compliment the district's visual identity.

Using graphics

Consistent use of our logo, colors, and graphics will increase recognition of and appreciation for our brand.

The district's visual identity is clean and uncluttered. The graphics are used primarily to highlight copy, organize content within a page, and reinforce our red and black colors.

McNally,Crystal

January 29, 2016 at 9:04 AM

To: Dan Woychick
Special Edition - - Feedback so far

Dan –
Attached and below are feedback for changes so far.
We have a meeting tomorrow at 3pm with our Communications Committee and would love to have a fresh up to date copy with these changes if possible.

I will be in the office by 7:30 tomorrow morning if you have any questions on this feedback.

Thank you again - - this looks great!

Crystal McNally
Communications Specialist | 952.496.5036
cmcnally@shakopee.k12.mn.us

SHAKOPEE PUBLIC SCHOOLS *EDUCATION FORWARD*

SHAKOPEE PUBLIC SCHOOLS *EDUCATION FORWARD*

SHAKOPEE EMAIL SIGNATURE

E-mail signature

When communicating through email, your words and the look of your email convey a strong message. Customers, vendors and associates will judge not only the content, but also the look of your email and your email signature.

To maintain a consistent and professional appearance for your emails, embed this image in your email. Here is how to do it:

How to embed a graphic in Outlook:

<https://www.youtube.com/watch?v=g6fFAVZscXk>

For more information, contact your IT support person. All graphics are uniquely rendered and should not be redrawn or modified in any way. To obtain the digital file for the electronic signature, visit the Communications Dep't website. See page 44.



Shakopee Sabers Athletics

The Shakopee Public Schools brand identity represents the entire district and its educational mission – from kindergarten through high school.

Shakopee athletes, coaches, and fans represent the district in a different context – in athletic competition with other schools – and have their own distinct logos and graphics.

The school district and athletics brand identities should remain distinct from one another and not used interchangeably.



SABER HEAD



SABER HEAD EMBLEM



SABER HEAD LOGOTYPE



SHAKOPEE SABER HEAD



SABERS SABER HEAD

Saber head logos

The saber head logo comes in several configurations and is the primary mark used to identify Shakopee Sabers athletics. These logos should never be used on a red or black background. Additional supplementary graphics are available for other applications.

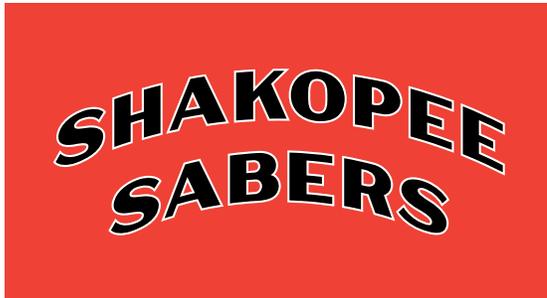
All athletics logos are uniquely rendered. They cannot be redrawn or modified in any way. Elements should never be enlarged or reduced separately from each other. Reproduce the logos using only the digital files outlined on page 37.

**SHAKOPEE
SABERS**

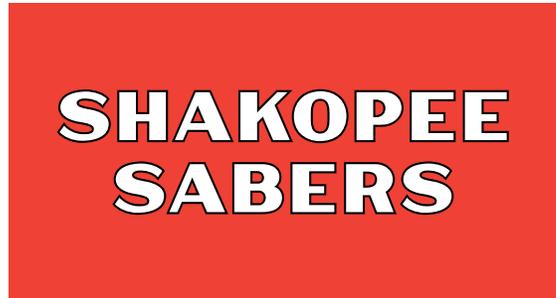
ARC LOGOTYPE BLACK

**SHAKOPEE
SABERS**

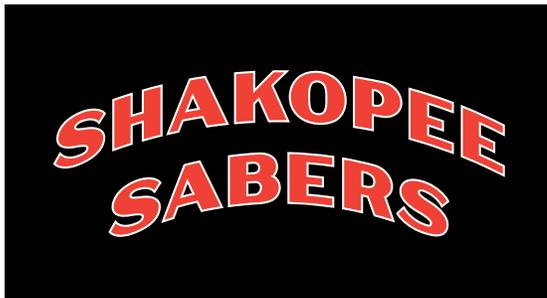
STACKED LOGOTYPE RED



ARC LOGOTYPE BLACK + WHITE OUTLINE



STACKED LOGOTYPE WHITE + BLACK OUTLINE



ARC LOGOTYPE RED + WHITE OUTLINE



STACKED LOGOTYPE WHITE + RED OUTLINE

Athletics logotype

Typography, used consistently, is one of the most important design elements of a visual identity. The Shakopee Sabers logotype comes in several color configurations and formats. It is suitable for use on uniforms, field and court graphics, and other applications where using the saber head logo isn't practical.

