



KNOXVILLE COMMUNITY SCHOOL DISTRICT BRAND SYSTEM

OFFICIAL USAGE AND STYLE GUIDE

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BRAND SYSTEM EXPLANATION

Mission: Ensuring a Culture of Excellence for Every Student

Motto: Lead. Commit. Achieve.

Knoxville Community School District is:

- An innovative, high-performing school district focused on world-class, authentic and child-centered excellence.
- A place where dreams are born and encouraged.
- Inspiring in everyone a passion to excel.
- Ensuring all students envision and pursue their highest aspirations, while serving the greater good.
- Personalizing education.
- What parents want – the best education for their child. So do we.

CONCEPT:

The Knoxville Community School District brand logos are stylistically designed to represent integrity, pride and tradition. The Knoxville Panther design embodies both the district's courage and strength, while remaining steadfastly positioned to defend the honor of the Knoxville community as a whole. The Knoxville Panthers brand system fulfills this sentiment by establishing unified marks, colors and fonts to create a comprehensive brand.

BRAND STANDARDS:

For Knoxville Community School District to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — **without modification** — according to the guidelines in this manual.

THE PRIMARY SYSTEM

THE PRIMARY SYSTEM

Knoxville Community School District has three main marks that are approved for common use by the district, schools, staff, community and vendors. (District permission required.) The intention of these marks is to be the most commonly used to represent the activities and endeavors of the Knoxville Community School District as a whole.

KNOXVILLE LOGOMARK



KNOXVILLE LETTERMARK



PANTHER HEAD LOGO



The primary system outlines branding mark usage, specific brand colors and brand typography usage that must be followed to represent the Knoxville Community School District's brand correctly.

PRIMARY COLOR SYSTEM

PRIMARY COLOR PALETTE - SPECIFICATIONS

KNOXVILLE BLACK

KNOXVILLE GOLD

WHITE

PANTONE MATCHING SYSTEM (PMS)

BLACK

PMS 123

WHITE

CMYK

c: 0 M: 0 Y: 0 K: 100

c: 0 M: 23 Y: 91 K: 100

c: 0 M: 0 Y: 0 K: 0

RGB

R: 0 G: 0 B: 0

R: 255 G: 197 B: 47

R: 255 G: 255 B: 255

WEB SAFE COLORS

#000000

#FFC52F

#FFFFFF

SECONDARY COLOR PALETTE - SPECIFICATIONS*

GRAYSCALE SPECTRUM

BLACK

75% BLACK

50% BLACK

25% BLACK

*GRAYSCALE SPECTRUM COLORS ARE APPROVED FOR COMPLEMENTARY OR BASE COLOR USE.

PRIMARY TYPOGRAPHY SYSTEM

PRIMARY DISPLAY FONT

The primary display font is used to create the Knoxville logo system. It is approved for main headline use on multi-media.

ROADRUNNER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ROADRUNNER NOTCHED

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

SECONDARY DISPLAY FONT

The secondary display font is used to complement the Knoxville logo system. It is approved for sub-headline use on multi-media.

Redzone Light Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Redzone Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

PRIMARY COPY FONT FAMILY

The primary copy font is used to complement the Knoxville logo system and is used to create the District logo marks. Neue Aachen Pro Light is approved for body copy use on multi-media.

Neue Aachen Pro Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Neue Aachen Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Neue Aachen Pro Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

DIGITAL HEADLINE FONT

The digital headline font is used in digital media. It is approved for main headline or subhead use in digital formats. You can find this font online for use via Google fonts

Oswald Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Oswald Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Oswald Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

DIGITAL COPY FONT

The digital copy font is used in digital media formats. It is approved for body copy use in digital formats. You can find this font online for use via Google fonts.

