



pcssd.org

501.234.2000

BRAND STANDARDS MANUAL

Revised December, 2020

OUR LOGO



The PCSSD logo has a long history with multiple variations. The one-color iteration featured on this page is the current official core of our brand. Previous versions already printed on facilities, apparel, etc. may continue in use. We ask that all new applications use the latest iteration. The logo is offered in white, black and colored variations. Due to the high contrast and compatibility with various school brand color schemes, white and black are the most versatile options and may be used most often.

White

The most common variation of the logo is white. This is best used on dark backgrounds, and specifically on solid PCSSD brand colors.

Black

The black logo variants are good for use on light backgrounds. It has the advantage of offering the greatest contrast against white backgrounds and it is least likely to clash with non-brand colors.

Color

Color logo variants are available. These are best used on white backgrounds.

Simplified

In applications where some text within the full PCSSD logo may be illegible, please use the simplified variants which omit the full the district name.



File Formats

Logo files are available in PDF, EPS and PNG formats. Each are best for use in different applications.

The PDF logo files are well suited to most print applications. They have been prepared in a vector format which allows them to be scaled to any size between a postage stamp and a football field with no loss in quality.

PNG files are good for on-screen use and are compatible with most software. The advantage of PNG files over JPEG files is support for transparent backgrounds. Unfortunately, they can get pixelated when resized.

The EPS format is a standard for professional designers and print shops. If vendors printing shirts, signage, etc. ask for "vector files," an EPS is what they have in mind.



TYPOGRAPHY

The font used in all of our publications is called Barlow. The font is used under a free license with no restrictions. Files may be requested from the Communications Department at communication@pcssd.org.



Headlines should be set in a heavier font weight, such as Barlow Condensed Medium.

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 may be set in Barlow Condensed Light.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRUE COLORS

The reds and blues presented here are the core colors of the PCSSD brand. They are the appropriate colors in which the logo may be printed. They are appropriate for use in any district communication.



Base Red

C = 0
M = 78
Y = 78
K = 17

R = 205
G = 81
B = 57

HEX = #cd5139



Dark Red

C = 0
M = 100
Y = 95
K = 40

R = 158
G = 10
B = 19

HEX = #9e0a13



Base Blue

C = 31
M = 10
Y = 0
K = 52

R = 97
G = 118
B = 138

HEX = #61768a



Dark Blue

C = 66
M = 39
Y = 22
K = 61

R = 44
G = 68
B = 86

HEX = #2c4456

THINGS TO AVOID



X Colored logo on colored background



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



X Don't use the old multicolor logo.



X Colored logo on photo background



PCSSD

X Full Logo with District name or abbreviation. The logo includes our name and, in most cases, it does not require repetition.



X Colored headline on photo background



X Sentence case headline

**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT.
PELLENTESQUE VITAE DOLOR
EFFICITUR, LACINIA TURPIS QUIS,
PHARETRA TORTOR. CURABITUR
SAPIEN FELIS, PLACERAT EGET
AUGUE QUIS, TINCIDUNT MOLESTIE
NISL. SUSPENDISSE PULVINAR
ULTRICES ARCU VITAE FACILISIS. IN
FACILISIS CONDIMENTUM ALIQUAM.**

X Avoid very long portions of copy in set in all caps. This can make text more difficult to read.

EMAIL COMMUNICATION

Signatures

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*

You can find a template and instructions online at sites.google.com/pcssd.org/emailsignatures.



Digital district and school brand resources including letterhead, PowerPoint and Google Slides templates, logo files and more are available via shared Google Drive folders. Contact communication@pcssd.org to request access.



PULASKI COUNTY SPECIAL SCHOOL DISTRICT

925 East Dixon Road, Little Rock, AR 72019 • 501.234.2000 • Website: pcssd.org



Click to add title

Click to add subtitle

THE PCSSD
DIFFERENCE

EQUITY &
EXCELLENCE

