BRAND STANDARDS
MANUAL

This **Oak Grove Elementary School** brand guide is a tool for consistent communication and for marketing the daily achievements and new endeavors the school takes on.
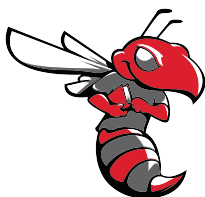
Revised January, 2021

5703 Oak Grove Road , N Little Rock, AR 72118
501.851.5370
Website: oakgrove.pcssd.org
facebook.com/pcssd.oges

OUR LOGO

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

Color

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

Gray

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

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

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.

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.

HEADLINE

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.

Red

C = 9	R = 216	HEX = #D81B2C
M = 100	G = 27	
Y = 94	B = 44	Pantone: 3517 C
K = 1		

Gray

C = 0	R = 100	HEX = #646464
M = 0	G = 100	
Y = 0	B = 100	Pantone: 10 C
K = 75		

X Colored logo on
clashing background

X Never stetch the logo.

X Colored logo on
photo background

HEADLINE

Headline

X Colored headline on
photo background

X Sentence case headline

X 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.
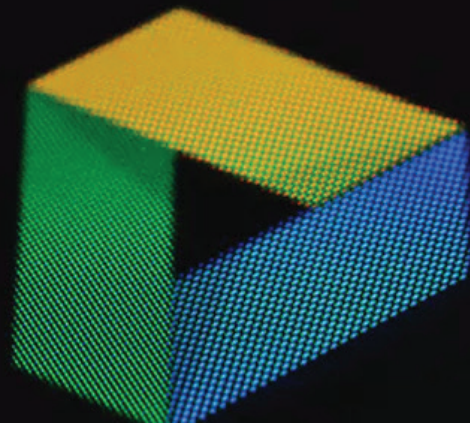
EMAIL COMMUNICATION

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.

OAK GROVE ELEMENTARY SCHOOL
703 Oak Grove Road, North Little Rock, AR 72118 • 501.851.5370 • Website: oakgrove.pcssd.org • Principal: Pamela McCurry

Click to add title

Click to add subtitle