All athletics logos are uniquely rendered. They cannot be redrawn or modified in any way. See all available configurations on page 38.



BLOCK S



SABER PAW



PANTONE
BLACK

0c 0m 0y 100k
0r 0g 0b



PANTONE
RED 032

0c 90m 86y 0k
239r 65g 53b

Athletics colors and graphics

The consistent use of logos, graphics, and colors are all part of establishing a recognizable identity. The Shakopee Sabers Block S and Saber Paw come in several color configurations and formats. These are secondary, complementary graphics. They should not be used in place of – or instead of – the saber head logo.

All athletics graphics are uniquely rendered. They cannot be redrawn or modified in any way. See all available configurations on page 39.



SUCCESS METRICS



Student Accomplishments

- > Mastery of Shakopee CAPS professional skills
- > Attendance rates
- > Feedback from clients
- > Number of internships
- > Feedback from internship sponsors
- > ACT scores
- > GPA



Operational Targets

- > Enrollment
- > Number of mentors and business partners
- > Curriculum quality
- > Budget



Customer Satisfaction

- > Stakeholder groups
 - Students
 - Parents
 - High School administrators and counselors
 - Business partners and mentors
 - College and university partners



DR. ROD THOMPSON

SUPERINTENDENT OF SCHOOLS

952-496-5006 e > 612-716-7838 c > 952-496-5056 r
rthompson@ShakopeeCAPS.org

1200 Town Square > Shakopee MN 55379 > ShakopeeCAPS.org

HEALTHCARE AND MEDICINE

SHAKOPEE CAPS
CENTER FOR ADVANCED PROFESSIONAL STUDIES

BUSINESS PARTNER
ST. FRANCIS
Regional Medical Center

EDUCATION PARTNER
NORMANDALE
COMMUNITY COLLEGE

Shakopee CAPS

The CAPS Program is an elective program for juniors and seniors at Shakopee High School that immerses them in hands-on career experiences with the help of local business partners.

The Shakopee CAPS identity is similar, yet distinct, from the school district and has its own distinct logos and graphics.



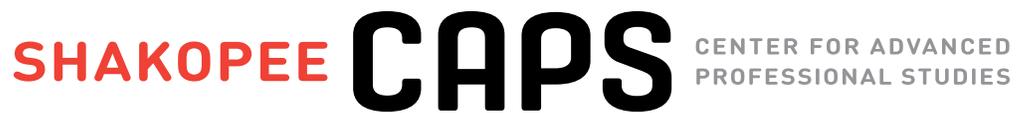
SHAKOPEE CAPS PRIMARY LOGO



CAPS ON BLACK



CAPS ON RED

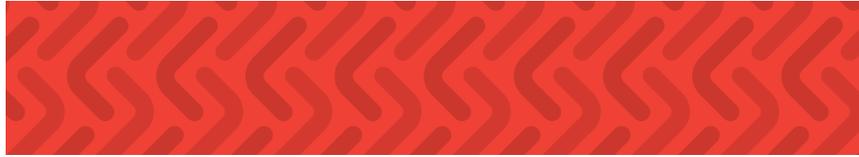


HORIZONTAL TYPE LOGO

Shakopee CAPS logos

The Shakopee CAPS logo comes in several configurations and is the primary mark used to identify the program. Additional graphics and templates are available.

All Shakopee CAPS logos are uniquely rendered. They cannot be redrawn or modified in any way. Elements should never be enlarged or reduced separately from each other. Reproduce the logos using only the digital files outlined on page 42.



S-TEXTURE

DIN ROUND PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREE ALTERNATIVE: Miso at <https://www.fontsquirrel.com/fonts/Miso>



0c 0m 0y 100k
0r 0g 0b



0c 90m 86y 0k
239r 65g 53b



0c 0m 0y 50k
152r 152g 152b

CAPS colors and graphics

The consistent use of graphics, typography, and color is all part of establishing a recognizable identity. The Shakopee S-Texture, typeface, and colors are used throughout all materials for the program.

