



**REVISED JUNE 2011.**

PLEASE DISCARD ANY PREVIOUS VERSIONS OF THIS GUIDE.



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## INTRODUCTION

A graphic style guide details the standards and specifications of how your brand should be represented across a wide variety of media. This assures your brand will always be represented correctly and consistently in all communication and media.

The consistent use of the school district's logos, mascot, colors, font, and naming conventions work not only to identify and communicate your unique brand to the public, but also to act as an essential piece of the marketing puzzle. It reminds people of who you are, what the school stands for, and why your contribution to the community is so unique. We ask you to follow this graphic style guide carefully any time the school's name or logo appears in any promotional materials.

By using the logo and identity correctly and consistently, you will help protect the strength of the brand's equity and value. Building a strong brand is about building trust in your staff, parents, and the community; and the foundation of that trust is consistency. The principles of this style guide will help reinforce the strength of your brand.

## LOGO FONTS – District

The fonts used in the Parchment School District logo is Poppl-Laudatio Regular.

When reproduction of the logo on specialty items is not possible (reproduction is too small), use of the district name in Poppl-Laudatio Regular is acceptable.

Example: The district wants to order pencils for a special event. The vendor's specifications require the logo to be used too small to reproduce properly.

Solution: Set the name in the logo font (show on the right).

**Note:** District name is not required to be set in logo font for use in sentence form.

### POPPL-LAUDATIO REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



PARCHMENT SCHOOL DISTRICT

## LOGO FONTS – Panthers

The fonts used in the Parchment Panthers logo is ITC Symbol Black Italic for the school name “Parchment” and ITC Symbol Bold Italic in the remaining text.

When reproduction of the logo on specialty items is not possible (reproduction is too small), use of the Parchment Panthers name in ITC Symbol Bold is acceptable.

Example: The school wants to order pencils for a special event. The vendor’s specifications require the logo to be used too small to reproduce properly.

Solution: Set the name in the logo font (show on the right).

**Note:** Mascot name is not required to be set in logo font for use in sentence form.

### ***ITC SYMBOL BLACK ITALIC***

***abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ***



### ***ITC SYMBOL BOLD ITALIC***

***abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ***

### **ITC SYMBOL BOLD**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**PARCHMENT PANTHERS**

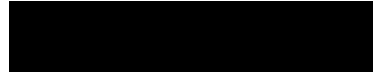
**Note:** This document is not meant to be used as a visual color matching tool. Please consult carefully with your vendor about color matching.

## LOGO COLOR – District

In order to maintain the consistency necessary to build a strong identity, use the Parchment School District logo only in the colorations presented in this guide. The logo has been provided in 4-color process (CMYK), one spot Pantone® color (PMS 7428), solid black, grayscale, and in white to print on a dark background.

When printing a one-color job it is suggested that the logo be either printed in black (or grayscale) or white against a solid color background. Avoid placing the logo on tinted background images, patterned, split color, or gradient backgrounds or on top of an image.

**Note:** Official District colors are maroon and white. Black is an approved accent color (but not an official District color).



PMS Black



PMS 7428

CMYK Conversion — C-40 • M-100 • Y-70 • K-30

RGB Conversion — R-107 • G-31 • B-58



CMYK



PMS



Grayscale



Black



Dark Background

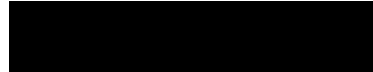
**Note:** This document is not meant to be used as a visual color matching tool. Please consult carefully with your vendor about color matching.

## LOGO COLOR – Panthers

In order to maintain the consistency necessary to build a strong identity, use the Parchment Panthers logo only in the colorations presented in this guide. The logo has been provided in 4-color process (CMYK), two spot Pantone® colors (Black & PMS 7428), solid black, grayscale, and outlined in white to print on a dark background.

When printing a one-color job it is suggested that the logo be either printed in black (or grayscale) or white against a solid color background. Avoid placing the logo on tinted background images, patterned, split color, or gradient backgrounds or on top of an image.

**Note:** Official school colors are maroon and white. Black is an approved accent color (but not an official school color).



