

The Hampton Township School District Logo and Mascot Usage Guidelines

Hampton Township School District is proud of its *Tradition of Excellence* and it is important to project its image to the immediate and world-wide community. HTSD, a united school district (one school, one community), has officially adopted a formal logo, a less-formal “activities” logo, and an official rendering of the Talbot, the District’s mascot.

In order to establish the Hampton identity, it is essential that these three depictions be used by School-sanctioned clubs, athletics, and other organizations **exclusively**. No alternative logos or mascots are to be substituted. (For example, a paw print may not be substituted for use as the mascot. However, if used as an embellishment to the activities logo or mascot, designers are advised that a dog’s paw has four toes and no toenails).

These guidelines were developed to assist individuals, coaches, parent organizations, booster clubs, staff, etc., in choosing appropriate designs for apparel, equipment, signage, etc. **The success of the District’s visual identity program relies on the enthusiastic support of Hampton individuals and organizations.**

Any questions regarding appropriate use of the Hampton Township logos and mascot should be directed to Shari Berg, Public Relations Consultant, at berg@ht-sd.org or 412-492-6312. Questions regarding logo and mascot usage on athletic apparel may be directed to Bill Cardone at cardone@ht-sd.org (412-492-6389) or Shari Berg.

District Logo

The District logo is the primary graphic representation of the District and is used on correspondence, publications, etc.

- The District logo is to be used in its entirety, as illustrated, and without embellishment or enhancement.
- The District logo may be reproduced in three color variations only:
 - In blue (PMS 287) and gold (PMS 109), as illustrated.
 - In blue (PMS 287) and white, as illustrated.
 - In black and white, as illustrated.
- The District logo, in *tif* form, is available from the Public Relations Consultant. To obtain a copy, email your request to: berg@ht-sd.org. Include in your request, your proposed use of the District logo.



Informal District Logo

A less formal version of the District logo is available for use by school and community organizations.

- The Block H may be used alone, as illustrated.
- The Block H may be used with the words Hampton Talbots, as illustrated.
- The Block H may be embellished to represent the school club, organization, or event.
- When reproduced in blue and/or gold, these colors are to be used: PMS 287 (blue) and PMS 109 (gold).
- When adding letters or words to accompany the Block H graphic, the preferred typeset is Rockwell Bold.
- The informal District logo, in *tif* form, is available from the Public Relations Consultant. To obtain a copy, email your request to berg@ht-sd.org. Include in your request, your proposed use of the informal District logo.



District Mascot

The District mascot is the Talbot, an English hunting dog that appears in the Hampton family coat of arms. The official graphic representation of the Talbot was adopted by the HTSD School Board in May 2009.

- The Talbot is shown in profile view, always facing right, as illustrated.
- The recommended colors are blue (PMS 287) on gold (PMS 109) background.
- The Talbot may be enclosed in a border, examples as illustrated.
- When adding letters or words to accompany the Talbot graphic, the preferred font is Rockwell Bold.
- The mascot, in *tif* form, is available from the Public Relations Consultant. To obtain a copy, email your request to: berg@ht-sd.org. Include in your request, your proposed use of the mascot.