All Shakopee CAPS graphics are uniquely rendered. They cannot be redrawn or modified in any way. See all available graphics on pages 42-43.



The Academies of Shakopee

KEY MESSAGES

The Academies of Shakopee are small learning communities that are organized around a student's areas of interest.

The academy concept came from the desire for small, real-world learning communities in a large high school. The Academies of Shakopee will be implemented in the fall of 2018 when the expanded high school opens.

Students will have the opportunity to connect with others who have similar aspirations, and with teachers who can make meaningful connections to their plans for the future.



**ACADEMIES
OF SHAKOPEE**

ACADEMIES OF SHAKOPEE FULL-COLOR LOGO



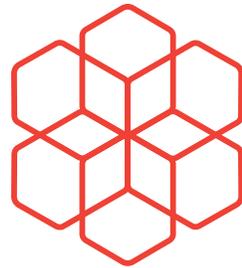
**ACADEMIES
OF SHAKOPEE**

ACADEMIES OF SHAKOPEE TWO-COLOR LOGO



**ACADEMIES
OF SHAKOPEE**

ACADEMIES FULL-COLOR STACKED LOGO



**ACADEMIES
OF SHAKOPEE**

ACADEMIES TWO-COLOR STACKED LOGO

Academies logos

The Academies of Shakopee logo comes in several configurations and is the primary mark used to identify the program. Additional graphics and templates are available.

All Academies of Shakopee logos are uniquely rendered. They cannot be redrawn or modified in any way. Elements should never be enlarged or reduced separately from each other. Reproduce the logos using only the digital files outlined on page 40.



Academies icons

Each of the seven academies is identified by its own own color and icon. These will be used to distinguish communications from each individual academy and to identify each within the new school building.

All Academies of Shakopee graphics are uniquely rendered. They cannot be redrawn or modified in any way. See all available graphics on page 41.



Academies colors

The consistent use of graphics, typography, and color is all part of establishing a recognizable identity. Each academy is associated with its own distinct color. See above.

When printing in full color (CMYK), or when applying the colors on a website (RGB), use the equivalent colors shown above.

See all available graphics on pages 40-41.

EUROSTILE BOLD EXTENDED: use for headlines and subheads

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

FREE ALTERNATIVE: Michroma at <https://www.fontsquirrel.com/fonts/michroma>

EUROSTILE MEDIUM: use for headlines or text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREE ALTERNATIVE: Michroma at <https://www.fontsquirrel.com/fonts/michroma>

DIN ROUND PRO: use for text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREE ALTERNATIVE: Miso at <https://www.fontsquirrel.com/fonts/Miso>

Academies type

The Academies of Shakopee style extends to the use of the preferred typeface options outlined above. Typography, used consistently, is one of the most important design elements in establishing a recognizable graphic identity.

Eurostile and DIN Round Pro are attractive, functional, and versatile enough for use in a wide variety of applications. These fonts can be used for both printed and electronic communications.

If these typefaces are unavailable, use reasonable equivalents such as those shown in RED above.

District logo files



TWO-COLOR, CMYK, AND RGB LOGOS



BLACK LOGOS



COLOR + GRAY LOGOS



BLACK + GRAY LOGOS

LOGOS WITH A SWOOSH

	EPS FILES	JPG FILES	PNG FILES
	These are vector-based files that scale larger without any loss of resolution. They are used in printed materials.	These are for use in print or on screen, <u>but they cannot be scaled larger.</u>	These are only for use on the web and have a transparent background. <u>They cannot be scaled larger.</u>
TWO-COLOR These logos are for pieces using only two colors.	sps_logo2016_2C.eps sps_logo2016_2C+gray.eps		
BLACK These logos are for pieces using only black.	sps_logo2016_black.eps sps_logo2016_black+gray.eps	sps_logo2016_black_300dpi.jpg sps_logo2016_black+gray_300dpi.jpg	sps_logo2016_black_72dpi.png sps_logo2016_black+gray_72dpi.png
CMYK These logos are for pieces printed in full color.	sps_logo2016_cmyk.eps sps_logo2016_cmyk+gray.eps		
RGB These logos are for pieces that are online or on screen.		sps_logo2016_rgb_300dpi.jpg sps_logo2016_rgb+gray_300dpi.jpg	sps_logo2016_rgb_72dpi.png sps_logo2016_rgb+gray_72dpi.png