Roboto Slab Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Roboto Slab Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Roboto Slab Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

PRIMARY MARK - KNOXVILLE LOGOMARK



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

PRIMARY MARK - KNOXVILLE LOGOMARK (BLACK ALTERNATE)



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

PRIMARY MARK - KNOXVILLE LOGOMARK

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS



PRIMARY MARK - KNOXVILLE LETTERMARK



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 2-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

PRIMARY MARK - KNOXVILLE LETTERMARK (BLACK ALTERNATE)



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 2-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

PRIMARY MARK - KNOXVILLE LOGOMARK

I-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND



DO NOT USE

KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE



SECONDARY MARK - KNOXVILLE PANTHERS MASTERMARK



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

SECONDARY MARK - KNOXVILLE PANTHERS MASTERMARK

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND

DO NOT USE

This block shows the Knoxville Panthers Mastermark in 1-color (white) on a Knoxville Gold background. Below it, the 2-color version is shown, with the text "DO NOT USE" below that.

KNOXVILLE BLACK BACKGROUND

DO NOT USE

DO NOT USE

This block shows the Knoxville Panthers Mastermark in 1-color (white) on a Knoxville Black background. Below it, the text "DO NOT USE" is shown. At the bottom, the 2-color version is shown.

LIGHT OR PATTERNED BACKGROUNDS

DO NOT USE

DO NOT USE

This block shows the Knoxville Panthers Mastermark in 1-color (white) on a light or patterned background. Below it, the 2-color version is shown, with the text "DO NOT USE" below that.

DARK OR PATTERNED BACKGROUNDS

DO NOT USE

DO NOT USE

This block shows the Knoxville Panthers Mastermark in 1-color (white) on a dark or patterned background. Below it, the text "DO NOT USE" is shown. At the bottom, the 2-color version is shown.



THE SECONDARY SYSTEM

THE SECONDARY SYSTEM

Knoxville Community School District has three secondary marks that are approved for common use by the schools and staff. These marks are restricted-use (district approval required) by the community and vendors. The intention of these marks is to be complimentary to the primary marks and used to represent the activities and endeavors of the Knoxville Community School District as a whole.

KNOXVILLE MASTERMARK



PANTHERS LOGOMARK



KNOXVILLE PANTHER LOGO



The secondary system outlines branding mark usage that must be followed in order to represent the Knoxville Community School District's brand correctly.

SECONDARY MARK - KNOXVILLE PANTHERS MASTERMARK



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

SECONDARY MARK - KNOXVILLE PANTHERS MASTERMARK

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND



DO NOT USE

KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE



SECONDARY MARK - PANTHERS LOGOMARK



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

SECONDARY MARK – PANTHERS LOGOMARK

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS



SECONDARY MARK - KNOXVILLE PANTHER LOGO



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

SECONDARY MARK - KNOXVILLE PANTHER LOGO

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



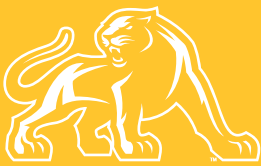
2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND



DO NOT USE

KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE



The background features a large, stylized number '14' on the left side, rendered in a dark grey color. To the right of the number is a stylized tiger head, also in dark grey, with its mouth open as if roaring. The tiger's eyes are closed, and its fur is depicted with sharp, angular lines. The text 'THE RESTRICTED SYSTEM' is centered horizontally across the middle of the image, overlapping the '14' and the tiger's face.

THE RESTRICTED SYSTEM

THE RESTRICTED SYSTEM

The Knoxville Community School District has multiple alternate marks that are approved for common use by the school for unique media and production needs. These marks are restricted-usage and can only be used with an approved affiliated agreement with the school. The restricted system outlines alternate branding mark usage that must be followed in order to represent the Knoxville Community School District's brand correctly.

RESTRICTED MARK - PANTHER 'K' LETTERMARK



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - PANTHER 'K' LETTERMARK (BLACK ALTERNATE)



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

SECONDARY MARK - KNOXVILLE PANTHERS MASTERMARK

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND



DO NOT USE

KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE



RESTRICTED MARK – KNOXVILLE HORIZONTAL LOGOMARK



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - KNOXVILLE HORIZONTAL LOGOMARK (BLACK ALTERNATE)



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK – KNOXVILLE HORIZONTAL LOGOMARK

