



## STYLE GUIDE

The Hyde School approach to education has been developed since 1966 at the Hyde boarding campuses in Bath, Maine, and Woodstock, Connecticut, and through public school initiatives in New Haven, Connecticut, Washington, DC, and Bronx and Brooklyn, New York. The schools have been recognized nationally for their unique and effective approach to character and leadership development. The organization, based in Bath, also includes national parenting workshops and wilderness experiences.

Ninety eight percent of Hyde School graduates are accepted to four-year colleges. To learn more about Hyde School, its summer leadership programs, and parenting and teen workshops, log on to [Hyde.edu](http://Hyde.edu).



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# THE HYDE BRAND

## BRAND IDENTITY (merchandise, athletic uniforms, and communication)

Hyde merchandise and athletic uniforms are components of the branding initiative that can be extremely effective tools in building brand identity and school pride among Hyde constituents. Applying the brand to all print and electronic communications materials produced by the faculty and staff of Hyde School further increases the value of Hyde's brand. Please refer to the following guidelines when creating and/or purchasing products and materials that represent or promote Hyde School.

## APPLYING BRAND ELEMENTS

An appropriate combination of the Hyde logo, colors, and/or tagline must be applied to:

- Athletic uniforms, equipment, and helmets
- Environmental graphics, including signage appearing on and within campus buildings, on school vehicles, and on other properties owned by Hyde School
- Awards
- Stationery, note cards, greeting cards
- Publications, brochures, invitations, direct mail, postcards, flyers, booklets, catalogs
- Posters, billboards, banners
- Bumper stickers, magnets, pennants, pens, pencils, flags
- Sweatshirts, sweatpants, t-shirts, polo shirts, hats, visors, and other clothing
- Book covers, notebooks, folders, and other school supplies
- Backpacks, gym bags, book bags
- Correspondence, syllabi, forms
- Websites, videos, DVD, CD, film, and PowerPoint presentations
- E-mail signatures (email jcollinson@hyde.edu for most recent version)

EXAMPLE SIGNATURE:

Name | Title | **HYDE SCHOOL** | Be The Best Possible You  
Campus  
Phone  
Email | HYDE.EDU

Link1 | Link 2 | Link3

*Please note:* this list is not intended to be all-inclusive.



# HYDE'S VISUAL IDENTITY

The Hyde visual identity consists of four major components: 1) the Hyde School logo; 2) the specific blue and gold colors; 3) the fonts; and 4) the tagline, *Be The Best Possible You*.

## Component #1: Hyde School Shield & Logo

The logo font is Futura Extra Bold and kerning is -10. The logo is available in the following formats:

- ✓ The logo is available with the school shield either above or beside the text block of HYDE appearing in block letters and the word SCHOOL printed below it and the tagline beneath. The logo can also appear inside a banner.



- ✓ The logo can be used with or without the 5 words appearing in the shield.



- ✓ The split H is used primarily for athletics.



The above logo formats can be obtained by emailing Jenny Collinson, [jcollinson@hyde.edu](mailto:jcollinson@hyde.edu), and letting her know what the logo is being used for.



# HYDE'S VISUAL IDENTITY cont.

## Component #2: Hyde Colors—Blue and Gold

Blue and gold are Hyde's official colors. It is important to use the PMS formulas below to obtain the correct colors from printers and other vendors.

NOTE: Variations in colors can still occur when following the color formulae. Ask your vendor for an actual color sample that accurately represents the color you seek before signing off on anything you order for Hyde.



### Hyde Blue

# PMS 289 [uncoated]; R=25, G=50, B=92; C=100, M=86, Y=36, K=28  
# PMS 295 [coated]; R=0, G=47, B=95; C=100, M=68, Y=8, K=52  
Web: #19325C



### Hyde Gold

# PMS 122 [uncoated]; R=252, G= 212 B=80; C=0, M=14, Y=80, K=0  
# PMS 129 [coated]; R=243, G=207, B=69; C=0, M=11, Y=70, K=0  
Web: #FFD24F

Your printer can help you determine which of the above processes are best for your specific job.

It is important that Hyde's primary colors not be combined with any other shades of blue or gold, as doing so lessens the value of the Hyde brand.

Samples of the blue and gold can be found at X:/Brand/Branding Devices. Keep in mind that the color you view on your monitor will not look exactly as the color appears when professionally printed.

## Component #3: Fonts

In publications, please use the following fonts:

**For Headings:** Archer or **Gotham**

**For Paragraph Text:** Gill Sans, Trebuchet, or **Bell Gothic**

Note: Archer, Gotham, and Bell Gothic font families can be installed on your computer by visiting the **X>Brand>Fonts** folder and then double clicking on each individual font and then clicking the Install button.

## Component #4: Hyde School Tagline—*Be The Best Possible You*

The tagline, which does not end with a period, should always be titlecase using the Trebuchet font. The space (kerning) between characters should be -16 and font size increased to reach exact width of Hyde School logo.

If you do not possess the appropriate fonts to create the tagline according to the specifications, you can obtain the tagline as a tiff at X:/Brand/Branding Devices. The file can then be inserted into your documents or forwarded to a printer or vendor.



## BUSINESS CARDS & STATIONERY

### How to place an order for business cards in BATH:

1. Submit a PO request to Karen Moody for business cards from High Point Graphics out of Brunswick (add \$10 set-up charge if this is your first order).

Quantity	Price
250	\$40
500	\$60
1,000	\$80

2. Email the quantity you would like and the following information to Graham, the graphic designer, [graham@highpointmaine.com](mailto:graham@highpointmaine.com), and cc Geoff, the owner, [geoff@highpointmaine.com](mailto:geoff@highpointmaine.com).