PMS Black



PMS 7428

CMYK Conversion — C-40 • M-100 • Y-70 • K-30

RGB Conversion — R-107 • G-31 • B-58



CMYK



PMS



Grayscale



Black



Dark Background

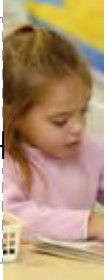
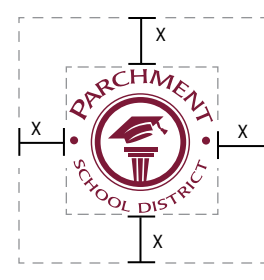
## LOGO SIZE & CLEAR SPACE District

Size and proportion are critical components of good design. When using the Parchment District logo, please make sure that all text is easily legible. The minimum size is 5/8" wide. The clear space all around the logo should be at least 1/4".



5/8"

★ Minimum logo size is 3/4" wide



★ Minimum clear space surrounding all sides of the logo should be at least 1/4".



⊘ Logo is too small — the type is unreadable, lines are too fine



⊘ Not enough clear space surrounding the logo

## LOGO SIZE & CLEAR SPACE Panthers

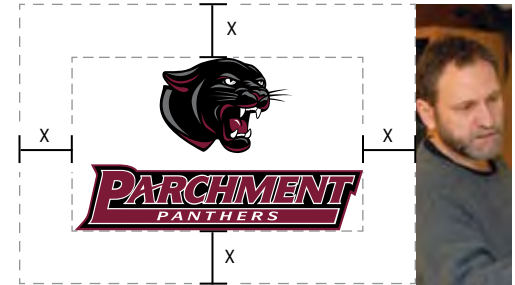
Size and proportion are critical components of good design. When using the Parchment Panthers logo, please make sure that all text is easily legible. The minimum size is 1 1/2" wide. The clear space all around the logo should be at least the height of the "P" in the word Parchment.



- ★ Minimum logo size is 1 1/2" wide



- ⊘ Logo is too small — the type is unreadable, lines are too fine



- ★ Minimum clear space surrounding all sides of the logo should be at least the height of the "P" in the word Parchment (X = height of "P")



- ⊘ Not enough clear space surrounding the logo

## LOGO COMPOSITION – District

### ★ (Acceptable Uses)

### ⊘ (Unacceptable Uses)

The Parchment School District logo is made up from two components: the logo graphic and the logo type. When these two elements are used together, they are in a fixed relationship, which should not be altered, copied, traced, redrawn, or re-configured in any way.

The logo graphic (cap and pedestal) and logo type cannot be used separately from each other.



★ Approved logo graphic



⊘ Unaccepted logo graphic



⊘ Unaccepted logo graphic



⊘ Unaccepted logo graphic

## LOGO COMPOSITION – Panthers

### ★ (Acceptable Uses)

The Parchment Panthers logo is made up from two components: the logo graphic and the logo type. When these two elements are used together, they are in a fixed relationship, which should not be altered, copied, traced, redrawn, or re-configured in any way.

The logo graphic (panther head) and logo type can be used separately from each other.

There is an approved option of the logo type where “Panthers” is large and “Parchment” is small. While acceptable to use, it is not the preferred option.



★ CMYK — preferred logo



★ Approved logo graphic



★ Approved (preferred) logo type



★ Approved option of Parchment Panther logo



★ Approved option of logo type

**LOGO APPLICATION – District****⊘ (Unacceptable Uses)**

Individual elements within the logo must not be used separately or in combination with other graphic elements. The height and width of the logo graphic should not be distorted, particularly important when using computer files. Naming conventions must not be altered in any way.



★ Proper composition of logo



⊘ Logo is distorted — condensed



⊘ Logo is distorted — expanded



⊘ Logo is illegible — do not place on photos



⊘ Portion of logo is missing

**LOGO APPLICATION – District****⊘ (Unacceptable Uses Continued)**

The logo is designed to work on its own without the addition of other elements.

- Never put the logo in a box, in a circle, or any other shape.
- Never tilt the logo on an angle.
- Never add a drop shadow to the logo.
- Never add extra elements.



⊘ Logo inside a box



⊘ Logo inside a shape



⊘ Rotated logo



⊘ Logo with a drop shadow



⊘ Logo with extra elements

**LOGO APPLICATION – District****⊘ (Unacceptable Uses Continued)**

- Never use the logo in outline form.
- Never bleed the logo off the page.
- Never use the logo in a repeat pattern.
- Never use the logo in combination with any other emblem or name other than the Parchment School District identity.
- Never use the logo in sentence form.



⊘ Logo in outline form



⊘ Logo bleeding off page



⊘ Logo in a repeat pattern



⊘ Logo in combination with unaffiliated name/emblem

Welcome to the



Gym Jam!