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND

DO NOT USE

DO NOT USE

KNOXVILLE BLACK BACKGROUND

DO NOT USE

DO NOT USE

LIGHT OR PATTERNED BACKGROUNDS

DO NOT USE

DO NOT USE

DARK OR PATTERNED BACKGROUNDS

DO NOT USE

DO NOT USE



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK – KNOXVILLE HORIZONTAL MASTERMARK

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS



1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND



DO NOT USE

KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE





FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 2-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - KNOXVILLE WORDMARK (BLACK ALTERNATE)



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 2-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - KNOXVILLE WORDMARK

I-COLOR ALTERNATE APPLICATIONS - 'OUTLINE'

KNOXVILLE GOLD BACKGROUND	KNOXVILLE BLACK BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
			
	<p>DO NOT USE</p>		<p>DO NOT USE</p>
<p>DO NOT USE</p>		<p>DO NOT USE</p>	

I-COLOR ALTERNATE APPLICATIONS - 'SOLID'

KNOXVILLE GOLD BACKGROUND	KNOXVILLE BLACK BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
			
	<p>DO NOT USE</p>		<p>DO NOT USE</p>
<p>DO NOT USE</p>		<p>DO NOT USE</p>	



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - PANTHERS WORDMARK (BLACK ALTERNATE)

PANTHERS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 2-COLOR ALTERNATE APPLICATIONS

PANTHERS

FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS

PANTHERS

FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS

PANTHERS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

PANTHERS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - KNOXVILLE WORDMARK

I-COLOR ALTERNATE APPLICATIONS - 'OUTLINE'

KNOXVILLE GOLD BACKGROUND	KNOXVILLE BLACK BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
			
	<p>DO NOT USE</p>		<p>DO NOT USE</p>
<p>DO NOT USE</p>		<p>DO NOT USE</p>	

I-COLOR ALTERNATE APPLICATIONS - 'SOLID'

KNOXVILLE GOLD BACKGROUND	KNOXVILLE BLACK BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
			
	<p>DO NOT USE</p>		<p>DO NOT USE</p>
<p>DO NOT USE</p>		<p>DO NOT USE</p>	

RESTRICTED MARK - PANTHER PAW LOGO



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - PANTHER PAW LOGO (ELEMENTARY USE ONLY)

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND



DO NOT USE

KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE



RESTRICTED MARK - HIGH SCHOOL ACRONYM



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - HIGH SCHOOL ACRONYM

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS


1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND




DO NOT USE


KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE



RESTRICTED MARK - MIDDLE SCHOOL ACRONYM



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - MIDDLE SCHOOL ACRONYM

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND



DO NOT USE

KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE





FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK – NORTHSTAR ELEMENTARY ACRONYM

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND

DO NOT USE

KNOXVILLE BLACK BACKGROUND

DO NOT USE

DO NOT USE

LIGHT OR PATTERNED BACKGROUNDS

DO NOT USE

DARK OR PATTERNED BACKGROUNDS

DO NOT USE

DO NOT USE

RESTRICTED MARK - WEST ELEMENTARY ACRONYM



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - DISTRICT ACRONYM (ACTIVITY ALTERNATE)

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND



DO NOT USE

KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE



RESTRICTED MARK - DISTRICT ACRONYM (ACTIVITY ALTERNATE)



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON KNOXVILLE GOLD BACKGROUNDS



FULL-COLOR ON KNOXVILLE BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - DISTRICT ACRONYM (ACTIVITY ALTERNATE)

2-COLOR ALTERNATE APPLICATIONS



2-COLOR ON KNOXVILLE GOLD BACKGROUNDS



2-COLOR ON KNOXVILLE BLACK BACKGROUNDS



2-COLOR ON LIGHT OR WHITE BACKGROUNDS



2-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

KNOXVILLE GOLD BACKGROUND



DO NOT USE

KNOXVILLE BLACK BACKGROUND



DO NOT USE



LIGHT OR PATTERNED BACKGROUNDS



DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE



ACTIVITY SPECIFIC LETTERMARKS

RESTRICTED ALTERNATE MARK - ACTIVITY SPECIFIC LETTERMARK

TWO COLOR ON GOLD OR LIGHT BACKGROUNDS ►

Knoxville Activities are represented with the Primary Lettermark and school activity descriptor. The school activity descriptor is centered under the 'K' Lettermark. The activity lettering size is one unit and sits one-half unit size from the bottom of the 'K' Lettermark. The lettermark is seven and a half times the single unit size.



