



BRAND STANDARDS MANUAL

This branding guide should serve as a tool for all staff to market the daily achievements as well as the new and exciting endeavors that Sylvan Hills High School takes on.



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shhs.pcssd.org

facebook.com/pcssd.shhs/

OUR LOGO



The logo is the key to any brand's identity and through strategic use, should become a visual shorthand for our school.

Color

On screen, it is usually best to use the full color version of the logo.

Black and White

In cases where the logo must appear on a clashing background or in an application where color is limited, please use a black or white version.



File Formats

In the Google Drive folder, you will see folders for PDFs, EPSs and PNGs of the logo. Which one you will use depends on the application.

The PDFs are great for most applications and reproduce well at any size as they can be scaled up as large as a football field or as small as a postage stamp with no loss of quality.

The PNGs are great for onscreen use and can be used in most consumer-level programs. The benefit of a PNG over a JPEG is that they have a transparent background. Unfortunately, they can get pixelated at small sizes or in printed pieces.

The EPSs are for high end applications. If you are having professional pieces produced: shirts, stationery, etc., the company will probably ask for a vector file - this is what they need.

TYPOGRAPHY

The font used in all of our publications is called Barlow. It's a free font and can be found in the Google Drive Fonts folder.



Headlines are set in all caps Barlow Condensed Medium.
Ideally, headlines should be placed over a dark background or photo in white.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Section Headings

Section headings are set in title case using Barlow Condensed SemiBold.
They are a great opportunity to introduce a bit of color.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Body copy should be set in Barlow Condensed Light.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRUE COLORS

When building a brand, color is important. For over a century, there has only been one Coca-Cola Red. Here are the colors to be applied to our school's brand.

Dark Blue



C = 100
M = 84
Y = 35
K = 26

R = 0
G = 52
B = 98

HEX = #003462
Pantone: 108-16 C

Light Blue



C = 82
M = 40
Y = 0
K = 0

R = 0
G = 131
B = 202

HEX = #0083CA
Pantone: 109-8 C

D O

N T

THINGS TO AVOID



X Colored logo on clashing background



X Never stretch the logo. Ever. For any reason.



X Colored logo on photo background



X Colored headline on photo background



X Sentence case headline

X PLEASE DON'T SET BODY COPY IN ALL CAPS. IT IS HARD TO READ AND IT LOOKS LIKE YOU ARE YELLING.

X Avoid light blue text on a white background or vice-versa.



EMAIL COMMUNICATION

Email signatures are essentially a digital business card and should be standard across the District. It establishes and reinforces who we are as a District. By creating a cohesive email signature for each employee, we establish brand recognition in every person to whom your employees send emails. Email signatures must contain the following information, those marked with * are required:

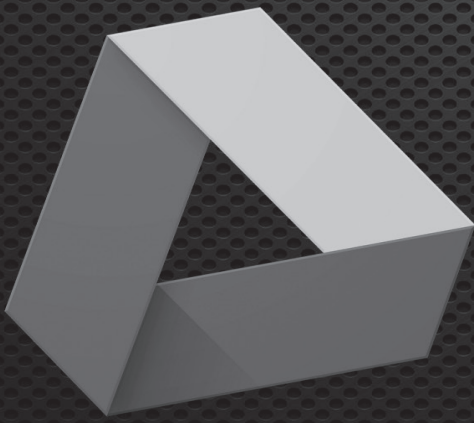
Name*

School Name*

Phone Number (Office*, Cell and Fax)


Email*


The school logo must be attached to your email signature as well. You can find instructions on how to add the logo to your signature online at shhs.pcssd.org/signature.




PROPER SHARING

In Google Drive, end users can share files in several ways. Users can choose to share files externally, either to “Anyone at PCSSD with the link,” or “Anyone with the link.” The latter is the most dangerous in terms of accidental data exposure since the file will be available to anyone on the internet. It is best practice to share documents directly with individuals or groups of individuals and NOT to use link sharing. Link sharing should be used as a last resort and should never be used to share prohibited sensitive data.


 Avoid this whenever possible.

 Avoid this option when sharing sensitive information.

 The most secure method for sharing information.

attached to your email signature as well. You can find instructions on how to

Share with others

Get shareable link 


Link sharing on [Learn more](#)

Anyone at Pulaski County Special... with the link can vi... ▼

Copy link

https://docs.google.com/document/d/1gj4vrq0ieq2yuFT1XJFaR7tZg7kycbfDsRbu8rc

People



Shared with Jimmy Hogg, Jessica Duff

Done

Advanced