

Brand Guidelines

John Hancock Charter School • 2022



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Logo

Main Stand Alone Logo:



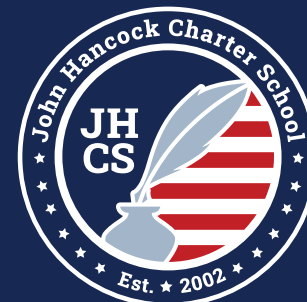
Minimum size:



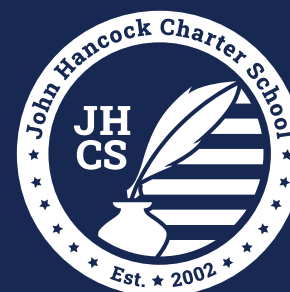
Positive:



Full color logo on dark background:



Negative:



Variants:

Positive:



01



02



01



02

Negative:



01



02

Logo

Logo (variant 02) + Name Horizontal:



John Hancock
CHARTER SCHOOL



John Hancock
CHARTER SCHOOL

Logo (variant 02) + Name Vertical:



John Hancock
CHARTER SCHOOL



John Hancock
CHARTER SCHOOL



John Hancock
CHARTER SCHOOL



John Hancock
CHARTER SCHOOL



John Hancock
CHARTER SCHOOL



John Hancock
CHARTER SCHOOL

Logo

Logo Quill + Name Horizontal:



Logo

Restrictions:

Do NOT alter proportions or rotate logo



Do NOT use logo + name with logo variants other than variant 02



Do NOT change logo colors



Do NOT place objects on logo



Correct usage:



Typography



Main:

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternatives for web:

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Accent:

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Examples:

Title

Subtitle

Paragraph: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Accent text 1

Accent text 2

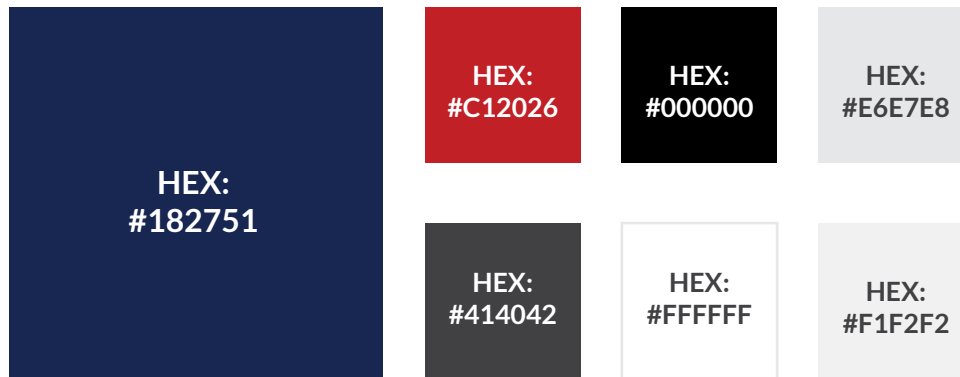
Paragraph: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Color



Main palette:

Use for logo, main design elements, backgrounds, and text



Secondary palette:

Use for accent design elements only