BLACK ON GOLD OR LIGHT BACKGROUNDS



TWO COLOR ON BLACK OR DARK BACKGROUNDS ►

Knoxville Activities are represented with the Primary Lettermark and school activity descriptor. The school activity descriptor is centered under the 'K' Lettermark. The activity lettering size is one unit and sits one-half unit size from the bottom of the 'K' Lettermark. The lettermark is seven and a half times the single unit size.



WHITE ON BLACK OR DARK BACKGROUNDS



RESTRICTED ALTERNATE MARK - ACTIVITY SPECIFIC LETTERMARK - ATHLETICS

TWO COLOR ON KNOXVILLE GOLD OR
LIGHT/PATTERNED BACKGROUNDS



ACTIVITIES



BASKETBALL



BOWLING



CHEERLEADING



CROSS COUNTRY

TWO COLOR ON KNOXVILLE BLACK OR
DARK/PATTERNED BACKGROUNDS



BASEBALL



BASKETBALL



BOWLING



CHEERLEADING



CROSS COUNTRY

BLACK ON LIGHT OR
PATTERNED BACKGROUNDS



BASEBALL



BASKETBALL



BOWLING



CHEERLEADING



CROSS COUNTRY

WHITE ON DARK OR
PATTERNED BACKGROUNDS



BASEBALL



BASKETBALL



BOWLING



CHEERLEADING



CROSS COUNTRY

RESTRICTED ALTERNATE MARK - ACTIVITY SPECIFIC LETTERMARK - ATHLETICS

TWO COLOR ON KNOXVILLE GOLD OR
LIGHT/PATTERNED BACKGROUNDS



DANCE TEAM



FOOTBALL



GOLF



SOCCER



SOFTBALL

TWO COLOR ON KNOXVILLE BLACK OR
DARK/PATTERNED BACKGROUNDS



DANCE TEAM



FOOTBALL



GOLF



SOCCER



SOFTBALL

BLACK ON LIGHT OR
PATTERNED BACKGROUNDS



DANCE TEAM



FOOTBALL



GOLF



SOCCER



SOFTBALL

WHITE ON DARK OR
PATTERNED BACKGROUNDS



DANCE TEAM



FOOTBALL



GOLF



SOCCER



SOFTBALL

RESTRICTED ALTERNATE MARK - ACTIVITY SPECIFIC LETTERMARK - ATHLETICS

TWO COLOR ON KNOXVILLE GOLD OR
LIGHT/PATTERNED BACKGROUNDS



TENNIS



TRACK & FIELD



TRAPSHOOTING



VOLLEYBALL



WRESTLING

TWO COLOR ON KNOXVILLE BLACK OR
DARK/PATTERNED BACKGROUNDS



TENNIS



TRACK & FIELD



TRAPSHOOTING



VOLLEYBALL



WRESTLING

BLACK ON LIGHT OR
PATTERNED BACKGROUNDS



TENNIS



TRACK & FIELD



TRAPSHOOTING



VOLLEYBALL



WRESTLING

WHITE ON DARK OR
PATTERNED BACKGROUNDS



TENNIS



TRACK & FIELD



TRAPSHOOTING



VOLLEYBALL



WRESTLING

