

Brand Guidelines

Here you will find the rules for using Hyde-Bronx brand assets and showcasing Hyde-Bronx content. These guidelines will give specific examples of how to, and how not to use Hyde-Bronx in your publishing.

Logos

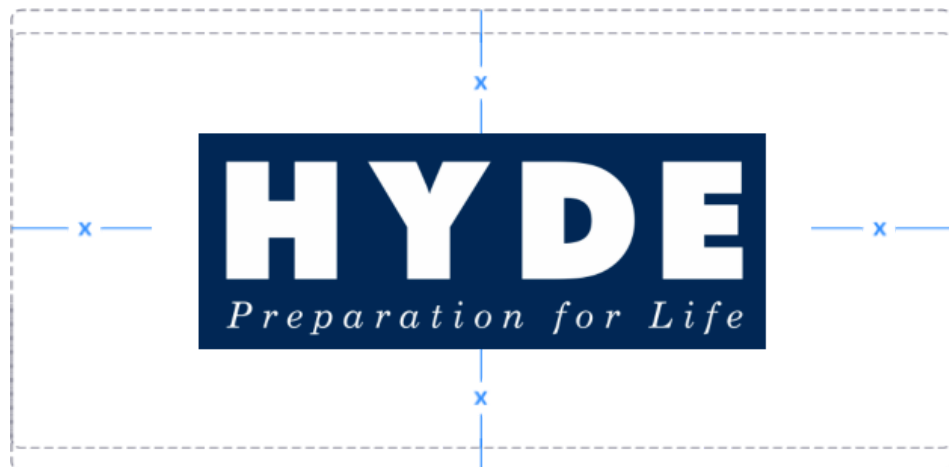
Name

Hyde's primary logo is the Hyde Leadership Charter School name.

- Only show the name in Hyde blue or white.
- Don't use previous versions of the name.
- Don't alter, rotate, or modify the name.
- Don't animate the name.
- Don't accessorize the name with extra elements like speech bubbles
- When you're using the name with other graphic elements, make sure you give it some room to breathe. The empty space around the name should be at least the equal amount of the height.



[Download Name](#)



Mascot

Hyde's secondary logo is the Hyde Lion mascot. Its bold simplicity reflects our mission and culture.

- Only show the mascot in Hyde blue, yellow, or white.
- Don't use previous versions of the mascot.
- Don't alter, rotate, or modify the mascot.
- Don't animate the mascot.
- Don't accessorize the mascot with extra elements like speech bubbles.
- When you're using the mascot with other graphic elements, make sure you give it some room to breathe. The empty space around the mascot should be at least the equal amount of the height.



[Download Mascot](#)