⊘ Logo in sentence form

## LOGO APPLICATION – Panthers

### ⊘ (Unacceptable Uses)

Individual elements within the logo must not be used separately or in combination with other graphic elements. The height and width of the logo graphic should not be distorted, particularly important when using computer files. Naming conventions must not be altered in any way.



★ Proper composition of logo



⊘ Logo is distorted — condensed



⊘ Logo is distorted — expanded



⊘ Logo is illegible — do not place on photos



⊘ Type has been separated from the graphic elements

## LOGO APPLICATION – Panthers

### ⊘ (Unacceptable Uses Continued)

The logo is designed to work on its own without the addition of other elements.

- Never put the logo in a box, in a circle, or any other shape.
- Never tilt the logo on an angle.
- Never add a drop shadow to the logo.
- Never add extra elements.



⊘ Logo inside a box



⊘ Logo inside a shape



⊘ Rotated logo



⊘ Logo with a drop shadow



⊘ Logo with extra elements

## LOGO APPLICATION – Panthers

### ⊘ (Unacceptable Uses Continued)

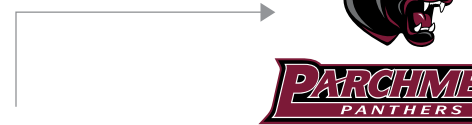
- Never use the logo in outline form.
- Never bleed the logo off the page.
- Never use the logo in a repeat pattern.
- Never use the logo in combination with any other emblem or name other than the Parchment School District identity.
- Never use the logo in sentence form.



⊘ Logo in outline form



⊘ Logo in a repeat pattern



⊘ Logo bleeding off page



⊘ Logo in combination with unaffiliated name/emblem



⊘ Logo in sentence form

## CORPORATE IDENTITY – District

Your identity materials consist of tools such as a letterhead, business cards and envelopes. Because these pieces sometimes are the main communication vehicle between you, your existing and potential clients and the community, a consistent look and feel is critical to maintaining your brand equity. Alterations to these pieces are strongly discouraged.

**Note:** For the electronic letterhead, Arial is the only font approved for use.



## UNIFORM GRAPHICS

### ★ (Acceptable Uses)

The font used for uniforms is ITC Symbol Black.

Many types of clothing and uniforms will be produced using the new Parchment identity and every piece will present its own challenge. Use the following suggestions for graphic representation on clothing or team uniforms. If style or cut prevents these arrangements from being used, try to stay true to the type style and color scheme. Panther heads, Paws and the capital "P" may be added where space allows.

**PARCHMENT**

- ★ Approved version of Parchment type for white uniforms

**PARCHMENT**

- ★ Approved version of Parchment type for black uniforms

**PARCHMENT**

- ★ Approved version of Parchment type for maroon uniforms

**PARCHMENT**

- ★ Approved version of slightly curved Parchment type for white uniforms

**PARCHMENT**

- ★ Approved version of slightly curved Parchment type for black uniforms

**PARCHMENT**

- ★ Approved version of slightly curved Parchment type for maroon uniforms

## UNIFORM GRAPHICS

### ★ (Acceptable Uses)

The font used for uniforms is ITC Symbol Black.

Many types of clothing and uniforms will be produced using the new Parchment identity and every piece will present its own challenge. Use the following suggestions for graphic representation on clothing or team uniforms. If style or cut prevents these arrangements from being used, try to stay true to the type style and color scheme. Panther heads, Paws and the capital "P" may be added where space allows.

- ★ Approved version of curved Parchment type for white uniforms

- ★ Approved version of tall, curved Parchment type for white uniforms

- ★ Approved version of curved Parchment type for black uniforms

- ★ Approved version of tall, curved Parchment type for black uniforms

- ★ Approved version of curved Parchment type for maroon uniforms

- ★ Approved version of tall, curved Parchment type for maroon uniforms

## UNIFORM NUMBERS

### ★ (Acceptable Uses)

The numbers for all uniforms should be built from the supplied files.



★ Approved version of numbers for white uniforms



★ Approved version of numbers for black uniforms



★ Approved version of numbers for maroon uniforms

## ALPHABET

### ★ (Acceptable Uses)

The lettering for all uniforms should be built from the supplied files.

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

★ Approved version of the alphabet for white uniforms

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

★ Approved version of the alphabet for black uniforms

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

★ Approved version of the alphabet for maroon uniforms

## ADDITIONAL COMPONENTS

### ★ (Acceptable Uses)

The Parchment Panthers have additional components that can be used with the logo or instead of the logo. When these elements are used, they should not be altered, copied, traced, redrawn, or re-configured in any way.