RESTRICTED ALTERNATE MARK - ACTIVITY SPECIFIC LETTERMARK - ARTS

TWO COLOR ON KNOXVILLE GOLD OR
LIGHT/PATTERNED BACKGROUNDS



CHAMBER CHOIR



CONCERT BAND



CONCERT CHOIR



DRAMA



DRUMLINE

TWO COLOR ON KNOXVILLE BLACK OR
DARK/PATTERNED BACKGROUNDS



CHAMBER CHOIR



CONCERT BAND



CONCERT CHOIR



DRAMA



DRUMLINE

BLACK ON LIGHT OR
PATTERNED BACKGROUNDS



CHAMBER CHOIR



CONCERT BAND



CONCERT CHOIR



DRAMA



DRUMLINE

WHITE ON DARK OR
PATTERNED BACKGROUNDS



CHAMBER CHOIR



CONCERT BAND



CONCERT CHOIR



DRAMA



DRUMLINE

RESTRICTED ALTERNATE MARK – ACTIVITY SPECIFIC LETTERMARK – ARTS

TWO COLOR ON KNOXVILLE GOLD OR
LIGHT/PATTERNED BACKGROUNDS



JAZZ BAND



MARCHING BAND



PEP BAND

TWO COLOR ON KNOXVILLE BLACK OR
DARK/PATTERNED BACKGROUNDS



JAZZ BAND



MARCHING BAND



PEP BAND

BLACK ON LIGHT OR
PATTERNED BACKGROUNDS



JAZZ BAND



MARCHING BAND



PEP BAND

WHITE ON DARK OR
PATTERNED BACKGROUNDS



JAZZ BAND



MARCHING BAND



PEP BAND

RESTRICTED ALTERNATE MARK - ACTIVITY SPECIFIC LETTERMARK - CLUBS

TWO COLOR ON KNOXVILLE GOLD OR
LIGHT/PATTERNED BACKGROUNDS



ART CLUB



CAMERA CLUB



DEBATE



FFA



GAY STRAIGHT
ALLIANCE

TWO COLOR ON KNOXVILLE BLACK OR
DARK/PATTERNED BACKGROUNDS



ART CLUB



CAMERA CLUB



DEBATE



FFA



GAY STRAIGHT
ALLIANCE

BLACK ON LIGHT OR
PATTERNED BACKGROUNDS



ART CLUB



CAMERA CLUB



DEBATE



FFA



GAY STRAIGHT
ALLIANCE

WHITE ON DARK OR
PATTERNED BACKGROUNDS



ART CLUB



CAMERA CLUB



DEBATE



FFA



GAY STRAIGHT
ALLIANCE

RESTRICTED ALTERNATE MARK - ACTIVITY SPECIFIC LETTERMARK - CLUBS

TWO COLOR ON KNOXVILLE GOLD OR
LIGHT/PATTERNED BACKGROUNDS



MOCK TRIAL



NATIONAL HONOR
SOCIETY



SCIENCE CLUB



SPEECH



STUDENT SENATE

TWO COLOR ON KNOXVILLE BLACK OR
DARK/PATTERNED BACKGROUNDS



MOCK TRIAL



NATIONAL HONOR
SOCIETY



SCIENCE CLUB



SPEECH



STUDENT SENATE

BLACK ON LIGHT OR
PATTERNED BACKGROUNDS



MOCK TRIAL



NATIONAL HONOR
SOCIETY



SCIENCE CLUB



SPEECH



STUDENT SENATE

WHITE ON DARK OR
PATTERNED BACKGROUNDS



MOCK TRIAL



NATIONAL HONOR
SOCIETY



SCIENCE CLUB



