

BRAND GUIDE

2025



District, Mills Lawn, Yellow Springs Middle and High School, and Athletics

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Dear Yellow Springs Schools Community,

Over the last year, Yellow Springs Schools (YSS) has built positive momentum through our innovative academics, championship athletics, and outstanding fine arts. Because of this, it is a perfect time to capitalize on the success we have achieved by creating and aligning a strong, distinctive, and consistent brand.

A strong, unified brand will help shape our audience perception, align our image, and cultivate a personal connection through the stories we tell. By consistently applying approved brand standards to communications of all kinds, YSS will continue to build a strong foundation for future growth, opportunity, and PRIDE across the community.

Thank you in advance for your commitment to the consistency of the YYS brand. For more information on this brand guide, including questions, approval, or additional access, please contact Corina Denny at cdenny@ysschools.org. We are confident these guidelines will represent our brand with fresh boldness, consistency, and clarity to everyone we encounter and make #BulldogNation an unforgettable experience.



Branding Download Zone

<https://www.ysschools.org/brand-guide-download-zone>

The Yellow Springs Schools' vision, mission, and values define our envisioned future, reason for being, and plan on how to conduct our operations.

VISION:

Thinking boldly, caring deeply, and advocating courageously.

MISSION:

Cultivating curiosity, fostering learning, and nurturing compassion in our Fearless Thinkers for a better tomorrow.

AT YELLOW SPRINGS SCHOOLS, WE VALUE:

- *A diverse and inclusive community*
- *Supporting and nurturing ALL students on their learning journey*
- *Encouraging critical thinking, problem-solving, active inquiry, and positive action*
- *Students, families, and staff who are involved, engaged, and curious*
- *Education in harmony with the environment*
- *The arts as integral to core learning*
- *Collaborative and consistent communication and conversation*

LOGOS & TAGLINE

District

Our logos are the foundation of our brand identity. It is important to respect our logo. Do not skew, angle, or alter our logos. Be careful when resizing the logos in order to keep them legible. Please maintain an appropriate amount of space around our logos to allow the design to breathe.



District Primary Logo



District Secondary Logo



Mills Lawn Elementary
"Fearless Thinkers"
Logo and Tagline

SPIRIT
LOGOS
Mills Lawn

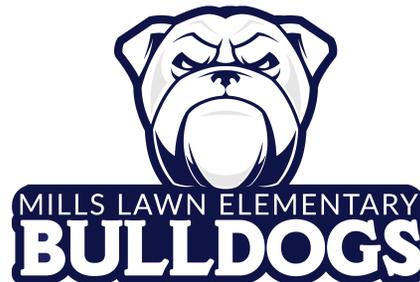
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Mills Lawn
Elementary
Just BULLDOG



District &
Mills Lawn
Elementary
BULLDOG
Logo Option 1



Mills Lawn
Elementary
BULLDOG
Logo Option 2

SPIRIT LOGOS

Yellow Springs Middle/High School

Our logos are the foundation of our brand identity. It is important to respect our logo. Do not skew, angle, or alter our logos. Be careful when resizing the logos in order to keep it legible. Please maintain an appropriate amount of space around our logos to allow the design to breathe.



YS Middle & High
Just BULLDOG



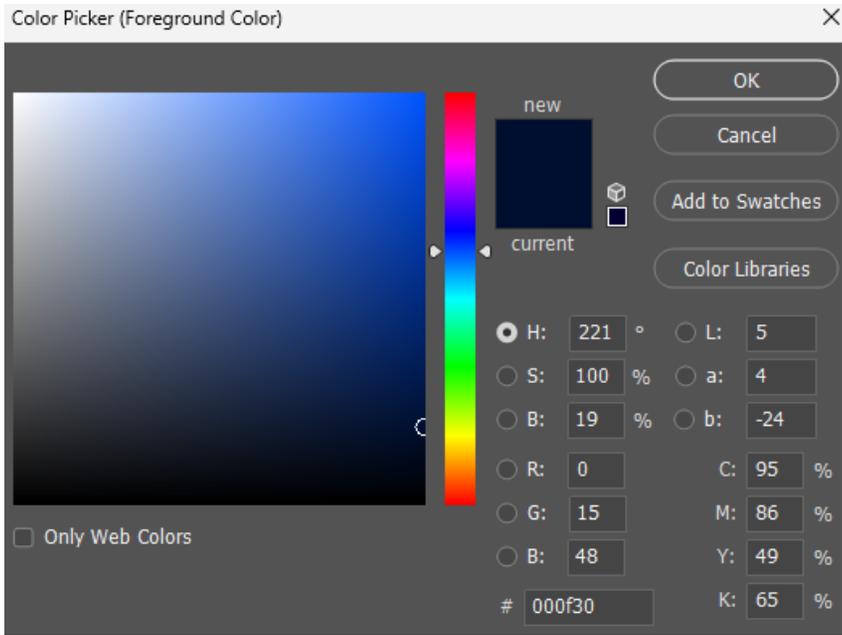
District,
YS Middle & High
BULLDOG
Logo Option 1



