

# TRITON

SCHOOL CORPORATION



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**Leadership. Character. Achievement.**

The Brand Identity is the visual and verbal expression of our brand, and its presence needs to be felt throughout our communications, allowing us to maintain a more consistent expression of our positioning and commitment to student growth.

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**OUR MISSION**

*To develop students who are  
literate, responsible, proficient  
in state and national standards,  
and college/career ready.*



We at Triton School Corporation build relationships first, then provide outstanding instruction for reaching students maximum potential. Our core values include: Continuous improvement, Shared Leadership, Evidence Based Decision Making, High Expectations, and Social Responsibility.

It is our desire for Triton School Corporation to be a lighthouse in the community by offering a safe learning environment for students of Bourbon, Etna Green, Tippecanoe and surrounding communities. It is my goal at Triton to instill a sense of PRIDE in our school, community, and work ethic that will represent Triton in a positive light.

Jeremy Riffle  
Superintendent



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PRIMARY LOGO

This is the only logo that may be used on Triton School Corporation identification materials. To protect integrity of the brand, the logo must not be altered, distorted, added to or covered up in any way.

When printing with a single color, a reversed white logo may be used on solid color backgrounds and a black logo may be used on a white background.



INCORRECT USE



REVERSED AND POSITIVE ONE COLOR OPTIONS



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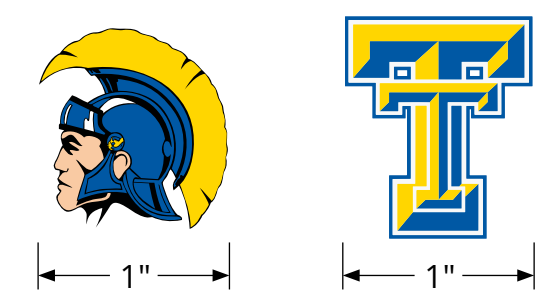
SECONDARY LOGO

The secondary logo is the stacked double "T" logo. This uses the same colors as the primary Trojan logo. These colors are not to be deviated from the established yellow or blue colors.

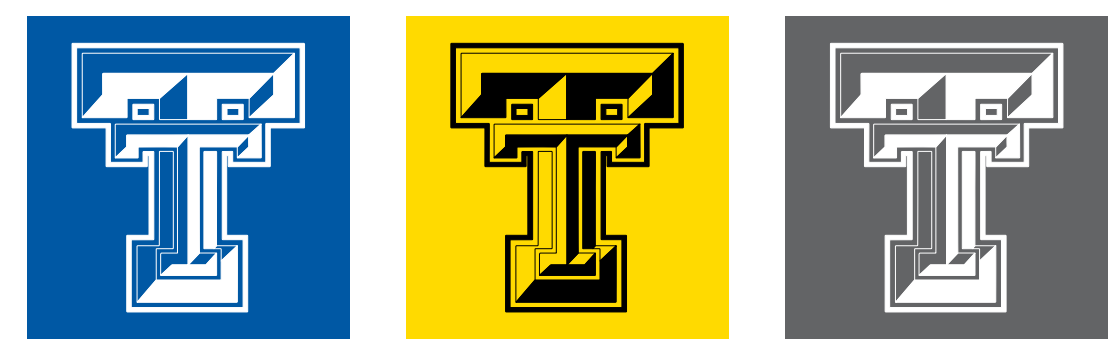
The primary and secondary logos are not to be reproduced at a size smaller than one inch in width to minimize the risk of detail loss.



MINIMUM SIZE: 1 inch width





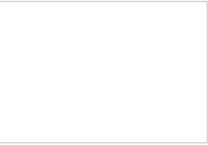

REVERSED AND POSITIVE ONE COLOR OPTIONS





COLOR TABLE

Blue and Yellow are the primary colors for Triton Schools. The supporting colors should remain neutral with gray and white. Be aware of the background color when selecting logo colors.

	Pantone®	CMYK	RGB	Hex
	293 C	100, 69, 0, 4	0, 61, 165	# 003DA5
	116 PC	0, 14, 100, 0	247, 223, 0	# f7df00
	White	0, 0, 0, 0	255, 255, 255	# ffffff
	422 C	19, 12, 13, 34	156, 162, 162	# 9EA2A2

**Solid Pantone® to process color conversion:**  
The CMYK values are derived from the Pantone® Color Bridge Coated color book. When converting the spot color, be sure to use the Color Bridge book or manually enter the values listed above to maintain consistency.

Color Spaces:

- Pantone®: Solid single ink used for offset commercial printing and apparel printing/embroidery.
- CMYK: Process color composed of Cyan, Magenta, Yellow, and Black ink. Used for offset or digital printing.
- RGB: Color composed of Red, Green, and Blue. Used primarily for digital photography and monitor viewing.
- Hex: Six digit color number containing both numbers and letters. Used for website colors and other web use.

TYPEFACES

The primary typeface is the Open Sans family of fonts. These fonts should be used on literature and other materials. This is best used for body text and subheadings.

The secondary typeface is the Trajan Pro family of fonts. This an all caps font face with a strong appearance. It is best used for headings.

Open Sans Family (content, writing, web use)

Open Sans Regular  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

Light  
*Light Italic*  
*Italic*  
SemiBold  
*SemiBold Italic*

**Bold**  
***Bold Italic***  
**ExtraBold**  
***ExtraBold Italic***

TRAJAN PRO (TITLES, HEADINGS, SUBHEADINGS)

TRAJAN PRO REGULAR  
A B C D E F G H I J K L M N O P Q R S T U V X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V X Y Z  
1 2 3 4 5 6 7 8 9 0

TRAJAN PRO BOLD  
A B C D E F G H I J K L M N O P Q R S T U V X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V X Y Z  
1 2 3 4 5 6 7 8 9 0

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