BRAND GUIDELINES

Rev. Sept. 2018 | polkschoolsfl.com/brandguidelines

POLK COUNTY
PUBLIC SCHOOLS

STUDENTS FIRST

SUPERINTENDENT'S MESSAGE

Greetings Polk County Public Schools stakeholders,

I'm pleased to present to you Polk County Public Schools' brand guidelines.

In 2018, the Public Relations & Strategic Partnerships department led a unique rebranding effort, recruiting nine graphic design and branding professionals to mentor students in our graphic design academies for the creation of a new school district logo and tagline. The winning submission was created by students at Auburndale High School.

Our students seized the opportunity the PR department gave them, dedicating their time, talent and creative energy to reimagining the school district's visual identity. We are proud of our student-created brand, and we must protect it.

By applying standards to how Polk County Public Schools is presented to the public, we enhance both our recognition and our association with high-quality education through visual repetition.

As you review these standards, know that they were written to hold the Polk County Public Schools brand in the same regard as the brands of major corporations, sports teams and universities. Polk County Public Schools is a billion-dollar organization with the most sacred of missions: to deliver high-quality education. It is long past time that we fiercely protect our public image.

We change the world, and now we have a world-class brand developed by our very own students. We must show it the reverence and respect it deserves. By reviewing and abiding by these standards, you'll help to protect and nurture our new brand, and help us tell the world that at Polk County Public Schools, students always come first.

Jacqueline M. Byrd
Superintendent
Polk County Public Schools

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BRAND GUIDELINES INTRODUCTION

A brand is much more than a logo, and branding is much more complicated than it seems.

A brand is the visual representation of everything an organization believes in, stands for, and promises to its stakeholders. Beyond the logo, branding encompasses fonts, colors, sizing, and spacing — just to name just a few of the criteria that comprise "brand compliance."

The purpose of this guide is to establish and maintain consistent use, and thereby support, the Polk County Public Schools brand.

Our branding guidelines are based in branding best practices and the premise that there is only one purpose for published and electronic materials issued by the school district: to communicate facts, ideas, and other information that supports the district's mission of delivering high-quality education to all its students.

"WE ARE ALL BRAND AMBASSADORS."

All of our schools and departments provide exceptional services, but they do so as components of a whole, and that whole is Polk County Public Schools. By positioning and promoting everything we have to offer under the Polk County Public Schools brand, we project a stronger, more unified image to the public, and in turn, we will become a stronger, more unified organization.

We are all brand ambassadors. This guide was created to help you learn how to use the brand and protect it. This guide cannot anticipate every possible situation, nor can it spell out every instance where an application of the brand may be inappropriate. *If you find yourself in a situation that is not outlined in this guide or if you have any questions, please feel free to call the Public Relations & Strategic Partnerships department at 863-534-0604.*

POLK COUNTY
PUBLIC SCHOOLS
STUDENTS FIRST

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MAKING THE BRAND

In 2018, Polk County Public Schools' Public Relations & Strategic Partnerships department led a unique rebranding effort that combined student talent with professional expertise found in the local business community.

Polk County Public Schools had for decades been identified by a yellow seal that bore the words, "Knowledge is Power." The look was outdated. A refresh was long overdue.

In contemplating how to go about rebranding the school district, an opportunity emerged. The rebranding process, and the product it produced, could represent what Polk County Public Schools strives to do every day: prepare students for success in the workforce.

Local branding and graphic design professionals, representing Curious Jane, ImageDepot Express, Lkldr Creative, MADE Brands, Tinsley Creative, University of South Florida Communications & Marketing and Webber International University, mentored students at graphic design academies based at Auburndale High, Bartow High, Gause Academy, Haines City High, George Jenkins High, Lake Gibson High and Lake Region High. Representatives from the Central Florida Development Council and Polk Vision coached the students in their public-speaking skills, preparing them for their final presentations.

For two months, the students pored over district research, racked their brains, stretched their creativity, and had their designs and taglines critiqued by their professional mentors. At the end of the two-month process, the students presented their final designs to the professionals, who voted unanimously in favor of Auburndale High School's submission.

In honor of their work, members of the Auburndale High School branding team received a cash prize from the Polk Education Foundation, as well as the net proceeds from branded apparel produced by ImageDepot Express. The Polk County Public Schools student-branding project won a 2018 Sunshine Medallion Award from the Sunshine State School Public Relations Association.

The student-created Polk County Public Schools brand stands as a testament to the talent and potential that we as a school district foster every day, to the power of public-private partnerships, and to the transformational things that are possible when we put Students First.

Pictured above, Auburndale High Branding Team (L. to R.): Ross Persichetti, Jaedyn Smith, teacher Emily Kauwell, Caitlynn McCahill and Conner Grove.

Watch the *Making the Brand* video at:
polkschoolsfl.com/makingthebrand

DISTRICT LANGUAGE

The school district should be referred to as "Polk County Public Schools" on first reference in all official communications and publications. The acronym "PCPS" may be used in subsequent references. The district **_SHOULD NOT_** be referred to as the "Polk County School Board" or "PCSB" in communications and publications, as this refers specifically to the group of seven elected individuals responsible for overseeing the district.

The legal name of the school district is "The School Board of Polk County, Florida." This is the name that must be used on all contracts, but it should not appear in communications and publications.

The term "Polk District Schools" is mandated by the state to appear on the sides of our school buses. This is the only instance where "Polk District Schools" is acceptable.

Polk County Public Schools ends in an "s," but it refers to a singular organization. Therefore, it should take singular verbs.

> **Correct:** Polk County Public Schools **_is_** experiencing an increase in enrollment.
> **Incorrect:** Polk County Public Schools **_are_** experiencing an increase in enrollment.

When referring to the school district in the possessive, an apostrophe should be placed after the second "s" in Schools. An additional "s" is unneeded.

> **Correct:** Polk County Public Schools' district office is located in Bartow.
> **Incorrect:** Polk County Public School's district office is located in Bartow.
> **Incorrect:** Polk County Public Schools's district office is located in Bartow.

The Public Relations & Strategic Partnerships department uses Associated Press (AP) style in all marketing and media communications, including writing that appears on polkschoolsfl.com. The AP Stylebook, a grammar and style guide used by professional communicators of all types, specifies that professional titles that appear without a name or after a person's name are to be lower-case. Therefore, the following will appear in communications produced by the Public Relations & Strategic Partnerships department:

- Polk County Public Schools is overseen by a seven-member School Board and an appointed superintendent. (Because the title is not accompanied by an individual's name, it is lower-case.)
- Jacqueline Byrd, Polk County Public Schools superintendent, was appointed in 2016. (Because the title comes after the individual's name, it is lower-case.)
- Superintendent Jacqueline Byrd was appointed in 2016. (Because the title comes before an individual's name, it is upper-case.)