SPEECH



STUDENT SENATE

RESTRICTED ALTERNATE MARK - ACTIVITY SPECIFIC LETTERMARK - CLUBS

TWO COLOR ON KNOXVILLE GOLD OR
LIGHT/PATTERNED BACKGROUNDS



TWO COLOR ON KNOXVILLE BLACK OR
DARK/PATTERNED BACKGROUNDS



BLACK ON LIGHT OR
PATTERNED BACKGROUNDS



WHITE ON DARK OR
PATTERNED BACKGROUNDS



RESTRICTED ALTERNATE MARK - ACTIVITY SPECIFIC LETTERMARK - COMMUNITY PARTNERS



ATHLETIC BOOSTERS



ATHLETIC BOOSTERS



ATHLETIC BOOSTERS



ATHLETIC BOOSTERS



MUSIC BOOSTERS



MUSIC BOOSTERS



MUSIC BOOSTERS



MUSIC BOOSTERS



PTO



PTO



PTO



PTO

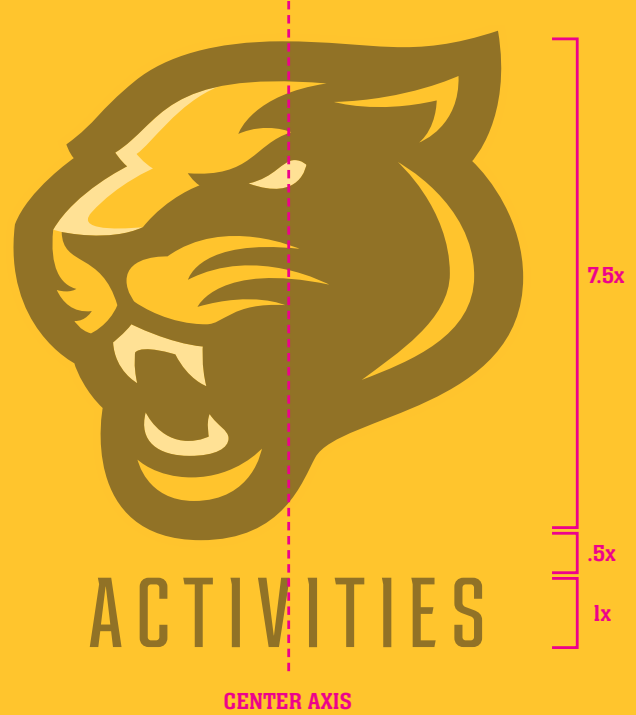
RESTRICTED ALTERNATE MARK – PANTHER HEAD WITH ACTIVITY

TWO COLOR ON GOLD OR LIGHT BACKGROUNDS ►

Knoxville Activities can be represented with the Primary Panther Head logo and school activity descriptor. The school activity descriptor is centered under the Panther Head Logo. The activity lettering size is one unit and sits one-half unit size from the bottom of the Panther Head Logo. The lettermark is seven and a half times the single unit size.



BLACK ON GOLD OR LIGHT BACKGROUNDS

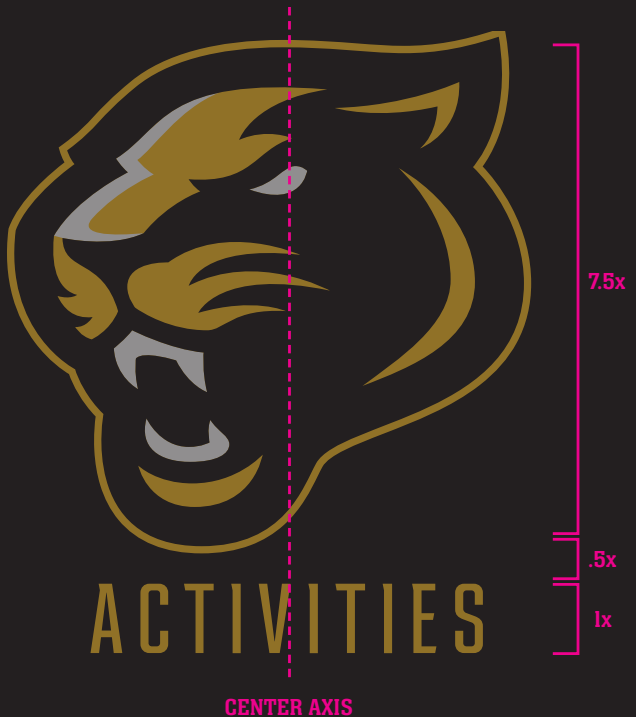


THREE COLOR ON BLACK OR DARK BACKGROUNDS ►

Knoxville Activities can be represented with the Primary Panther Head logo and school activity descriptor. The school activity descriptor is centered under the Panther Head Logo. The activity lettering size is one unit and sits one-half unit size from the bottom of the Panther Head Logo. The lettermark is seven and a half times the single unit size.



WHITE ON BLACK OR DARK BACKGROUNDS



RESTRICTED ALTERNATE MARK - KNOXVILLE ACRONYM WITH ACTIVITY

THREE COLOR ON GOLD OR LIGHT BACKGROUNDS ►

Knoxville Activities can be represented with the middle school or high school acronym logomark and school activity descriptor. The school activity descriptor is centered under the acronym letters. The activity lettering size is one unit and sits one-quarter unit size from the bottom of the acronym letters. The logo mark (from bottom of chin to top of ear) is six times the single unit size.



