We are the Selah Washington School District.

Since 1869, this community has known that providing for the education of our young people is important. From that first school to the modern facilities of today, the Selah School District is redefining the way we approach the learning process.

We follow a set of core beliefs that guide us: we call it The Viking Way.

- We believe that strong character is at the heart of preparing our students for lifelong success.
- We believe that every student is capable of making valuable contributions to this community in the classroom, on the team, and at home.
- We believe that every student will graduate prepared for college and career opportunities.

The Viking Way leads us to a culture of excellence where our schools are known not simply as good places to learn but great places for our young people to engage in their education for the betterment of themselves and our community.

We are proud to share these common values and this common mission to produce an uncommon experience for Selah students.

We are the Selah School District: Cultivating Life-Long Learners.

We are the Selah Washington School District, Cultivating Life-Long Learners.
Usage Control
When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Selah School District - Selah, Washington has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis.

Logo Variations
Below are the logo variations for the Selah School District - Selah, Washington brand. They are presented in two color, one color, reversed and Black & white usages. All logos are created in vector art and are infinitely scalable and available for any use.

Community Image Approval
In order to ensure consistent use of the Selah School District - Selah, Washington brand, we ask that you submit a sample of each project for approval. Please specify your deadline requirements. We will reply promptly to your request for approval.
Brand Extension

Brand extension is the process of incorporating the brand into events and activities in the community. By adopting the look, feel and tone of the Selah School District - Selah, Washington brand, these events begin to connect in the consumers mind and begin to add strength to the primary brand and vice versa. The general approach of brand extension is to start with colors from the systems primary color palette as well as approved fonts that tie back into the main identity.
Logo Size & Spacing

The size and spacing of the Selah School District - Selah, Washington brand is important in ensuring that the logo is displayed in a positive and consistent way and helps to reinforce the brand. The logo should always have enough open space around it to have a clear and clean impact. The height of the first letter is generally the measurement guide for this open space.

In order to preserve legibility, maintain a minimum of .5” height.
Incorrect Usage

These are some examples of improper ways of presenting the Selah School District - Selah, Washington brand.

- Change Colors
- Scale Elements
- Outline Elements
- Rotate Elements
- Stretch the Logo
- Move Elements
- Use Photographic Backgrounds
- Use as a Wallpaper
Color Palette

Use the primary palette on all branded materials such as logos, corporate identity, Web site, advertising, collateral, and imprints. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory.

Dealing With Consistent Color Using Pantones:
The accuracy of color is critical in design. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key. It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.

A way to prevent this is by using a standardized color matching system, such as the PANTONE MATCHING SYSTEM. Though PANTONE is not the only color standardization system, it is the most widely used and the one that most printers understand. Aside from being able to have consistency, PANTONE Colors allow you to use colors that cannot be mixed in CMYK.
Typography
To add consistency to the logo, the following fonts have been chosen as the approved typefaces.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 !@#$%^&*(){}|:"<>?

Archer Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 !@#$%^&*(){}|:"<>?

Archer Light Italic

Installing Fonts:
We recommend installing only one format - OpenType, TrueType, or PostScript - of a font. Installing two or more formats of the same font may cause problems when you try to use, view, or print the font.

Choose Start > Settings > Control Panel. Note: In Windows XP choose Start > Control Panel Double-click the Fonts folder. Choose File > Install New Font. Locate the fonts you want to install. In the drivers list, select the drive and the folder containing the fonts you want to install. In the Folders list, select a folder that contains the fonts you want to install. (Make sure you have unzipped them first.) The fonts in the folder appear under List of Fonts.

Select the fonts to install. To select more than one font, hold down the CTRL key and click each font.

To copy the fonts to the Fonts folder, make sure the Copy fonts to the Fonts folder check box is selected.

Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.

Click OK to install the fonts.
File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.

File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Vector image file created by Adobe Illustrator, composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:
- Mac OS: Adobe Illustrator, Acrobat, Reader
- Windows: Adobe Illustrator, Acrobat, Reader

File Type: JPEG Image File
Category: Raster Image Files
File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.

File Type: PNG Image File
Category: Raster Image Files
File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open eps files:
- Mac OS: Apple Preview
- Windows: CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress

File Type: Portable Document Format
Category: Page Layout Files
File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open pdf files:
- Mac OS: Adobe Reader to view (free)
  Adobe Acrobat to edit (commercial)
  Apple Preview
- Windows: Adobe Reader to view (free)
  Adobe Acrobat to edit (commercial)
  Braval Reader

File Type: Graphical Interchange Format
Category: Raster Image Files
File Description: Image file that may contain up to 256 indexed colors; color palette may be a predefined set of colors or may be adapted to the colors in the image; lossless format, meaning the clarity of the image is not compromised with GIF compression. GIFs are common format for Web graphics, especially small images and images that contain text, such as navigation buttons; however, JPEG (.JPG) images are better for showing photos because they are not limited in the number of colors they can display.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.
ADVERTISING

SCHOOL DISTRICT
Cultivating life-long learners

Selah School District - Selah, Washington
Advertising

Ads come in all shapes and sizes but they have a common goal -- to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad. There are several fundamental design strategies that will allow for connections to be made while also allowing your business to reinforce its own identity. The use of clean design, similar color palettes, and a consistent logo element can create an independently managed COMMUNITY IMAGE campaign.

Visual at the top of the page. If you are using a photo, bleed it to the edge of the page or ad space for maximum impact. For photos, place a descriptive caption below.

Put your headline next.

Follow with your main ad copy. Consider a drop cap as a lead-in to help draw the reader into the copy.

Place your contact information (signature) and any pertinent social media icons in the lower right corner. That's generally the last place a reader's eye gravitates to when reading an ad.

Anatomy of an Ad

Headlines

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

Artwork

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.
Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Selah School District - Selah, Washington to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include: multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.

signature

name: Arnett Muldrow & Associates
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address: 316 West Stone Avenue | Greenville, SC 29609

Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.

Counters singing this statement forms your contractual acceptance of the Copyright Transfer Form and the terms thus set out.

signature