Adherence to AP style is not required of other departments within the district, but good grammar is. Remember that in everything you do, you reflect the quality of education we are delivering to our students. Check your spelling. Check your punctuation. Always use a proofreader. *For any questions regarding district language, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*

BRAND ELEMENTS

Brand elements are the basic building blocks for communicating who we are as a school district. They consist of our logo, tagline and brandmark. <u>Any use of the brand elements should be approved by the Public Relations & Strategic Partnerships department prior to printing/publication</u>. *For more information, please call 863-534-0604. For guidelines on the proper use of brand elements, please refer to pages 12-14.*

LOGO

Horizontal lockup version

Center lockup ("stacked") version

Our logo consists of the brandmark and typographic elements locked together as a single cohesive asset.

TAGLINE

STUDENTS FIRST

Standalone tagline

Horizontal lockup with tagline
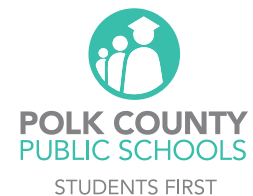
Center lockup with tagline

BRANDMARK

Brandmark

Reversed brandmark

The reversed brandmark is generally not used as a standalone graphic. It may be used in collateral where the logo is also utilized.

BRAND ELEMENTS SPECIAL APPLICATION

POLK COUNTY PUBLIC SCHOOLS

This application of the brand elements is only for use in special cases where the imprint area is too short/narrow for our logo, like when printed on a pen or pencil. *Please contact the Public Relations & Strategic Partnerships department at 863-534-0604 if you have a need for a special application.*

CLEAR SPACE & TAGLINE POSITIONING

Clear space is the area around the logo that should remain clear of any competing text or imagery. Think of it as the logo's "breathing room." The minimum clear space is equal to the height of the letter "K" in the logo, but the more space around the logo, the better.
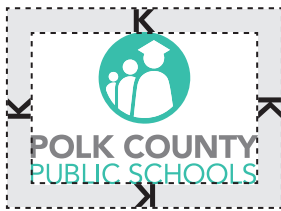
Clear Space

Always use the letter "K" from the logo as a spacing reference.

Gray border represents minimum clear space, it is not for design replication.
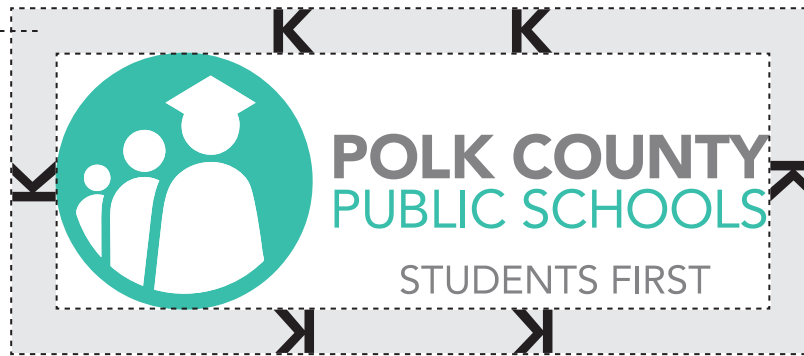
There are cases when the logo can appear over an image. In these instances the image is not considered competing imagery, but a background image. For the proper use of background images, please refer to pages 12-14.

Center lockup clear space

Tagline clear space
*(Use the letter "D" from the tagline as a spacing reference.)*

Brandmark clear space
(Use the graduation cap from the brandmark as a spacing reference.)

When locked with the logo, the tagline must be as wide as the span between the "B" in public and the second "O" in schools, and be positioned below the typographic elements at a distance equal to the height of the letter "B" in the logo.

When used with the logo but not locked together, the tagline must be a minimum distance of twice the clear space away from the logo.
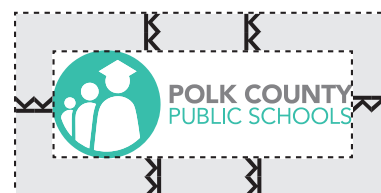
When used together in the same layout, but as separate brand elements, the more space between the logo and tagline the better.

STUDENTS FIRST

MINIMUM SIZE REQUIREMENTS

To ensure our branding elements are legible, they must be reproduced at their minimum size or larger.
For any questions on sizing, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.

COLOR BRAND ELEMENTS

Horizontal lockup	Center lockup	Standalone tagline	Brandmark
(With or without tagline.)	*(With or without tagline.)*	*(Gray is one of our primary colors.)*	**0.375" (³/₈") WIDE MINIMUM**
1.5" WIDE MINIMUM	**1" WIDE MINIMUM**	**1" WIDE MINIMUM**	

BLACK-ONLY BRAND ELEMENTS*

Horizontal lockup	Center lockup	Standalone tagline	Brandmark
(Without tagline only.)	*(Without tagline only.)*	**0.75" WIDE MINIMUM**	**0.1875" (³/₁₆") WIDE MINIMUM**
0.75" WIDE MINIMUM	**0.5" WIDE MINIMUM**		

*Black-only logos <u>with tagline</u> must follow the color brand elements minimum size requirements.

Branded employee badges are available from Pre-Employment Services. A replacement fee may be assessed.

For information on apparel, refer to pages 22-23.

FONT FAMILIES

In today's world there are thousands of fonts available, and new ones are created everyday. However, not all fonts reflect the preferred professional image of Polk County Public Schools. The use of novelty or acute script fonts (i.e. *Palace Script*, *Brush Script*, *Curlz*, etc.) in official PCPS communications is highly discouraged. The Public Relations & Strategic Partnerships department recommends the use of our primary font families for PCPS communication collateral. *Our primary font families are Avenir Next and Minion. If you do not have these fonts installed, please use the system font equivalents.*

You may notice font families labeled as "Pro" (ex. Avenir Next Pro or Minion Pro). Pro versions of fonts typically provide support for foreign languages and may have additional special-character options. For our purposes, the use of the standard or pro versions of our primary font families is permitted.

