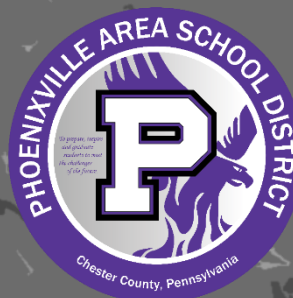


# PASD

## Branding Guidelines

The mission of the Phoenixville Area School District is to prepare, inspire, and graduate students to meet the challenges of the future, while we grow to become the education hub of the community.

June 2015



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# I. Introduction

This Brand Guidelines Document (BGD) establishes Distinct guidelines on how all aspects of the visual brand will be executed publically. It establishes rules and regulations for creating a unified and identifiable presence for PASD. This includes everything from the design of a logo and how it can be used, to letterhead, the look of a website, personal communications and how it all is represented.

The BGD is meant to help employees and third party partners to properly use and communicate the message of a PASD brand. Further it answers a few key questions: What logo do I use and when? What images are associated with the brand and groups within it? In what ways can/should the company logo be used?

The Document also serves as a guide for designers. It outlines all of the basic design tools that are needed to create and disseminate company communications – from allowable typefaces and styles, to color palette, to logos and seals.

If you have any questions or comments about this document or PASD branding, please call or email Sandra Clause at [ClausS@PASD.K12.PA.US](mailto:ClausS@PASD.K12.PA.US) or (484) 927-5007.

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## II. PASD SEAL - PULL-QUOTE VERSION

### Description:

The PASD District Seal depicts the District (in the form of the letter “P”) surrounded and supported by the Phoenixville community (in the form of the “phoenix”). An abbreviated version of the PASD Mission is represented on the left, which reinforces the role of the District in the Phoenixville Community.

### Who may use:

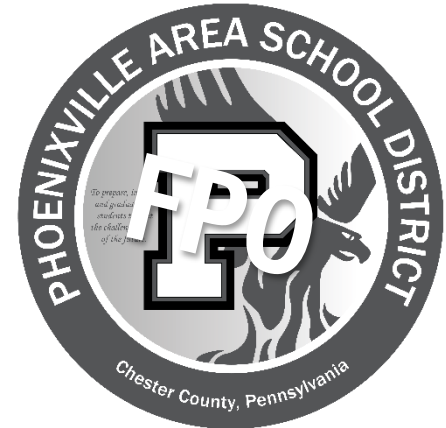
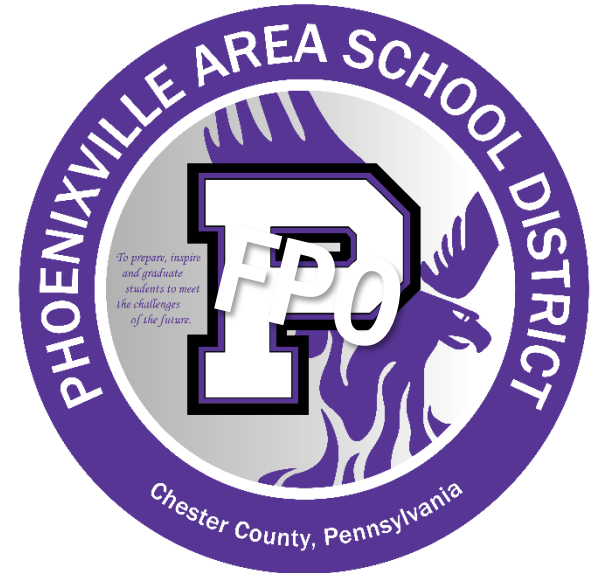
*Preauthorization is required for any use of the District seal, in any format. This applies to any and all commercial entities, social media sites, or private organizations.*

### When to use:

This is the FULL PASD Administration Seal. It includes a pull quote from the District’s mission.

This version of the seal is to be used on collateral, signage, and other offline (non-internet) uses **ONLY when the pull-quote is legible.**

As an example, it will reside on the wall/desk in large-scale print within the School Board conference room. It may reside on the wall at the main entrance to the High School. Additionally, it may be etched into the lobby floor of specific

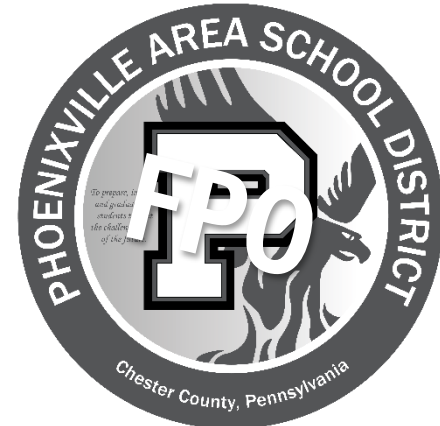
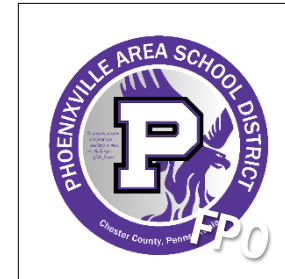
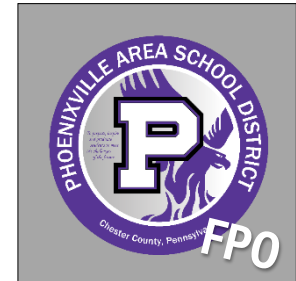