The Panther paw print and capital letter "P" can be used on various uniforms and marketing/spirit items.



★ Approved versions of Panther pawprint



★ Approved versions of capital "P"

## ADDITIONAL LOGOS

### ★ (Acceptable Uses)

The preferred format of the Parchment Early Learning Center and School Age Childcare logo includes the Parchment School District logo. This format shows a clear affiliation of one entity with the other.

The Parchment Early Learning Center and School Age Childcare logo may also be shown independently of the School District logo for less formal or internal use.

Both versions of the Early Learning logo are provided in 4-color process (CMYK), grayscale, black and white formats.

**Note:** The Early Learning logo should follow all usage guidelines as specified on pages 10-15.



Parchment  
Early Learning Center  
AND SCHOOL AGE CHILDCARE



★ Preferred (formal) use of Early Learning Center logo.

Parchment  
Early Learning Center  
AND SCHOOL AGE CHILDCARE



★ Acceptable use – Early Learning logo independent of District logo.

## LOGO SIZE & CLEAR SPACE

### Early Learning Center

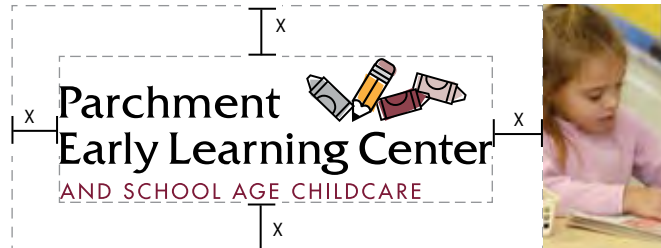
Size and proportion are critical components of good design. When using the Early Learning logo, please make sure that all text is easily legible. Whether the logo is paired with or without the District logo, the minimum height of the Early Learning logo should be 5/8". The clear space all around the logo should be at least 1/4".



★ Minimum logo size is 5/8" high



★ Minimum logo size is 5/8" high



★ Minimum clear space surrounding all sides of the logo should be at least 1/4".

## CORPORATE IDENTITY – Early Learning Center

Your identity materials consist of tools such as a letterhead, business cards and envelopes. Because these pieces sometimes are the main communication vehicle between you, your existing and potential clients and the community, a consistent look and feel is critical to maintaining your brand equity. Alterations to these pieces are strongly discouraged.

**Note:** For the electronic letterhead, Arial is the only font approved for use.



## TECHNICAL COLOR DATA

When printing color across a variety of media it is important to remember that there will be differences. For example, ink on paper will look different from fabric color, a painted wall or plastic pen. No color match is exact. Work closely with your vendor to get the best result possible.

### **FOUR-COLOR PROCESS: CMYK**

Four-Color Process Printing uses mixtures of Cyan, Magenta, Yellow, and Black (CMYK) to build a desired printed color, in a way similar to an office laser or inkjet printer.

#### ADVANTAGES

- A. Color photography and artwork can be reproduced with relative accuracy.
- B. A wide range of color is possible.

#### DISADVANTAGES

- A. Color fine lines and type will not remain clear, since four colors must overlap precisely.
- B. Matching PMS colors is approximate with substantial limitations in certain color ranges.

### **GRAYSCALE**

Grayscale is a color mode that only utilizes black, white, and a range of gray to render a screened image. Be aware that some vendors can only handle solid color (no screens) when reproducing artwork. Determine if the vendor can handle grayscale (screened black and white art) or solid black/solid white art files only.

## PROJECTED COLOR: RGB

Screen-based presentations such as computer monitors and those from other light projection devices use mixtures of Red, Green, and Blue light to create the on-screen image. Be aware that every monitor and projector is calibrated differently. Make sure your monitor is made to view millions of colors for the best representation. Projected colors will not match printed colors exactly.

## SOLID COLOR: PMS

Pantone Matching System® (PMS) is a printing and design industry standard color system used worldwide. They are specified by a designated number code.

### ADVANTAGES

- A. Color control/consistency can be achieved relatively easily even when printing in various locations, by specifying an existing standard ink.
- B. Fine lines (especially type) remain solid, allowing for colored type at small sizes.
- C. Tints of a solid PMS color creates a wider color range.

### DISADVANTAGES

- A. Pantone® Color Specifier is available in three paper finishes: uncoated, matte, and coated. PMS colors are represented differently on different paper finishes.
- B. Please be sure to consult with your vendor to match Pantone® chips as accurately as possible. This is especially crucial when dealing with media other than paper.
- C. Color office printers (including inkjet and color copiers) use CMYK values to build colors and will not match Pantone® specifications.