PRIMARY FONT FAMILIES

Avenir Next

Avenir Next Ultralight	*Avenir Next Demi Italic*	Avenir Next Condensed
Avenir Next Ultralight Italic	**Avenir Next Bold**	*Avenir Next Condensed Italic*
Avenir Next Thin	***Avenir Next Bold Italic***	Avenir Next Condensed Medium
Avenir Next Thin Italic	**Avenir Next Heavy**	*Avenir Next Condensed Medium Italic*
Avenir Next Light	***Avenir Next Heavy Italic***	**Avenir Next Condensed Demi**
Avenir Next Light Italic	Avenir Next Condensed Ultralight	*Avenir Next Condensed Demi Italic*
Avenir Next Regular	*Avenir Next Condensed Ultralight Italic*	**Avenir Next Condensed Bold**
Avenir Next Italic	Avenir Next Condensed Thin	***Avenir Next Condensed Bold Italic***
Avenir Next Medium	*Avenir Next Condensed Thin Italic*	**Avenir Next Condensed Heavy**
Avenir Next Medium Italic	Avenir Next Condensed Light	***Avenir Next Condensed Heavy Italic***
Avenir Next Demi	*Avenir Next Condensed Light Italic*	

Minion

Minion Regular	*Minion Medium Italic*	**Minion Bold**
Minion Italic	**Minion Semibold**	***Minion Bold Italic***
Minion Medium	***Minion Semibold Italic***	

SYSTEM FONT EQUIVALENTS

Trebuchet

Trebuchet Regular
Trebuchet Italic
Trebuchet Bold
Trebuchet Bold Italic

Times New Roman

| |
|---|
| Times New Roman Regular |
| *Times New Roman Italic* |
| **Times New Roman Bold** |
| ***Times New Roman Bold Italic*** |

COLOR PALETTE

The primary palette is comprised of the two colors that make up our brand elements. These colors may also be used for communications, documents and electronic media. The secondary palette may be used for communications, documents and electronic media, but should not be used for our brand elements*. *For information on color spaces/processes, please refer to page 25.*
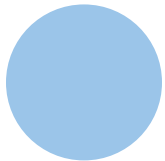
PRIMARY PALETTE

PANTONE: 3258
CMYK: C 55 | **M** 0 | **Y** 32 | **K** 0
RGB: R 72 | **G** 193 | **B** 172
HEX: 48C1AC
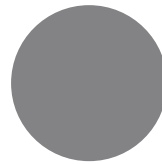
PANTONE: COOL GRAY 10
CMYK: C 0 | **M** 0 | **Y** 0 | **K** 60
RGB: R 99 | **G** 102 | **B** 106
HEX: 63666A

SECONDARY PALETTE

PANTONE: 283
CMYK: C 33 | **M** 5 | **Y** 1 | **K** 0
RGB: R 155 | **G** 199 | **B** 238
HEX: 9BC7EE
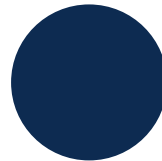
PANTONE: 295
CMYK: C 100 | **M** 69 | **Y** 8 | **K** 54
RGB: R 0 | **G** 40 | **B** 85
HEX: 002855

PANTONE: 1655
CMYK: C 0 | **M** 73 | **Y** 98 | **K** 0
RGB: R 252 | **G** 76 | **B** 2
HEX: FC4C02
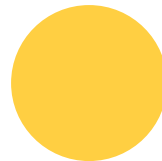
PANTONE: 7404
CMYK: C 5 | **M** 20 | **Y** 95 | **K** 0
RGB: R 244 | **G** 218 | **B** 64
HEX: F4DA40
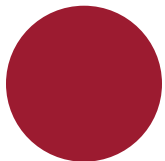
PANTONE: 7427
CMYK: C 8 | **M** 100 | **Y** 70 | **K** 33
RGB: R 151 | **G** 27 | **B** 47
HEX: 971B2F
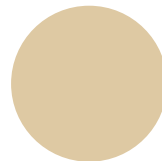
PANTONE: 7501
CMYK: C 5 | **M** 9 | **Y** 26 | **K** 2
RGB: R 222 | **G** 203 | **B** 165
HEX: DECBA5

BLACK
CMYK: C 0 | **M** 0 | **Y** 0 | **K** 100
RGB: R 0 | **G** 0 | **B** 0
HEX: 000000
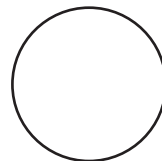
WHITE
CMYK: C 0 | **M** 0 | **Y** 0 | **K** 0
RGB: R 255 | **G** 255 | **B** 255
HEX: FFFFFF

Paint colors for branding purposes are available and include PPG PAINTS' Tropical Tide 1229-4, Dover Gray 1001-5 and Candlelit Beige 1207-1.

In certain cases our brand elements may be displayed in black and/or white. **Please refer to pages 12-14 for additional information.*

ACCEPTABLE USE EXAMPLES

The examples below utilize the center lockup logo with tagline, however the guidelines apply to all of our branding elements. There may be special situations where our branding elements need to be utilized in ways that are outside of our standard acceptable use guidelines. In these cases art direction by the Public Relations & Strategic Partnerships department is required. *For any questions on proper use, or special exceptions of our brand elements, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*
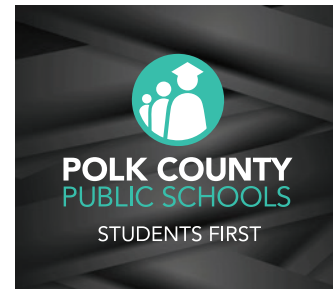
FULL-COLOR APPLICATIONS
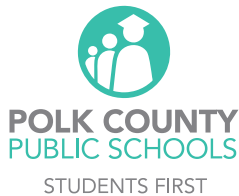
White background
(The full-color logo is preferred.)
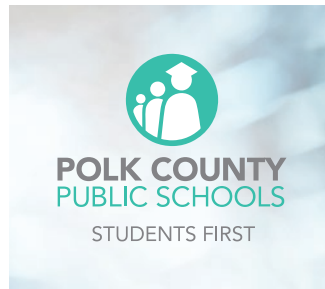
Light background
(non-distracting)
(The full-color logo is preferred. The students in the brandmark should be solid white.)

Dark background
(non-distracting)
(The teal and white logo is preferred. The students in the brandmark should be solid white. The all-white logo is also acceptable.)

SINGLE-COLOR* APPLICATIONS

White or light gray background
(The black logo must be used.)

Black or dark gray background
(The white logo must be used.)

Solid-color background
(For light color backgrounds, the black logo must be used, and for dark color backgrounds, the white logo must used.)

*For illustrative purposes only, cutting the logo in half is not considered acceptable.*

*Typically in single-color applications (especially when printing with ink) white is not considered a color, it is negative space. In the case of the yellow background example, the "single-color" is black. The yellow references the substrate the black logo is printed on, for example a yellow T-shirt. For additional information on color spaces and processes, please refer to page 25.