District logo files (no swoosh)



TWO-COLOR, CMYK, AND RGB LOGOS



LOGO ON RED BACKGROUND



BLACK LOGOS



LOGO ON BLACK BACKGROUND

LOGOS WITHOUT A SWOOSH			
	EPS FILES	JPG FILES	PNG FILES
	<p>These are vector-based files that scale larger without any loss of resolution. They are used in printed materials.</p>	<p>These are for use in print or on screen, <u>but they cannot be scaled larger.</u></p>	<p>These are only for use on the web and have a transparent background. <u>They cannot be scaled larger.</u></p>
<p>TWO-COLOR</p> <p>These logos are for pieces using only two colors.</p>	<p>sps_logo2016_2Cno.eps sps_logo2016_2Cno_onblack.eps sps_logo2016_2Cno_onred.eps</p>		
<p>BLACK</p> <p>These logos are for pieces using only black.</p>	<p>sps_logo2016_black_no.eps</p>	<p>sps_logo2016_black_no_300dpi.jpg</p>	<p>sps_logo2016_black_no_72dpi.png</p>
<p>CMYK</p> <p>These logos are for pieces printed in full color.</p>	<p>sps_logo2016_cmyk_no.eps sps_logo2016_cmyk_no_onblack.eps sps_logo2016_cmyk_no_onred.eps</p>		
<p>RGB</p> <p>These logos are for pieces that are online or on screen.</p>		<p>sps_logo2016_rgb_no_300dpi.jpg sps_logo2016_rgb_no_onblack_300dpi.jpg sps_logo2016_rgb_no_onred_300dpi.jpg</p>	<p>sps_logo2016_rgb_no_72dpi.png sps_logo2016_rgb_no_onblack_72dpi.png sps_logo2016_rgb_no_onred_72dpi.png</p>

Athletics logo files



SABER HEAD



SABER HEAD LOGOTYPE



SABER HEAD EMBLEM



SHAKOPEE SABER HEAD



SABERS SABER HEAD

ATHLETICS LOGOS

	EPS FILES	JPG FILES	PNG FILES
	<p>These are vector-based files that scale larger without any loss of resolution. They are used in printed materials.</p>	<p>These are for use in print or on screen, <u>but they cannot be scaled larger.</u></p>	<p>These are only for use on the web and have a transparent background. <u>They cannot be scaled larger.</u></p>
<p>TWO-COLOR</p> <p>These logos are for pieces using only two colors.</p>	<p>spsAthletics_SABER-head_2C.eps spsAthletics_SABER-emblem_2C.eps spsAthletics_SABER-Logotype_2C.eps spsAthletics_SABER-Shakopee_2C.eps spsAthletics_SABER-Sabers_2C.eps</p>		
<p>CMYK</p> <p>These logos are for pieces printed in full color.</p>	<p>spsAthletics_SABER-head_cmyk.eps spsAthletics_SABER-emblem_cmyk.eps spsAthletics_SABER-Logotype_cmyk.eps spsAthletics_SABER-Shakopee_cmyk.eps spsAthletics_SABER-Sabers_cmyk.eps</p>		
<p>RGB</p> <p>These logos are for pieces that are online or on screen.</p>		<p>spsAthletics_SABER-head_300dpi.jpg spsAthletics_SABER-emblem_300dpi.jpg spsAthletics_SABER-Logotype_300dpi.jpg spsAthletics_SABER-Shakopee_300dpi.jpg spsAthletics_SABER-Sabers_300dpi.jpg</p>	<p>spsAthletics_SABER-head_72dpi.png spsAthletics_SABER-emblem_72dpi.png spsAthletics_SABER-Logotype_72dpi.png spsAthletics_SABER-Shakopee_72dpi.png spsAthletics_SABER-Sabers_72dpi.png</p>