BLACK AND WHITE ON GOLD OR LIGHT BACKGROUNDS



CENTER AXIS

THREE COLOR ON BLACK OR DARK BACKGROUNDS ►

Knoxville Activities can be represented with the middle school or high school acronym logomark and school activity descriptor. The school activity descriptor is centered under the acronym letters. The activity lettering size is one unit and sits one-quarter unit size from the bottom of the acronym letters. The logo mark (from bottom of chin to top of ear) is six times the single unit size.



BLACK AND WHITE ON BLACK OR DARK BACKGROUNDS



CENTER AXIS



THE DISTRICT SYSTEM

THE DISTRICT SYSTEM

The Knoxville Community School District also has a unique brand mark system that is academic in look and feel. Its intention is to represent the district when circumstances require an official wholistic visual. Some examples would be (but not limited to) print communications, interior/exterior signage, vehicle decoration, website design, apparel, etc.

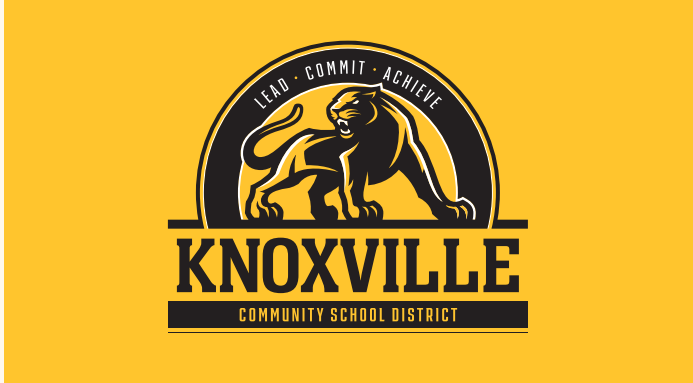
These marks are restricted-usage and can only be used with an approved affiliated agreement with the school district. The district system outlines alternate branding mark usage that must be followed in order to represent the Knoxville Community School District's brand correctly.

DISTRICT MARK - KNOXVILLE COMMUNITY SCHOOL DISTRICT LOGO



3-COLOR ON LIGHT OR WHITE BACKGROUNDS

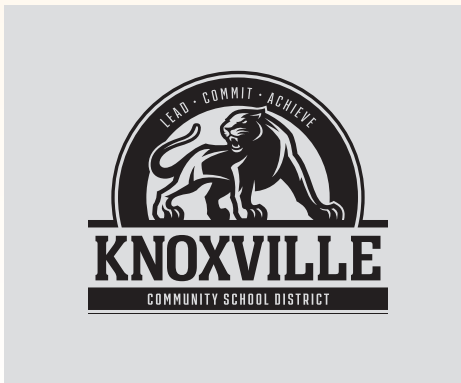
3-COLOR / 1-COLOR ALTERNATE APPLICATIONS