INCORRECT USE EXAMPLES

The examples below utilize the center lockup logo with tagline, however the guidelines apply to all of our branding elements, unless otherwise specified. *For any questions on proper use of our brand elements, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*

Do not substitute colors*
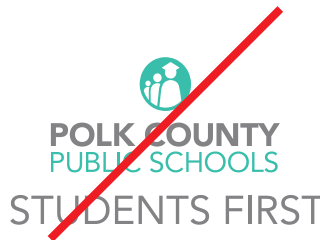*(The brand elements should not appear in any color other than their official colors.)*
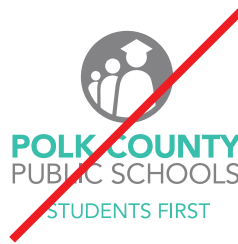
Do not switch colors**
(The colors of our logos should not be switched.)
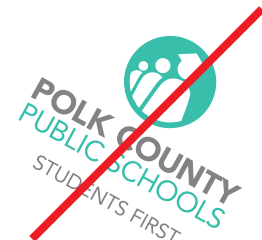
Do not fill in the brandmark
(The student figures in the brandmark should never be purposely filled in with a color other than white.)
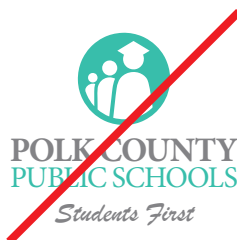
Do not distort/stretch
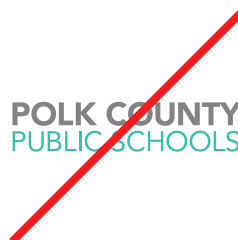*(The brand elements should not be condensed or expanded.)*

Do not resize elements
(Individual elements within the logo should not be resized.)

Do not rotate*
(The brand elements should never be rotated.)

Do not recreate
(Never recreate the logo or tagline by rekeying the text.)

Do not use the logo without the brandmark
*(The typographic elements of the logo should not be without the brandmark.)*

Do not use distracting backgrounds
(The brand elements should not be placed over a distracting background.)

In rare cases our brand elements may be displayed in colors outside of their official colors or rotated to accommodate a custom layout, but only with art direction and approval from the Public Relations & Strategic Partnerships department. **For certain single-color applications, our brand elements may appear in a single color from our primary palette found on page 11. **For any questions, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*

INCORRECT USE EXAMPLES (CONTINUED)

The examples below utilize the center lockup logo with tagline, however the guidelines apply to all of our branding elements, unless otherwise specified. *For any questions on proper use of our brand elements, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*
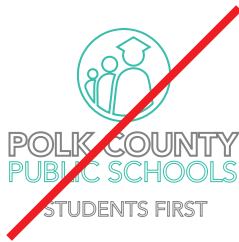
Do not outline
(The brand elements should not appear as outlines.)
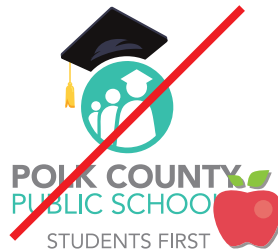
Do not add elements
(Clipart or other graphics should not be positioned on top of, or near the brand elements.)
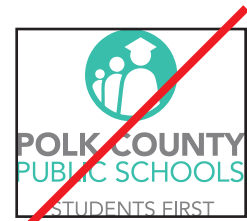
Do not add a border
(Never add a border around the brand elements.)

Do not cut brand elements
(Brand elements should not appear "cut up.")

EMAIL SIGNATURES

Millions of emails are sent from polk-fl.net addresses each year, and each is an opportunity to make a positive, professional image and nurture the Polk County Public Schools brand.
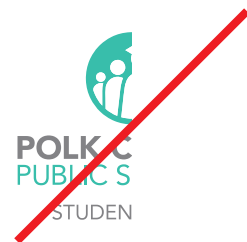
To project a unified image to the public, only the official district logo, official division/department/program marks and school logos are permitted in email signatures. *For information on division/department/program marks, please refer to page 16.* Email signature templates are available for employees on theHub.

Beyond logos, when it comes to your email, simple is best. Avoid distracting quotes and backgrounds. Remember that people will read your email on everything from a smartphone to a desktop computer. A simple email signature will translate best to a wide variety of devices.

Refer to examples in this section for information on setting up your email signature.

POLK COUNTY
PUBLIC SCHOOLS
STUDENTS FIRST

14 pt Trebuchet Bold
(Title in Regular.)

10 pt Trebuchet Regular

RGB: **R** 72 | **G** 193 | **B** 172

RGB: **R** 99 | **G** 102 | **B** 106

Divider line and social media icons optional.

First-Name Last-Name | Title
Department | Polk County Public Schools
Street, City, FL 00000
T: 863-000-0000 x000 | C: 000-000-0000 | F: 863-000-0000 | polkschoolsfl.com

POLK COUNTY
PUBLIC SCHOOLS
STUDENTS FIRST

14 pt Trebuchet Bold
10 pt Trebuchet Regular
10 pt Trebuchet Bold

10 pt Trebuchet Regular

RGB: **R** 72 | **G** 193 | **B** 172

RGB: **R** 99 | **G** 102 | **B** 106

First-Name Last-Name
Title
Department
Polk County Public Schools
Street
City, FL 00000
T: 863-000-0000 x000
C: 000-000-0000
F: 863-000-0000
polkschoolsfl.com

EMAIL SIGNATURE TEMPLATES & HOW-TO'S

Email signature templates and how-to's are available for employees, and can be found under the DOCS tab on theHUB:

Polk County Public Schools
**theHUB**
Staff Resources & More

thehub.polk-fl.net > DOCS > Public Relations >
Brand Templates > Email Signatures

DIVISION/DEPARTMENT/PROGRAM MARKS

It's important that every department and program think of themselves as a component of the larger organization — and that as an organization, we project unification behind the shared goal of putting "Students First." One way we can do this is to eliminate competing logos from official communications.