Colors

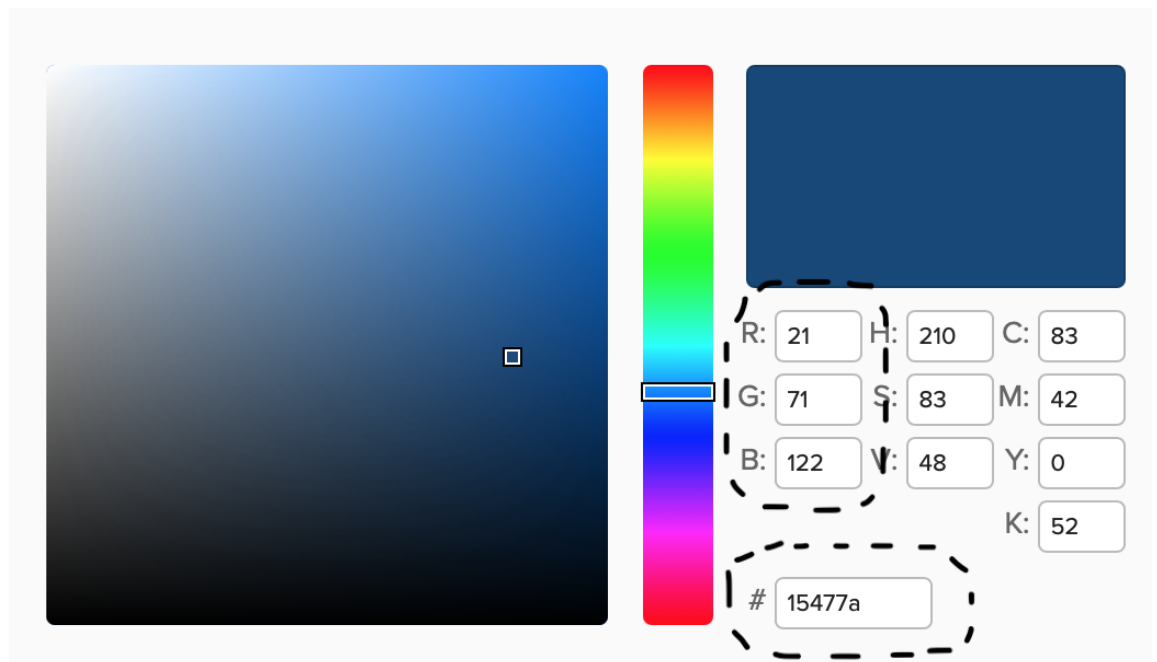
Color Palette

Hyde's colors distinguish our K-12 program in their respective grades, and marketing material.

- Don't use any darker or lighter shades of any Hyde color, unless necessary.
- Reference Hyde's website for best practices of color, (www.hydebronxny.org.)
- Enter RGB code to select the Hyde color you want, or enter HEX code to select the Hyde color you want.

LOGO BLUE	GREEN	RED	ROYAL BLUE
RGB: 21, 71, 122 HEX: #15477A	RGB: 72, 168, 24 HEX: #48A818	RGB: 206, 42, 68 HEX: #CE2A44	RGB: 21, 122, 255 HEX: #157AFF
PURPLE	GRAY	YELLOW	LIGHT BLUE
RGB: 166, 10, 155 HEX: #A60A9B	RGB: 127, 127, 127 HEX: #7F7F7F	RGB: 251, 196, 49 HEX: #FBC431	RGB: 177, 211, 255 HEX: #B1D3FF

[Download Color Palette](#)



Typography

Fonts

Lato is Hyde's font that is modern, readable. For cases where Lato cannot be used substitute with Helvetica Neue.

Type	Origin
Lato Lato <i>Lato</i>	Hyde's Website [June 2016, Body Text and Headings]
Arial Arial <i>Arial</i>	Hyde's One Pager [October 2019, Body Text] Hyde's General Brochure/ Recruitment Booklet [February 2020, Body Text]
Lucida Sans Lucida Sans <i>Lucida Sans</i>	Hyde's One Pager [October 2019, Heading Text] Hyde's General Brochure/ Recruitment Booklet [February 2020, Heading Text]
Calibri Calibri <i>Calibri</i> "Goudy Old Style" [Type not available] "Tw Cen MT" [Type not available]	Hyde's Academic Calendar [August 2020, Body Text and Headings] Hyde's School Community Achievement Report [September 2019, Body Text and Headings]
"Now" [Type only available on Canva]	Hyde's Social Media [April 2021, Body Text and Headings]
Barlow Barlow <i>Barlow</i> "Din" [Type not available] "Frank New" [Type not available]	Hyde's Character Matters Newsletter [April 2021, Body Text and Headings]

Documents	Letterhead Template Hyde's letterhead template works on Microsoft Word. For purposes of staff announcements, family reminders, confidential work, emergencies, and administrative operations. <ul style="list-style-type: none">• Don't replace the logos, name or footer text, unless necessary.• Reference Hyde's fonts for selecting body text. Download Letterhead Template
Presentations	Google Slides Template Hyde's Google Slides template works on G-Suite. For purposes of development presentations, events, staff meetings, and admissions. <ul style="list-style-type: none">• Reference Hyde's fonts for selecting heading text.• Reference Hyde's fonts for selecting body text. Download Google Slides Template
Photography	Best practices All photography used throughout our marketing should reflect Hyde's mission and culture. We are modern and clean while being bold and beautiful. Staff and student photography should be as natural as possible to reflect our culture of inclusivity and success. Each family informs the school of their participation in photography, accepting or declining via the media consent form.