## GLOSSARY OF TERMS

The following glossary explains some of the technical terms (resolutions, file formats, etc.) mentioned in this style guide. Understanding the differences in these related terms will ensure that the proper art files are applied to any given application for optimal reproduction.

### RESOLUTIONS

#### • IMAGE RESOLUTION

Image resolution is the number of pixels displayed per unit of printed length in an image, usually measured in pixels per inch (ppi) and usually referred to in dots per inch (dpi). Higher image resolutions (300 ppi or higher) are necessary to obtain clear, quality graphics on printed matter, while graphics for the web or multimedia should be created at lower resolutions (72 ppi) to enable quick rendering as computer monitors only display graphics at low resolutions.

#### • SCREEN RESOLUTION

Screen resolution is the number of pixels contained on a computer monitor, the dimensions of which are expressed in the number of pixels horizontally and the number vertically (ex: A display with a resolution of 1024 x 768 is 1024 pixels wide and 768 pixels high).

## GRAPHIC/IMAGE TYPES

### • **BITMAP GRAPHICS**

Bitmap is a computer graphic (photo, logo, artwork) which is comprised of an array (or grid) of individual pixels of varying colors. Bitmap images are defined by their pixel dimensions and resolution (ex. A digital photograph may be 800 x 600 pixels and 300 ppi). Bitmap images are best saved as TIFF, JPEG, GIF, and sometimes EPS files. Adobe Photoshop is a popular editing application for bitmap images.

### • **VECTOR GRAPHICS**

Vector images are comprised by shapes that are defined by a series of points to be connected (much like a “connect-the-dots” drawing), rather than thousands of individual pixels like a bitmap graphic. The result is a much smaller file (k size) than a bitmap graphic. The advantage of vector graphic programs, such as Adobe Illustrator, Macromedia Freehand, and CorelDraw, over bitmap editors, such as Adobe Photoshop, is that they are best suited for creating logos and other artwork comprised of distinct shapes, colors, lines, and text. Since vector files do not have a fixed resolution, they can be scaled to large sizes, and output at high resolution without loss of clarity or sharpness. Digital photographs differ from vector images in that they contain a wide array of colored pixels at a set resolution. This means that they cannot be scaled larger without loss of clarity and sharpness. Vector images are best saved as EPS files.

## FILE FORMATS

### • EPS FILE — “ENCAPSULATED POST SCRIPT”

An EPS file can be either color or grayscale and contain either vector or bitmap graphics. Since bitmap graphics have a fixed resolution, an eps file should not be converted into a bitmap EPS file. Original vector EPS files yield the best results for line work — especially when reproducing your logo.

For optimal reproduction quality, both vector and bitmap EPS files are best used as placed graphics in page layout and text processing applications. EPS files are typically compatible across platforms.

### • TIFF FILE — “TAGGED IMAGE FILE FORMAT”

TIFF files are bitmap images with fixed resolutions and can be either grayscale or color. Photographs and scanned images are best saved as TIFF files and yield a high quality image reproduction. TIFF files are used in page layout and text processing applications similar to EPS files.

### • JPEG FILE — “JOINT PHOTOGRAPHIC EXPERTS GROUP”

JPEG files are full-color or grayscale bitmap images that have been compressed in size to use less memory. Due to this compression, JPEG files are degenerative and lose image quality each time the file is saved. This degeneration makes JPEGs unsuitable for printed materials; JPEGs are instead best suited for websites and other multimedia projects. Although both PCs and Macs accept JPEG images, the JPEG must be in RGB format to be properly viewed on a PC.

### • GIF FILE — “GRAPHICS INTERCHANGE FORMAT”

GIF files contain the minimum amount of information necessary to render a graphic and are typically suitable for web and multimedia use only. GIFs are generally much smaller in size than other formats and are suitable for only images containing simple solid colors and text. They can also be used for simple animations, as seen in common banner advertisements on the web. Logo graphics and styled text are best represented on the web in GIF format.

**FOR ADDITIONAL INFORMATION, PLEASE CONTACT:**

**PARCHMENT SCHOOL DISTRICT**

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Parchment, Michigan 49004  
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Suite 444  
Kalamazoo, Michigan 49007  
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[smorgan@lkfmarketing.com](mailto:smorgan@lkfmarketing.com)