Athletics logotype files



ARC LOGOTYPE BLACK



STACK LOGOTYPE RED



ARC LOGOTYPE BLACK + WHITE OUTLINE



STACK LOGOTYPE WHITE + BLACK OUTLINE



ARC LOGOTYPE RED + BLACK OUTLINE



STACK LOGOTYPE WHITE + RED OUTLINE

ATHLETICS LOGOTYPE		
	ARC LOGOTYPE	STACK LOGOTYPE
	Shakopee Sabers type set on an arc.	Shakopee Sabers type stacked on two lines.
<p>TWO-COLOR</p> <p>These logos are for pieces using only two colors.</p> <p><i>To obtain other file formats or color formats, contact the Communications Office.</i></p>	<ul style="list-style-type: none"> spsAthletics_Arc-Logotype_black.eps spsAthletics_Arc-Logotype_black+red-outline.eps spsAthletics_Arc-Logotype_black+white-outline.eps spsAthletics_Arc-Logotype_red.eps spsAthletics_Arc-Logotype_red+black-outline.eps spsAthletics_Arc-Logotype_red+white-outline.eps spsAthletics_Arc-Logotype_white.eps spsAthletics_Arc-Logotype_white+black-outline.eps spsAthletics_Arc-Logotype_white+red-outline.eps 	<ul style="list-style-type: none"> spsAthletics_Stack-Logotype_black.eps spsAthletics_Stack-Logotype_black+red-outline.eps spsAthletics_Stack-Logotype_black+white-outline.eps spsAthletics_Stack-Logotype_red.eps spsAthletics_Stack-Logotype_red+black-outline.eps spsAthletics_Stack-Logotype_red+white-outline.eps spsAthletics_Stack-Logotype_white.eps spsAthletics_Stack-Logotype_white+black-outline.eps spsAthletics_Stack-Logotype_white+red-outline.eps

EPS files are vector-based files that scale larger without any loss of resolution. They are used in printed materials. To obtain other file formats or color formats, contact the Communications Office. See page 44.

Athletics graphics files



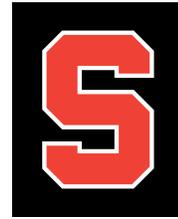
BLOCK S - RED + BLACK OUTLINE



BLOCK S - BLACK + RED OUTLINE



BLOCK S - WHITE + BLACK OUTLINE



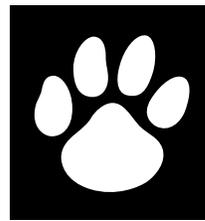
BLOCK S - RED + WHITE OUTLINE



SABER PAW - BLACK



SABER PAW - RED



SABER PAW - WHITE

ATHLETICS GRAPHICS

	BLOCK S	SABER PAW
<p>TWO-COLOR</p> <p>These logos are for pieces using only two colors.</p> <p><i>To obtain other file formats or color formats, contact the Communications Office.</i></p>	<p>spsAthletics_BlockS_black.eps</p> <p>spsAthletics_BlockS_black+red-outline.eps</p> <p>spsAthletics_BlockS_black+white-outline.eps</p> <p>spsAthletics_BlockS_red.eps</p> <p>spsAthletics_BlockS_red+black-outline.eps</p> <p>spsAthletics_BlockS_red+white-outline.eps</p> <p>spsAthletics_BlockS_white.eps</p> <p>spsAthletics_BlockS_white+black-outline.eps</p> <p>spsAthletics_BlockS_white+red-outline.eps</p>	<p>spsAthletics_SaberPaw_black.eps</p> <p>spsAthletics_SaberPaw_red.eps</p> <p>spsAthletics_SaberPaw_white.eps</p>

EPS files are vector-based files that scale larger without any loss of resolution. They are used in printed materials. To obtain other file formats or color formats, contact the Communications Office. See page 44.

Shakopee CAPS logos



SHAKOPEE CAPS – PRIMARY LOGO



SHAKOPEE CAPS – ON BLACK



SHAKOPEE CAPS – ON RED



SHAKOPEE CAPS – WHITE



SHAKOPEE CAPS – TYPE LOGO

SHAKOPEE CAPS LOGOS		
	CAPS LOGO	TYPE LOGO
	Shakopee CAPS logo with the interlocking S.	Horizontal logo with only the Shakopee CAPS type
<p>TWO-COLOR</p> <p>These logos are for pieces using only two colors.</p> <p><i>To obtain other file formats or color formats, contact the Communications Office.</i></p>	<p>ShakopeeCAPS_Logo.eps</p> <p>ShakopeeCAPS_Logo_onBlack.eps</p> <p>ShakopeeCAPS_Logo_onRed.eps</p> <p>ShakopeeCAPS_Logo_White.eps</p>	<p>ShakopeeCAPS_TypeLogo.eps</p> <p>ShakopeeCAPS_TypeLogo_onBlack.eps</p> <p>ShakopeeCAPS_TypeLogo_onRed.eps</p> <p>ShakopeeCAPS_TypeLogo_White.eps</p>

EPS files are vector-based files that scale larger without any loss of resolution. They are used in printed materials. To obtain other file formats or color formats, contact the Communications Office. See page 44.