District divisions/departments/programs *ARE NOT* to develop marks or logos on their own. Templates for divisions/departments/programs have been developed, see examples below. *If you would like to inquire about obtaining a division/department/program mark, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*

Horizontal 1-line   Center 1-line   Horizontal 2-line   Center 2-line
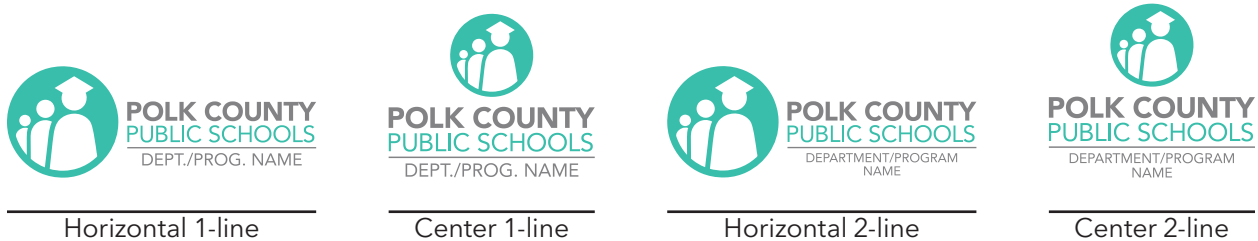
DISTRICT BUSINESS CARDS

In order to maintain consistency and support the district's brand, a standard business card template has been developed. Only official district logos and school logos may be used (please see section above). Polk County Public Schools' Printing Services has the template on file and can print your order of business cards (supervisor approval may be required). *The Printing Services phone number is 863-534-0704.*

There may be special situations in which the business card template needs to be modified to accommodate specific needs. In these cases, art direction by the Public Relations & Strategic Partnerships department is required. *For questions regarding special exceptions, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*
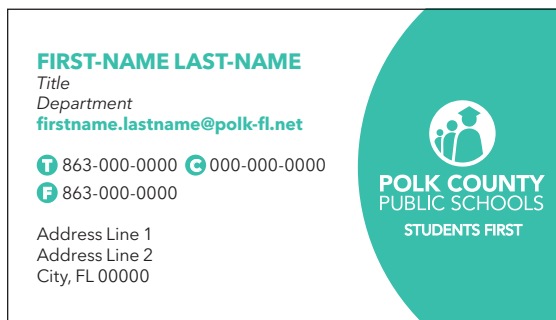
Business Card Front
(Not actual size.)
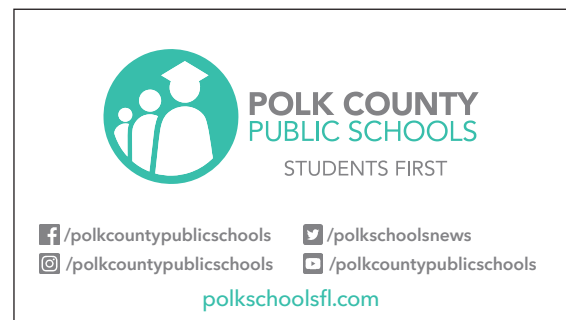
Business Card Back
(Not actual size.)

DISTRICT LETTERHEAD

Microsoft Word templates have been created for district letterhead in full color and in black-only. Any letters that may be printed or photocopied with a black and white printer/copier, or sent as a fax, <u>must</u> utilize the black-only templates for reasons of legibility *(if in doubt, use the black-only templates).* All templates include an automatic second page that will appear once the text of the letter extends beyond the first page.

In order to maintain consistency and support the district's brand, please do not modify any current templates or create your own*. There may be situations where a custom letterhead is required to accommodate a specific need. <u>In these cases art direction by the Public Relations & Strategic Partnerships department is required</u>. *For questions regarding special exceptions, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*

Color letterhead

Color letterhead
with board members

Black-only
letterhead

Black-only letterhead
with board members

Second page for
color templates

Second page for
black-only templates

A larger sample of the black-only letterhead with board members can be found on page 18.

*Addresses/phone numbers may be modified based on your location. If you would like assistance with updating addresses on district letterhead templates, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.

LETTERHEAD TEMPLATES

District letterhead templates are available for employees, and can be found under the DOCS tab on theHUB:

Polk County Public Schools
theHUB
Staff Resources & More

thehub.polk-fl.net > DOCS > Public Relations > Brand Templates > Letterhead

DISTRICT LETTERHEAD (CONTINUED)

Microsoft Word templates have been created for district letterhead in full-color and in black-only. *Please refer to page 17 for more information.*

Remember, any letters that may be printed or photocopied with a black and white printer/copier, or sent as a fax, <u>must</u> utilize the black-only templates for reasons of legibility. Please refer to page 17 for more information.

**POLK COUNTY
PUBLIC SCHOOLS**

BOARD MEMBERS

Lynn Wilson
Board Chair
District 6

Billy Townsend
District 1

Lori Cunningham
District 2

Hazel Sellers
District 3

Sara Beth Reynolds
District 4

Kay Fields
District 5

Tim Harris
District 7

C. Wesley Bridges, II
General Counsel

ADMINISTRATION

Jacqueline M. Byrd
Superintendent

Date

Name
Title
Organization
Address
City, State Zip

Dear _____:

Ibus soluptasin ped utemporero is voluptate ipsam vellabo reiction pe est quame maximet fugitaturis sus doluptae cullori onecest quatem et ut des volut et ulparum non ra il inveni omnis doluptiae doluptum et magnimus saepe omniscim lam facerio nserrupissi aut es am, cone ent quia nosam, sus asitet volent lit qui aut ea sanimi, nest, consequam que vel experum reperibus illatem harum qui aut aut et exces eicipsam vera aut lacculpa iur? Hendell aborisc itiurent es a.

Luptaeri totaturiam, ulligendae debit dis sumquis dolorerum faciis et, corporios eum re quat et era suntium hiliqu ntinvel mi, quid magnam hitae volum adignis nonsed qui dolestiones eos id quias nossimp orrovit, susti voluptionsed et hitincidit pa ium int untiatio magnime nditiam, od magnis doloratias magni ommoditi re delissectur aut que nobisit, tem ad quos sectibus magnaturem aut hil ipit evendan duntiam, volluptius voluptas exerspe rorest et imus ernatur a sam, temporeped que conseni enectae oditatur sit aborios estiisi nvenis qui doluptassi sapernates il il modigenis eostion secabor eperum es cumque ma volupic tem conet fugiatist a quis ea consendaere cus sandi test, officium si cone lab ius dollitem quuntiis magnis es abo. Nem qui ut vel milias as acitatu menduci quias peritias ne dolupta erendit est doluptae. Et accuscil molorpo rporibus perferro inti ame re culparum, senis re num est et labo. Epudis res alis de maio millor alianditate conestenis dem et recustrum quam rescit acium non pro qui non porehente

Sequaeperes eles simaio volor ma quo oditatur sit quistiandam, in rest explam, ullitis autectu sandescite vera is et, solor acerum quas aliamus daepedi pictus a doluptas sit eicatquibus, aut ium, imo oditint issecusaped quibus.