District,
YS Middle & High
Logo Option 2

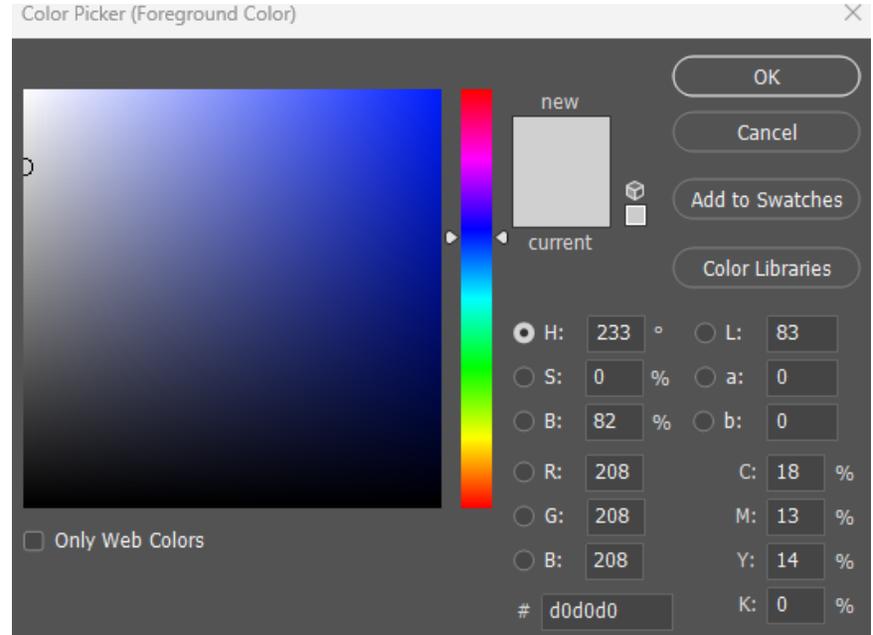
PRIMARY BLUE

PRIMARY GRAY



Color Picker (Foreground Color) dialog box for Primary Blue. The color is selected on the hue-saturation wheel. The 'new' color is a dark blue, and the 'current' color is a lighter blue. The hex code is #000f30.

H: 221 °	L: 5
S: 100 %	a: 4
B: 19 %	b: -24
R: 0	C: 95 %
G: 15	M: 86 %
B: 48	Y: 49 %
K: 65 %	# 000f30



Color Picker (Foreground Color) dialog box for Primary Gray. The color is selected on the hue-saturation wheel. The 'new' color is a light gray, and the 'current' color is a darker gray. The hex code is #d0d0d0.

H: 233 °	L: 83
S: 0 %	a: 0
B: 82 %	b: 0
R: 208	C: 18 %
G: 208	M: 13 %
B: 208	Y: 14 %
K: 0 %	# d0d0d0

Secondary Blue

Secondary Blue

Secondary Gray

Secondary Gray



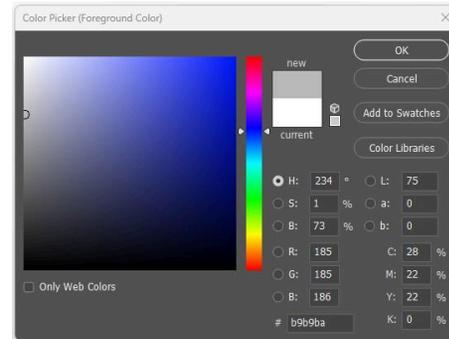
Color Picker (Foreground Color) dialog box for Secondary Blue. The color is selected on the hue-saturation wheel. The 'new' color is a light blue, and the 'current' color is a darker blue. The hex code is #001340.

H: 222 °	L: 7
S: 100 %	a: 9
B: 25 %	b: -32
R: 0	C: 100 %
G: 19	M: 93 %
B: 64	Y: 38 %
K: 52 %	# 001340



Color Picker (Foreground Color) dialog box for Secondary Blue. The color is selected on the hue-saturation wheel. The 'new' color is a light blue, and the 'current' color is a darker blue. The hex code is #001852.

H: 222 °	L: 10
S: 100 %	a: 13
B: 32 %	b: -39
R: 0	C: 100 %
G: 24	M: 94 %
B: 82	Y: 32 %
K: 40 %	# 001852



Color Picker (Foreground Color) dialog box for Secondary Gray. The color is selected on the hue-saturation wheel. The 'new' color is a light gray, and the 'current' color is a darker gray. The hex code is #b9b9ba.

H: 234 °	L: 75
S: 1 %	a: 0
B: 73 %	b: 0
R: 185	C: 28 %
G: 185	M: 22 %
B: 186	Y: 22 %
K: 0 %	# b9b9ba



Color Picker (Foreground Color) dialog box for Secondary Gray. The color is selected on the hue-saturation wheel. The 'new' color is a light gray, and the 'current' color is a darker gray. The hex code is #5e5e5f.

H: 241 °	L: 40
S: 1 %	a: 0
B: 37 %	b: -1
R: 94	C: 62 %
G: 94	M: 54 %
B: 95	Y: 52 %
K: 25 %	# 5e5e5f

FONTS

Branded fonts are to be used in most external and internal messaging. It is important to try our best to stick to our fonts to keep a more identifiable and consistent brand. Lato should be used as our preferred and primary font. EB Garamond is our secondary font to be used in moderation. Other accent or script fonts should be approved by the Communications Department.

Lato

Lato is our PRIMARY font for YSS

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic

EB Garamond

EB Garamond is our SECONDARY font for YSS

Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic

EMAIL SIGNATURE (Staff Only)

*Please follow these instructions to add our
branded signature to your email messages.*

Instructions

1. Open your "ysshools.org" Gmail account
2. Click on the settings icon in the top right corner
3. Click on "See all settings"
4. Scroll down to "Signature"
5. Place the cursor in your current signature box (If you are new staff member, "Create New" and skip to #8)
6. Hold "CTRL" and click on A (This will select all the content in the box)
7. Press delete (This should delete everything in the box)
8. Highlight and copy (Ctrl C) the signature template below
9. Paste (Ctrl V) the template below into the signature box
10. Personalize your signature with your name, title, school (if applicable), and phone number.
11. Scroll to the bottom and click "SAVE"



Name

Title

Phone Number



www.ysshools.org

PLEASE NOTE: This message and any response to it may constitute a public record, and therefore may be available upon request in accordance with Ohio public records law. (ORC 149.43)