Shakopee CAPS texture



SHAKOPEE CAPS – S-TEXTURE BLACK



SHAKOPEE CAPS – S-TEXTURE RED



SHAKOPEE CAPS – S-TEXTURE GRAY

SHAKOPEE CAPS TEXTURE	
	S-TEXTURE Repeating pattern of the Shakopee CAPS interlocking S.
TWO-COLOR These logos are for pieces using only two colors.	ShakopeeCAPS S-Texture Black.eps ShakopeeCAPS S-Texture Red.eps ShakopeeCAPS S-Texture Gray.eps

EPS files are vector-based files that scale larger without any loss of resolution. They are used in printed materials. To obtain other file formats or color formats, contact the Communications Office. See page 44.

Academies of Shakopee logos



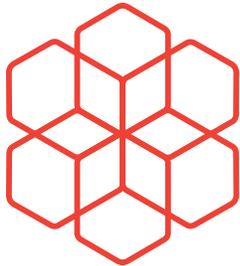
ACADEMIES
OF SHAKOPEE

ACADEMIES SNOWFLAKE – COLOR



ACADEMIES
OF SHAKOPEE

ACADEMIES SNOWFLAKE
STACKED – COLOR



ACADEMIES
OF SHAKOPEE

ACADEMIES SNOWFLAKE – RED



ACADEMIES
OF SHAKOPEE

ACADEMIES SNOWFLAKE
STACKED – RED

ACADEMIES OF SHAKOPEE LOGOS

	EPS FILES	JPG FILES
	These are vector-based files that scale larger without any loss of resolution. They are used in printed materials.	These are for use in print or on screen, <i>but they cannot be scaled larger.</i>
TWO-COLOR These logos are for pieces using only two colors.	Academies-Snowflake-Red.eps Academies-Snowflake-Stacked-Red.eps	Academies-Snowflake-Red.jpg Academies-Snowflake-Stacked-Red.jpg
FULL-COLOR These logos are for pieces printed in full color.	Academies-Snowflake-Color.eps Academies-Snowflake-Stacked-Color.eps	Academies-Snowflake-Color.jpg Academies-Snowflake-Stacked-Color.jpg

To obtain other file formats or color formats, contact the Communications Office. See page 44.

Academies of Shakopee icons



ARTS + COMMUNICATIONS



BUSINESS + ENTREPRENEURSHIP



ENGINEERING + MANUFACTURING



FRESHMAN ACADEMY



HEALTH SCIENCE



HUMAN SERVICES



SCIENCE + TECHNOLOGY



ACADEMY BADGES

ACADEMIES OF SHAKOPEE ICONS

	EPS FILES	JPG FILES
	These are vector-based files that scale larger without any loss of resolution. They are used in printed materials.	These are for use in print or on screen, <i>but they cannot be scaled larger.</i>
FULL-COLOR These logos are for pieces printed in full color.	Arts + Communication.eps Business + Entrepreneurship.eps Engineering + Manufacturing.eps Freshman Academy.eps Health Science.eps Human Services.eps Science + Technology.eps (file name + Badge for alternate version)	Arts + Communication.jpg Business + Entrepreneurship.jpg Engineering + Manufacturing.jpg Freshman Academy.jpg Health Science.jpg Human Services.jpg Science + Technology.jpg (file name + Badge for alternate version)

To obtain other file formats or color formats, contact the Communications Office. See page 44.

Obtaining digital files

The Shakopee School District's visual identity is designed to be used for all official communications from the district.

We want to make it easy to use this guide. Artwork for the Shakopee Public Schools logo, as well as many of the graphics and photos found in this guide, may be obtained through the communications office or on the district's website at:

<http://www.shakopee.k12.mn.us/communications>

If you have any questions regarding district communications, marketing, or branding, don't hesitate to email or call:

952-496-5082 - OR - communications@shakopee.k12.mn.us

PLEASE NOTE: Although these branding efforts may conflict with current use of logos, colors, and graphics used around the district, these will only be replaced through their natural life cycle. There will be no extra or additional cost in complying with these guidelines.