Ebitam ut entius conectaspedi dolorrum nienis vendisq uidelent ab ipidis imi, quiatquis eosanim porepta testrum inctum hilla cum venimi, voles esciis ipid eicieniamet il explignit omnis ipsae ni bla aspe et aut quos assitin vernamus simposs untio. Nimenih illibus.

Sincerely,

Jacqueline M. Byrd
Superintendent of Schools

STUDENTS FIRST

1915 S. Floral Ave.
Bartow, FL 33830

P.O. Box 391
Bartow, FL 33831

863-534-0500

polkschoolsfl.com

DISTRICT ENVELOPES

A standard return address template has been developed for various envelope sizes. Polk County Public Schools' Printing Services has this template on file and can print your order of envelopes. *The Printing Services phone number is 863-534-0704.*

Sample envelope only (not actual size). A variety of envelope sizes utilizing the return address template are available to order through Polk County Public Schools' Printing Services.

POLK COUNTY
PUBLIC SCHOOLS

DEPARTMENT NAME LINE 1
DEPARTMENT NAME LINE 2
ADDRESS LINE 1
ADDRESS LINE 1
CITY, FL 00000
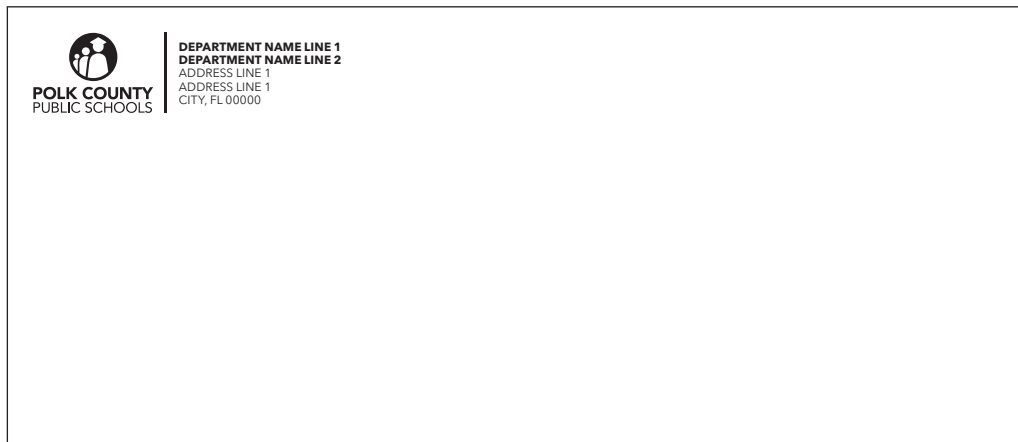
POWERPOINT PRESENTATIONS

For district PowerPoint presentations, standard (4:3) and widescreen (16:9) templates are available for download from theHUB. *If you have any questions, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*

POLK COUNTY
PUBLIC SCHOOLS

Click to add title
CLICK TO AD SUBTITLE

STUDENTS FIRST

POLK COUNTY
PUBLIC SCHOOLS

Click to add title
CLICK TO AD SUBTITLE

STUDENTS FIRST

Standard (4:3)   Widescreen (16:9)

Standard (4:3) size presentations are best used for older monitors, some laptops and most projectors. Widescreen (16:9) size presentations are best used for newer monitors, widescreen TVs, widescreen laptops and some newer widescreen projectors.

POWERPOINT TEMPLATES

District PowerPoint templates are available for employees, and can be found under the DOCS tab on theHUB:

Polk County Public Schools
theHUB
Staff Resources & More

thehub.polk-fl.net > DOCS > Public Relations > Brand Templates > PowerPoint

SCHOOL & DISTRICT LOGO COMBINATIONS

Use of the district logo alongside a school logo is optional, however if you would like to use them together the following examples illustrate how the district logo may be used in combination with a school logo. You are not confined to these specific layout combinations, however any use of the district logo or other brand elements in combination with a school logo must be approved by the Public Relations & Strategic Partnerships department prior to printing/publication. *For more information, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*
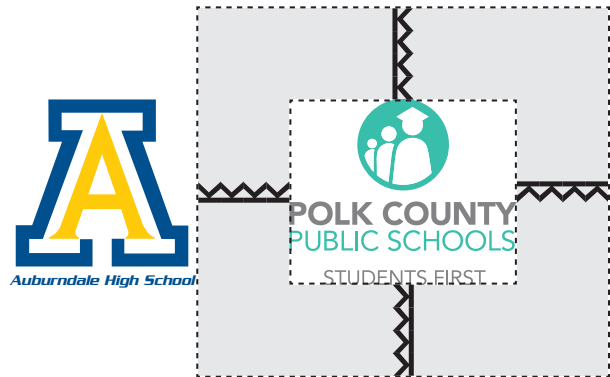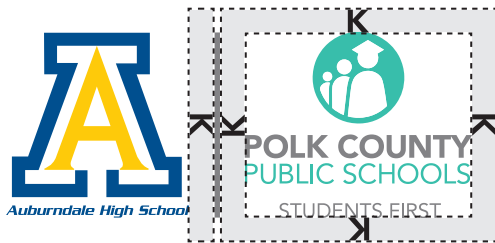
Close proximity
(If the logos must be in close proximity, use the minimum clear space distance around both logos with a gray, black or white* separator line in between.)

Ample room
(If there is ample room, use a minimum distance of four times the clear space away from the logo with no separator line in between.)

Always use the letter "K" from the district logo as a reference for the clear space around the logo. The gray border represents minimum clear space, it is not for design replication. For more information regarding clear space, please refer to page 8.

*A white separator line should only be used when the logos appear on a dark colored background. For more information regarding backgrounds and acceptable uses, please refer to pages 12-14.

Example only, not an actual Auburndale High School facility.

