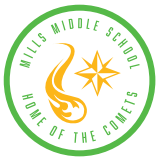
BRAND STANDARDS MANUAL

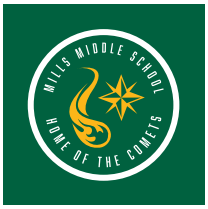
This **Mills Middle School** brand guide is a tool for consistent communication and for marketing the daily achievements and new endeavors the school takes on.

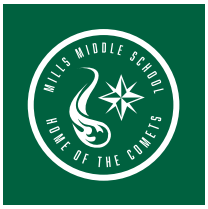
Revised January, 2020

1205 E. Dixon Road, Little Rock, AR 72206
501.490.5730
Website: millsms.pcssd.org
facebook.com/pcssd.millsms

OUR LOGO







The **Mills Middle School Comets** 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.

Simplified

When the logo reproduced at a small size and details may be illegible. please use the simplified mark.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Section Headings

Section headings may be 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

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.

Bright Green

C = 68
M = 0
Y = 100
K = 0

R = 88
G = 185
B = 71

HEX = #58B947

Pantone: 369 CP

Dark Green

C = 93
M = 0
Y = 75
K = 55

R = 0
G = 97
B = 64

HEX = #006140

Pantone: 7728 CP

Gold

C = 0
M = 31
Y = 98
K = 0

R = 253
G = 183
B = 26

HEX = #FDB71A

Pantone: 1235 UP

Dark Blue

C = 100
M = 87
Y = 42
K = 52

R = 1
G = 30
B = 65

HEX = #011E41

Pantone: 282 C

THINGS TO AVOID

Colored logo on clashing background

Never stetch the logo.

Colored logo on photo background

Full logo with school name or abbrevuiation

Colored headline on photo background

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

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

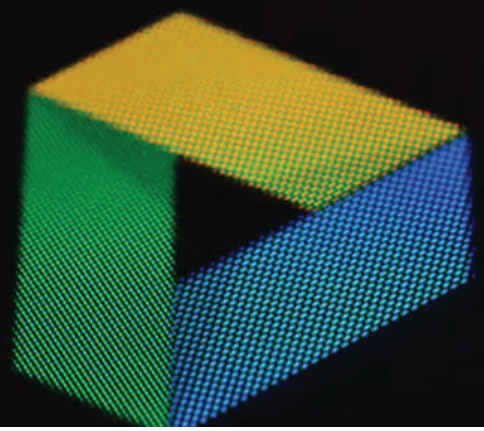
EMAIL COMMUNICATION

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.



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 to request access.

MILLS MIDDLE SCHOOL

1205 East Dixon Road, Little Rock, AR 72206 • 501.490.5730 • Website: millsms.pcssd.org • Principal: Dr. E. Lisa Watson

Click to add title

Click to add subtitle

PULASKI COUNTY SPECIAL SCHOOL DISTRICT
PCSSD