## II. PASD SEAL - PULL-QUOTE VERSION

- Rules

Rules:

- The pull quote version of the District Seal is NOT to be used unless the mission pull quote is legible.
- The Seal is to be used ALONE, it should NOT be attached to other images.
- It must exist on black, a shade of gray, or a white background. **WHITE is preferred.**
- The Seal design is NOT to be changed at all.



## II. PASD SEAL - PLAIN

### Description:

The PASD District Seal depicts the District (in the form of the letter “P”) surrounded and supported by the Phoenixville community (in the form of the “phoenix”).

### When to use:

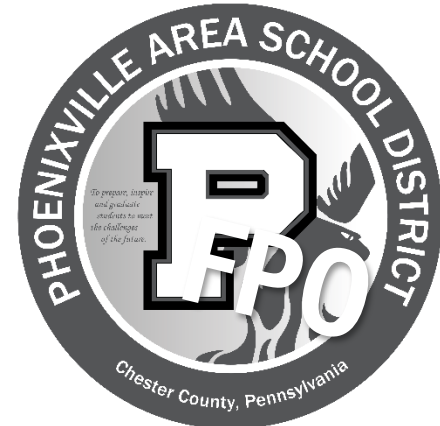
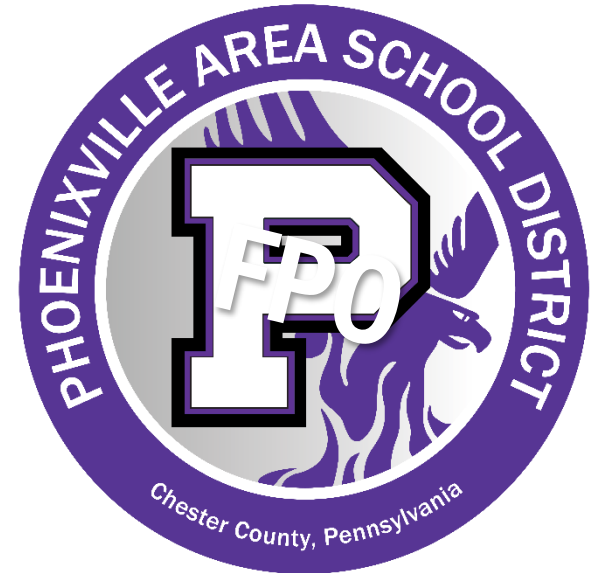
This is the ABBREVIATED PASD Administration Seal. It does NOT include a pull quote from the District’s mission.

This version of the seal is to be used on marketing and communications collateral, letterhead, internet, social media, and other on and offline (non-internet) uses where the pull-quote from the FULL Seal would NOT be legible.

As an example, it will reside on the business cards, letterhead, mailing labels, web sites, etc.

**THE PLAIN SEAL VERSION IS NOT TO BE USED WHEN THERE IS AN “OPPORTUNITY” TO EXPRESS THE MISSION OF THE DISTRICT. THIS MEANS WHEN THE MISSION PULL-QUOTE COULD BE LEGIBLE, THIS VERSION IS NOT BE USED.**

This Seal is available in both color and greyscale versions.

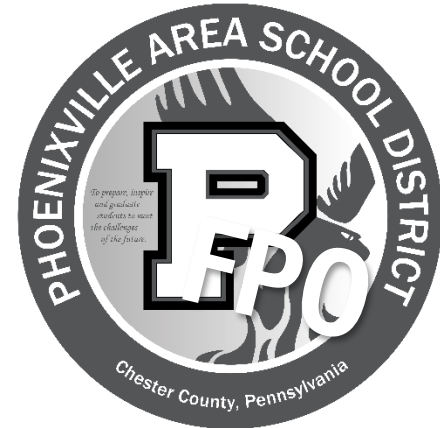
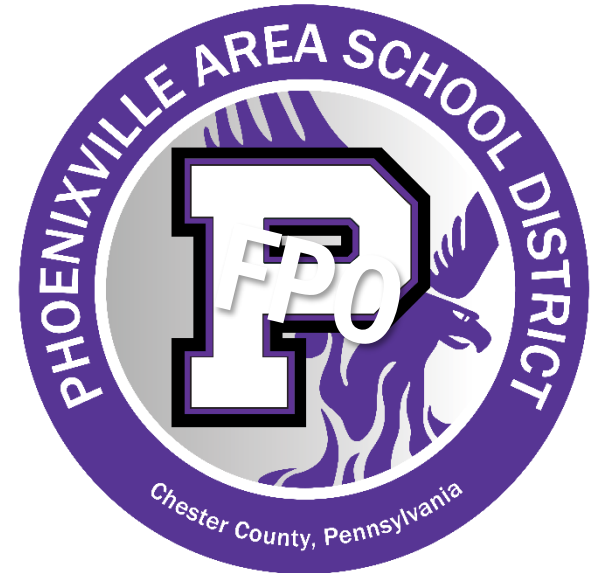