SCHOOL & DISTRICT LOGO COMBINATIONS (CONTINUED)

Any use of the district logo or other brand elements in combination with a school logo must be approved by the Public Relations & Strategic Partnersh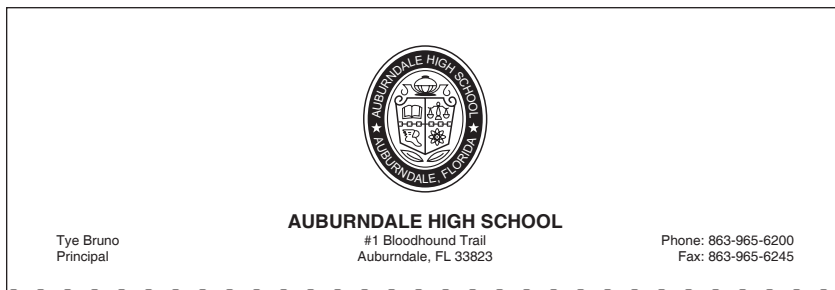ips department prior to printing/publication. *For more information, please refer to page 20, or contact the Public Relations & Strategic Partnerships department at 863-534-0604.*
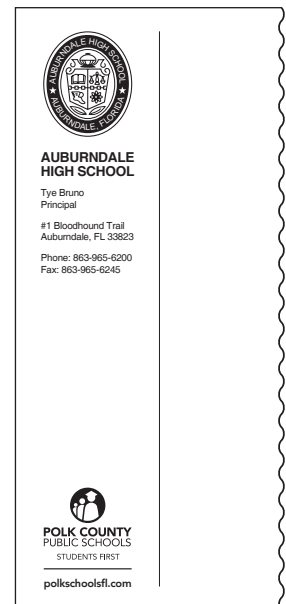

First-Name Last-Name
Title
firstname.lastname@polk-fl.net

p 863-965-6200
f   863-965-6245

1 Bloodhound Trail
Auburndale, FL 33823
www.auburndalehighschool.com

Business Card Front
(Not actual size.)

Business Card Back
(Not actual size.)

AUBURNDALE HIGH SCHOOL

Tye Bruno   #1 Bloodhound Trail   Phone: 863-965-6200
Principal   Auburndale, FL 33823   Fax: 863-965-6245

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Horizontal footer
(For use on letterheads with horizontal layouts. Not actual size.)

**AUBURNDALE
HIGH SCHOOL**

Tye Bruno
Principal

#1 Bloodhound Trail
Auburndale, FL 33823

Phone: 863-965-6200
Fax: 863-965-6245

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PUBLIC SCHOOLS
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polkschoolsfl.com

Vertical footer
(For use on letterheads with vertical layouts. Not actual size.)

Examples only, not actual Auburndale High School business cards or letterhead.
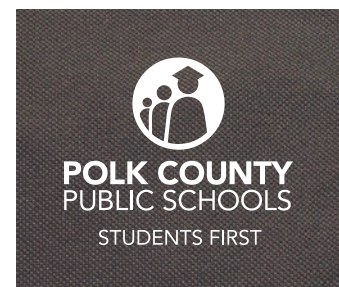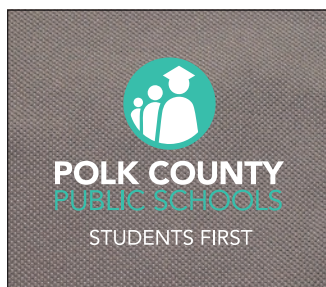
APPAREL

The brand elements may be used on apparel. The examples below utilize the center lockup logo with the tagline, however the guidelines apply to all of our brand elements. There may be special situations where our brand elements need to be utilized in ways that are outside of our standard acceptable use guidelines. <u>In these cases art direction by the Public Relations & Strategic Partnerships department is required</u>. Any use of the brand elements for apparel must be approved by the Public Relations & Strategic Partnerships department prior to production. *For assistance with setting up files or finding a vendor, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*

WHITE AND LIGHT GRAY APPAREL

Use Full-Color or Black Branding Elements
(For screen print or embroidery.)

DARK GRAY AND BLACK APPAREL

Use Teal and White, or White Branding Elements
(For screen print or embroidery.)

APPAREL (CONTINUED)

The examples below illustrate how the brand elements may be used on apparel. You are not confined to these specific layouts, however, any use of the brand elements on apparel must be approved by the Public Relations & Strategic Partnerships department prior to production. *For assistance with setting up files or finding a vendor, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*

COLOR APPAREL
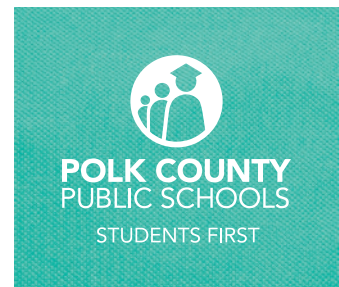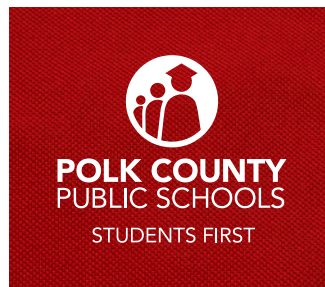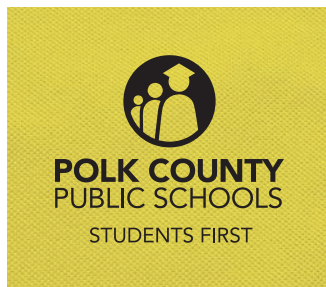
Use Black or White Brand Elements
(Apparel that is not white, gray or black, must use black or white brand elements. For screen print or embroidery.)

*The Public Relations & Strategic Partnerships department is happy to assist you with designing your branded apparel. **For more information, please call 863-534-0604***

PROMOTIONAL ITEMS

The brand elements may be used on promotional items, however the branding guidelines must be followed. *Please refer to page 12 for acceptable use examples.* There may be special situations where our brand elements need to be utilized in ways that are outside of our standard acceptable use guidelines. <u>In these cases, art direction by the Public Relations & Strategic Partnerships department is required</u>. The examples below illustrate how the brand elements may be used on promotional items. You are not confined to these specific layouts, however, any use of the brand elements for promotional items must be approved by the Public Relations & Strategic Partnerships department prior to production. *For assistance with setting up files or finding a vendor, please contact the Public Relations & Strategic Partnerships department at 863-534-0604.*

GLOSSARY OF TECHNICAL TERMS

This section contains terms commonly used in association with branding, design, printing and digital publication.

COLOR SPACES/PROCESSES

CMYK (FOUR-COLOR PROCESS)
Four-color (aka. full-color) process printing uses mixtures of cyan, magenta, yellow, and black (CMYK) to build a desired printed color, in a way similar to an office laser or inkjet printer. Please be aware that printed colors will not match screen (RGB) colors exactly, and reproducing PANTONE MATCHING SYSTEM® (PMS) colors is approximate with substantial limitations in certain color ranges.

GRAYSCALE
Grayscale is a color space that only utilizes black, white, and a range of gray to render a screened image. Be aware that some vendors can only handle solid color (no screens) when reproducing artwork. Determine if the vendor can handle grayscale (screened black and white art) or solid black/solid white art files only.

