



# BRAND STANDARDS MANUAL

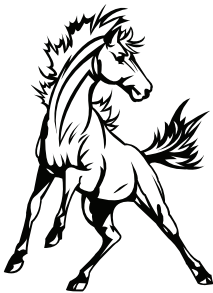
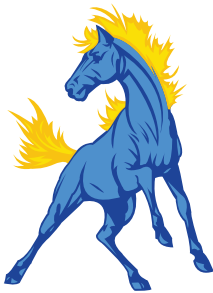
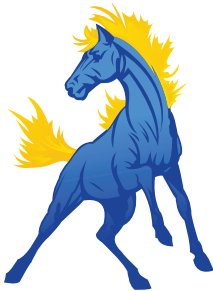
This **Baker Elementary School** brand guide is a tool for consistent communication and for marketing the daily achievements and new endeavors the school takes on.

*Revised January, 2021*



15001 Kanis Road, Little Rock, AR 72223  
501.228.3250  
[baker.pcssd.org](http://baker.pcssd.org)  
[facebook.com/pcssd.bes](https://facebook.com/pcssd.bes)

# OUR LOGO



The **Baker Elementary School Broncos** logo is key to our brand's identity. Through consistent use, it will become a visual representation of the school.

## Gradient

Wherever it is practical, and particularly on-screen, it is best to use the full gradient version of the logo.

## Color Solid

In applications that may not accurately or inexpensively reproduce the gradient, use the solid color variant.

## Black and White

The black and white logo variants are good for use on very light or very dark backgrounds. They are essential to applications that require printing in one color.

## 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](mailto: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 should be set in Barlow Condensed Light.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# TRUE COLORS

These are the core colors of the our brand. They are appropriate colors in which the logo may be printed. They are appropriate for use in any school communication.

## Dark Blue



C = 100  
M = 87  
Y = 3  
K = 0

R = 32  
G = 65  
B = 154

HEX = #20419A  
Pantone: Reflex Blue CP

## Light Blue



C = 68  
M = 34  
Y = 0  
K = 0

R = 80  
G = 145  
B = 205

HEX = #5091CD  
Pantone: 279 CP

## Yellow



C = 2  
M = 8  
Y = 99  
K = 0

R = 255  
G = 223  
B = 0

HEX = #FFDF00  
Pantone: 109 CP

## Gold



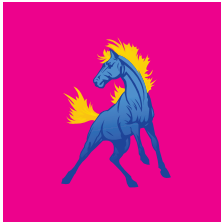
C = 3  
M = 24  
Y = 100  
K = 0

R = 249  
G = 194  
B = 10

HEX = #F9C20A  
Pantone: 7549 CP



# THINGS TO AVOID



**X** Colored logo on clashing background



**X** Never stretch the logo.



**X** Colored logo on photo background



**X** Colored headline on photo background



**X** Sentence case headline



LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING ELIT. PEL-  
LENTESQUE VITAE DOLOR EFFICITUR,  
LACINIA TURPIS QUIS, PHARETRA  
TORTOR. CURABITUR SAPIEN FELIS,  
PLACERAT EGET AUGUE QUIS, TINCID-

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

# EMAIL COMMUNICATION

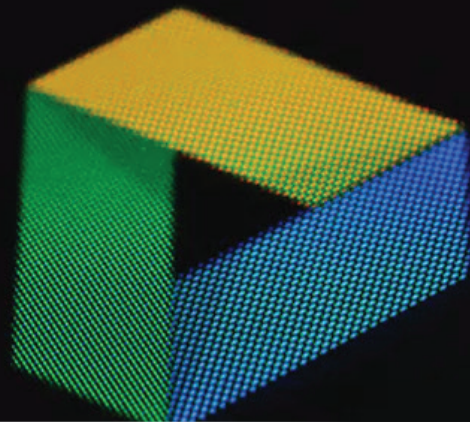
## Signatures

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](https://sites.google.com/pcssd.org/emailsignatures).



# Downloadable Templates

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](mailto:communication@pcssd.org) to request access.



Ende consequo,

Officium sit es porrovid eicabo. Viduntur volorem non presequeas eossequat quo minvent volorerunt pre plaborum veniendignis adi tem adicimi, nem iminihi luptas reicia everit dolorum voluptat eicem ne int libusam sant od quid que estio. Lecabo. Boremam repere est aliciis delit occum que volere volo et quae doloreir autempo recus, ut evelesto quaeepro beribus, sum exeremo luptate caecte modit volere as eostius, cullor at omnimporem quide con ratur autatur sa netur? Apere vel inusdae rsperum aut officae excus siminim usapit as voluptas sum elist, solore con re magni volorpor anderciis aceperibeati ommolup tatur? Ratae dolutaqui blabore ini ani rem quo quatem. Nemo dictet, simusapienim fugitae rcili- tas sequide llorrovid molorpo resciam sequat.

Igenduntion es delitat iorenianimet ut dolorep udaepudam et atur sit odis maximust, offic- tium fuga. As eratqui occae. Et omnis nonsectum am ini beaquodignis derupic illupta ta- tusam qui nobite volorem rempere nonsendi quibus imposae nobitatus etur am quidest, ini rerum re quis dus que venem fugitat ionsed endaerum qui is utem rest qui il incturi onsenem reius dolesti busamenis cus mo mincil ipidus.

Equi nimus rernate  
nonectem nihiliq ua  
eum eos repudae ce  
comnihit dolor mi, e  
qui ipictatument qu  
lani doluptur? Qui q  
ataquas vellam haru  
nam natet quis a qu  
tas idis aceribus vo  
nector sunt et laci



Click to add title

Click to add subtitle