3-COLOR ON KNOXVILLE GOLD BACKGROUNDS



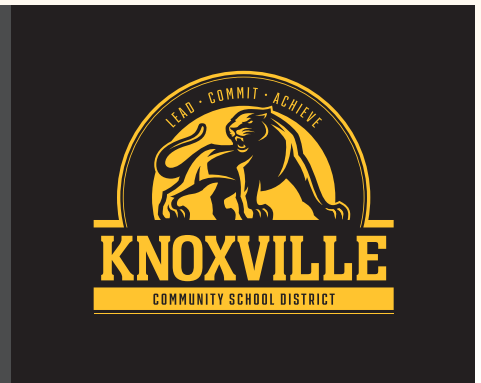
3-COLOR ON KNOXVILLE BLACK BACKGROUNDS



1-COLOR ON LIGHT OR WHITE BACKGROUNDS



1-COLOR (WHITE OR GOLD) ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS



DISTRICT MARK - KCS D ACRONYM LOGO



3-COLOR ON LIGHT OR WHITE BACKGROUNDS

3-COLOR / 1-COLOR ALTERNATE APPLICATIONS



3-COLOR ON KNOXVILLE GOLD BACKGROUNDS



3-COLOR ON KNOXVILLE BLACK BACKGROUNDS



1-COLOR ON LIGHT OR WHITE BACKGROUNDS



1-COLOR (WHITE OR GOLD) ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

DISTRICT MARK - KNOXVILLE HIGH SCHOOL DISTRICT LOGO



3-COLOR ON LIGHT OR WHITE BACKGROUNDS

3-COLOR / 1-COLOR ALTERNATE APPLICATIONS



3-COLOR ON KNOXVILLE GOLD BACKGROUNDS



3-COLOR ON KNOXVILLE BLACK BACKGROUNDS



1-COLOR ON LIGHT OR WHITE BACKGROUNDS



1-COLOR (WHITE OR GOLD) ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

DISTRICT MARK - KNOXVILLE MIDDLE SCHOOL DISTRICT LOGO



3-COLOR ON LIGHT OR WHITE BACKGROUNDS

3-COLOR / 1-COLOR ALTERNATE APPLICATIONS



3-COLOR ON KNOXVILLE GOLD BACKGROUNDS



3-COLOR ON KNOXVILLE BLACK BACKGROUNDS



1-COLOR ON LIGHT OR WHITE BACKGROUNDS



1-COLOR (WHITE OR GOLD) ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

DISTRICT MARK – NORTHSTAR ELEMENTARY SCHOOL DISTRICT LOGO



3-COLOR ON LIGHT OR WHITE BACKGROUNDS

3-COLOR / 1-COLOR ALTERNATE APPLICATIONS



3-COLOR ON KNOXVILLE GOLD BACKGROUNDS



3-COLOR ON KNOXVILLE BLACK BACKGROUNDS



1-COLOR ON LIGHT OR WHITE BACKGROUNDS



1-COLOR (WHITE OR GOLD) ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

DISTRICT MARK - WEST ELEMENTARY SCHOOL DISTRICT LOGO



3-COLOR ON LIGHT OR WHITE BACKGROUNDS

3-COLOR / 1-COLOR ALTERNATE APPLICATIONS



3-COLOR ON KNOXVILLE GOLD BACKGROUNDS



3-COLOR ON KNOXVILLE BLACK BACKGROUNDS



1-COLOR ON LIGHT OR WHITE BACKGROUNDS



1-COLOR (WHITE OR GOLD) ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS



MISUSE & VIOLATIONS

COMMON MISUSE AND VIOLATIONS

For Knoxville Community School District to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — ***without modification*** — according to the guidelines in this manual. While many violations are depicted, Knoxville Community School District retains the sole discretion to reject or revoke any or all designs that do not meet its brand standards.



NEVER USE UNAPPROVED COLORS



NEVER ALTER TYPOGRAPHY



NEVER DISTORT MARKS



NEVER RESIZE LOGOMARK ELEMENTS



NEVER FLIP OR REVERSE MARKS WITHOUT PERMISSION



NEVER REARRANGE THE LOGOMARKS

COMMON MISUSE AND VIOLATIONS



NEVER ALTER THE ANGLE OF MARKS



NEVER USE UNAPPROVED TAGLINES



NEVER ADD SHAPES



NEVER REVERSE THE LOGOMARKS ON AN INCORRECT BACKGROUND COLOR



NEVER USE BLACK ALTERNATE LOGOS WITHOUT CONSIDERING READABILITY AND HOW YOU ARE USING



NEVER USE UNAPPROVED LOGOTYPE COMBINATIONS



NEVER CHANGE DESIGNATED TYPOGRAPHY PROPORTIONS



NEVER USE COLORS THAT ARE TOO CLOSE IN HUE, ALWAYS CONSIDER READABILITY

BRAND CONCEPTS

BRAND SAMPLES & CONCEPTS



BRAND SAMPLES & CONCEPTS



BRAND SAMPLES & CONCEPTS



CONTACT

CONTACT

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KNOXVILLE COMMUNITY SCHOOL DISTRICT
641.842.6551



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