HEX
Hexidecimal (HEX) is a six-digit, three-byte hexadecimal number used in HTML to represent colors as web safe. The bytes represent the red, green and blue components of the color.

PANTONE
PANTONE MATCHING SYSTEM® (PMS) is a printing and design industry standard color system used worldwide. Sometimes referred to as "spot colors" PMS colors are specified by a designated number code. By using the PMS, people in different locations can refer to the same color by knowing only the number that identifies it. This helps manufacturers and others to avoid mistakes like color deviation between the design and the finished product. Please be aware that printed colors will not match screen (RGB) colors exactly, and PMS colors reproduced in CMYK (four-color process) will only be approximate, with substantial limitations in certain color ranges.

RGB
RGB is an additive color space in which red, green and blue light are added together in various ways to reproduce a broad array of colors. Screen-based presentations such as computer monitors and those from other light projection devices use RGB to create the on-screen image. Please be aware that every screen and projector is calibrated differently, and printed colors will not match screen/projected colors exactly.

SPOT COLOR
Spot color refers to color generated in offset printing by a single ink (often a Pantone ink), whereas a process color is produced by printing a series of dots of different ink colors (ex: CMYK or four-color process printing). Typically, print jobs can have up to three spot colors (referred to as a one-, two-, or three-color print job) before being converted to CMYK (four-color process printing), which at that point is more cost effective.

GRAPHIC/IMAGE TYPES

RASTER (BITMAP) IMAGES
Raster or bitmap images are comprised of a grid of individual pixels of varying colors that collectively compose the image. Raster images are best used for non-line art images; specifically digital photographs, scanned artwork or detailed graphics that include subtle chromatic gradations. Raster images' dimensions are measured in pixels (ex. a digital photograph may be 3000x2000 pixels and 300 dpi). Because raster images cannot be enlarged without losing quality, designers and printers require that you provide them with files at the correct size, meaning the dimension at which you want to print your image, and the pixel resolution for that particular project. The pixel resolution is the number of pixels contained within each inch, called pixels per inch or ppi (usually referred to as dots per inch or dpi).

VECTOR GRAPHICS
Vector graphics are mathematical calculations from one point to another that form lines and shapes, rather than thousands of individual pixels like a raster (bitmap) image. Because vector graphics are not composed of pixels they do not have a fixed resolution, therefore they can be scaled and printed at any size without losing quality. A vector graphic can be printed as large and at the highest resolution the printer or the output device

GLOSSARY OF TECHNICAL TERMS (CONTINUED)

allows. Vector graphics are best suited for logos and other artwork comprised of distinct shapes, colors, lines, and text.

FILE FORMATS

.EPS (ENCAPSULATED POST SCRIPT)
An EPS file can be either color or grayscale and contain vector graphics and/or raster (bitmap) images. Since raster images have a fixed resolution, an EPS file should not be converted into a rasterized (bitmap) EPS file. Original vector EPS files yield the best results for lines and shapes (ex. logos). Vector EPS files may be scaled up or down as needed without loss of quality; rasterized (bitmap) EPS files cannot. EPS uses include logo files, professional printing and promotional Items.

.JPG OR .JPEG (JOINT PHOTOGRAPHIC EXPERTS GROUP)
JPEG files are full-color or grayscale raster (bitmap) images that have been compressed in size to use less memory. Due to this compression, JPEG files are degenerative and lose image quality each time the file is saved. JPEGs are best suited for websites and other multimedia projects. JPEG uses include digital photographs, web, PowerPoint and Word.

.PDF (PORTABLE DOCUMENT FORMAT)
PDF is a file format used to present and exchange documents reliably, independent of software, hardware, or operating system. A PDF file encapsulates a complete description of a fixed-layout document, including the text, fonts, vector graphics, raster images and other information needed to display it. PDFs can also contain links and buttons, form fields, audio, video, and business logic. PDF uses include documents, publications, logo files (if vector based) and professional printing.

.PNG (PORTABLE NETWORK GRAPHICS)
PNG is a raster image file format that supports lossless data compression and transparency. PNGs support RGB and grayscale color spaces, but not CMYK, therefore they are unsuitable for professional printing. PNGs are instead best suited for websites and other multimedia projects especially when transparent backgrounds are needed. PNG uses include web, email, PowerPoint and Word.

.PSD (PHOTOSHOP DOCUMENT)
PSD is the default, proprietary format that Adobe Photoshop uses for saving image data. PSD files support transparency and layers. Because of the tight integration between Adobe products, other Adobe applications, such as Adobe Illustrator, Adobe InDesign, Adobe Premiere and Adobe After Effects, can directly import PSD files and preserve many Photoshop features. PSD uses include image editing and professional printing.

.TIFF (TAGGED IMAGE FILE FORMAT)
TIFF files are raster (bitmap) images that can be either grayscale or color. TIFF files yield a high-quality image reproduction as they do not degenerate each time they are saved, unlike JPEGs. TIFF files are best suited for use in page layout and text processing applications. TIFF uses include document/photo scanning, Word and professional printing.

RESOLUTIONS

IMAGE RESOLUTION
Image resolution is the number of pixels displayed per unit of printed length in an image. It is measured in pixels per inch (ppi), but usually referred to as dots per inch (dpi). The more dots per inch, the greater the resolution. Generally higher image resolutions (300 dpi or higher at the desired dimensions) are necessary to obtain clear, quality graphics on printed matter, while graphics for the web or multimedia are typically lower resolutions (72 dpi) to enable quick rendering on computer monitors.

SCREEN RESOLUTION (PIXEL DIMENSIONS)
Screen resolution is the number of pixels contained on a digital screen (computer monitor, projector, TV, tablet, smartphone, etc.), the dimensions of which (aka. pixel dimensions) are expressed in the number of pixels horizontally by the number vertically (ex. a display with a screen resolution of 1024x768 is 1024 pixels wide by 768 pixels high). Image size can also be referred to by pixel dimensions (ex. a digital photograph may be 3000x2000 pixels), this is not, however, "Image Resolution."

CONTACT INFORMATION

If you have any questions regarding the branding guidelines, special requests, working with vendors, obtaining art files or proof approvals, please contact the Public Relations & Strategic Partnerships department.

POLK COUNTY
PUBLIC SCHOOLS
PUBLIC RELATIONS &
STRATEGIC PARTNERSHIPS

Public Relations & Strategic Partnerships
Polk County Public Schools
1915 S. Floral Avenue
P.O. Box 391
Bartow, FL 33831
863-534-0604

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/polkcountypublicschools

Download the newest revision of the guidelines at:
polkschoolsfl.com/brandguidelines

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