- Full Name
- Job Title
- Department
- Phone Number
- Fax Number
- Cell Phone Number
- Email Address

Once you have sent to them, they will send you a PDF proof before printing.

### How to place an order for business cards in WOODSTOCK:

1. Submit a PO request to Karen Moody for business cards from Carmel Osterland at 101 Business Solutions in Brooklyn, CT.

Quantity	Price
250	\$48
500	\$52
1,000	\$72

2. Email the quantity you would like, your PO number, and the following information to Carmel at [carmel.osterlund@101bs.com](mailto:carmel.osterlund@101bs.com):

- Full Name
- Job Title
- Department
- Phone Number
- Fax Number
- Cell Phone Number
- Email Address

Once you have sent to her, she will send you a PDF proof before printing.



## HYDE SCHOOLS & THEIR ADDRESSES

The official mailing addresses for Hyde Schools are:

### BOARDING SCHOOLS

**Bath**  
Hyde School (Hyde-Bath)  
616 High Street  
Bath, ME 04530

**Woodstock**  
Hyde School (Hyde-Woodstock)  
150 Route 169 | PO Box 237  
Woodstock, CT 06281

### CHARTER SCHOOLS

Hyde Leadership Public Charter School of Bronx, NY (Hyde-Bronx)  
730 Bryant Ave.  
Bronx, NY 10474

Hyde Leadership Public Charter School of Brooklyn, NY (Hyde-Brooklyn)  
330 Alabama Avenue  
Brooklyn, NY 11027

### AFFILIATE SCHOOLS

Central Florida Leadership Academy  
427 N. Primrose Drive  
Orlando, FL 32803

Turning Point Academy  
7800 Good Luck Road  
Lanham, MD 20706

### Referencing Hyde Schools

Hyde School, Bath, ME (first reference/official name);  
Hyde-Bath (subsequent references)

Hyde School, Woodstock, CT (first reference/official name);  
Hyde-Woodstock (subsequent references)

Hyde Leadership Charter School of Bronx, NY (first reference/official name);  
Hyde-Bronx (subsequent references)

Hyde Leadership Charter School of Brooklyn, NY (first reference/official name);  
Hyde-Brooklyn (subsequent references)



## COPYRIGHT, ALUMNI & HAPA

All educational, informational, and promotional material produced by Hyde employees for the promotion of and funded by the Hyde organization, including, but not limited to, program curriculum, photographs, graphic and artwork images, brochures, view books, advertisements, manuals, website information, and the wide variety of formats and media available, such as print, broadcast, videotape, CD-ROM, DVD, and electronic/online media should include copyright information.

NOTE: Consider the kind of material you will produce when making the decision about whether or not to use the copyright line. For example, the copyright line should always be inserted when you are producing or providing material that is unique to Hyde's concepts and philosophy.

Your copyright information should be placed in the right-hand side of the page footer (Suggestion: 9 pt. Arial font) and should appear as follows:

© 2011 Hyde®

Please note that the year indicated in the copyright information should be the current year, and the registered symbol (®) should appear in superscript.

**Specific Alumni and HAPA references should be made as follows:**

- Malcolm Gauld '72 *Bath* (Mahalia '08 *Bath*, Scout '10 *Bath*)
- Rose Mulligan (Ben '99 *Bath*)
- Donna Leonard Dubinsky '81 *Bath* (Ashley '04 *Woodstock*, Josh '07 *Bath*)

**When quoting alumni:**

**Alumni** = plural group of male or mixed gender graduates

**Alumnae** = plural group of female graduates

**Alumnus** = one male

**Alumna** = one female



## SOME ABBREVIATIONS

**Before a name:**

Abbreviate the following titles when used before a full name outside direct quotations: Dr., Mr., Ms., Mrs., Rev., Sen., Gov. Spell out all others when used before name.

**After a name:**

Abbreviate "junior" or "senior" after a name. Abbreviate "company," "corporation," "incorporation," and "limited" when used after the name of a corporate entity. Don't use a comma before the designation. Correct example: Teleflex Inc.

**Abbreviations/acronyms in parentheses:**

Don't follow an organization's name with an abbreviation or acronym in parentheses. If an abbreviation or acronym would not be clear on second reference, don't use it. If so, feel free to use it.

**Designations for hours:**

Please use capitalized designations for the time of day, as follows:

• 7:00 AM

• 5:00 PM



# HYDE PUBLICATIONS

## Newsletters

*Bath Weekly*  
*Bob's Blast*

## Books

*College Success Guaranteed 2.0: Five Rules for Parents* (Rowman & Littlefield, 2014) by Malcolm Gauld

*What Kids Want and Need from Parents: How to Bond with and Mentor Children* (Argo Navis, 2012) by Joseph W. Gauld

*College Success Guaranteed: Five Rules to Make it Happen* (Rowman & Littlefield, 2011) by Malcolm Gauld

*Nature's Parenting Process: Five Simple Truths to Empower Children through Parenting Excellence* (Hyde Foundation Press 2010) by Joseph Gauld

*HYDE: Preparation for Life* (Hyde Foundation Press, 2003) by Joseph W. Gauld

*The Biggest Job We'll Ever Have, The Hyde School Program for Character-based Education and Parenting* (Scribner, 2002) by Laura and Malcolm Gauld

*Character First, The Hyde School Difference* (Prima Lifestyles, 1995) by Joseph W. Gauld

NOTE: All publications are cited in italics.