



Identity Guide

The logos in this guide are the primary graphic elements of the Northwood-Kensett Community School District branding program. Consistent application and precise production of the logos will identify and reinforce public awareness of Northwood-Kensett, its schools, activities and other areas. When the logos are used properly with the other elements of the identification program, a unique and effective visual style can be established.

The logos and their treatment described in the following pages are the official Northwood-Kensett District logo and logo type, the various school logos, the official Northwood-Kensett activities logo and logo type, variations for sport and activity logos and usage guidelines for the logos.

Reproductions for quality copies and digital images of the logo may be obtained.

Color, Font Standards and Referencing N-K

N-K OFFICIAL COLORS

The colors of the Northwood-Kensett Community School District are blue and white, with a red accent. PMS 293 C is the official Pantone color for N-K blue. PMS 18-1664 TPX is the official Pantone color for N-K red.

These are the official colors for both the district and activities logos.



District Mascots

Any use or alteration of these images not in accordance with Northwood-Kensett regulations is expressly prohibited.



At no time should the mascot be tilted





The following are the only acceptable references to the school district:

- Northwood-Kensett
- N-K
- NK

At no time will the district be referred to as “Northwood” only.

Acceptable references to our mascot, students, competitors, participants:

- Vikings
- Vikes
- Lady Vikings
- Lady Vikes