## II. PASD SEAL - PLAIN

- Rules

### Rules:

- The same rules that apply to the Full PASD District Seal apply.





### III. Letter “P”

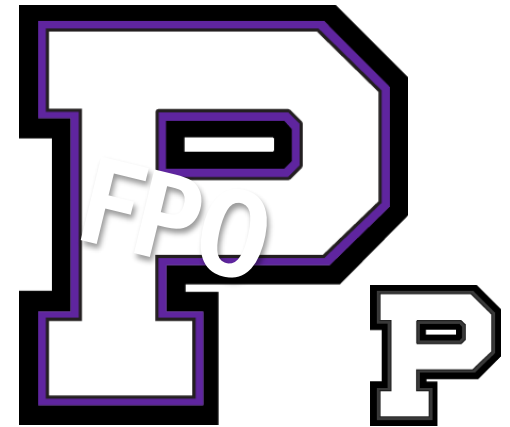
#### Description:

Aside from the color purple, the most recognizable aspect of the PASD Brand is the letter “P”.

#### When to use:

The PASD Letter “P” is a custom letter and cannot be duplicated with any standard font type.

There is a white version and a purple version of the PASD “P”. Not other colors are available.



## IV. Activities & Athletics Logo

### Description:

The activities and athletics logo is the Phantoms “team” logo. Represents all well-known aspects of the PASD Brand, and includes the letter “P” and the color purple, along with the Phantom figure.

### When to use:

This logo can be used in an abundance of forms, including but not limited to t-shirts, uniforms, posts, car magnets, etc.

Any time an activities or athletics team are represented, this treatment can be used.



## IV. Activities & Athletics Logo

- **Rules**

Rules:

- This logo should NOT be edited at all for any purpose.
- Activities, clubs, or sports teams should use this logo, and include copy/text underneath the logo, NOT integrated with it.
- The logo is available in full color, and grayscale versions.
- It is also available with and without a border to allow for printing on multiple materials and colors.



## V. Typography

### When to use:

Franklin Gothic is the primary font for everyday business use, including MS Word documents, regular correspondence, and standard presentation copy content.

When possible this font group should be used; occasionally, for specific groups, clubs, activities, etc. other fonts can be used, but not integrated into logos.

### Franklin Gothic Book Regular

ABCDEF  
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$%&\*()

### Franklin Gothic Book Demi

ABCDEF  
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@\$%&\*()

## V. Typography

Franklin Gothic Medium Regular

**A B C D E F**  
**a b c d 1 2 3 4**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ \$ % & \* ( )

## VI. Color Palette

### When to use:

One of the single strongest aspects of the Phoenixville Area School District brand is the color purple. It lends itself to both the unique nature of the Phoenixville community, and to the desired District as the education hub of the community.

Grey and black colors are the secondary colors and primarily used to compliment the color purple.

White is used almost exclusively for accent.



PRIMARY



SECONDARY

SECONDARY



TERCIARY

## VI. Color Palette

**Purple**

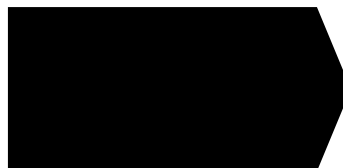


CMYK (*print*) – 82, 97, 0, 0

RGB – (*screen*) – 95, 37, 159

HTML – (*web*) – #5f259f

**Black**



CMYK (*print*) – 0, 0, 0, 100

RGB – (*screen*) – 0, 0, 0

HTML – (*web*) – #000000

**Gray**

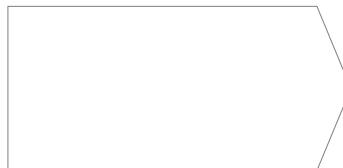


CMYK (*print*) – 21, 16, 16, 0

RGB – (*screen*) – 201, 201, 201, 201

HTML – (*web*) – #231f20

**White**



CMYK (*print*) – 0, 0, 0, 0

RGB – (*screen*) – 255, 255, 255, 255

HTML – (*web*) – #ffffff

If you have any questions or comments about this document or PASD branding, please call or email Sandra Clause at [ClausS@PASD.K12.PA.US](mailto:ClausS@PASD.K12.PA.US) or (484) 927-5007.

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