UCPS
UNION COUNTY PUBLIC SCHOOLS

STYLE GUIDE

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UCPS
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INTRODUCTION

It is of utmost importance that Union County Public Schools (UCPS) always presents a strong, consistent public image. Our public image must be reflective of the high standards we set for our students and employees.

The public has high expectations for all materials and publications produced by this school district. Therefore, in addition to using a clear and consistent style, it is critical that materials be free from grammatical and spelling errors.

The UCPS Brand Style Guide is created to help those who write, edit, design, or present on behalf of Union County Public Schools.

The consistent application of our logo on all print and web-based communications and collateral, along with adherence to the other standards outlined in this guide, will reinforce the system's image as a strong, unified school system committed to preparing all students to succeed.

VISUAL IDENTITY STANDARD

This style guide provides specific guidelines and standards to the UCPS community for the implementation of the UCPS visual identity system in all forms of district communication.

The guidelines have been developed by the UCPS Communications and Community Relations Office, with extensive advice and consultation from staff, students and community members.

Since the power of a strong visual identity can only be realized through consistent application over time, it is the district's standard that the official logotype, signatures and marks as described in these pages are the only sanctioned marks for use across the district system. No other marks or symbols may be used in conjunction with or in place of the official UCPS identity system.

CONTACT FOR APPROVALS, ADVICE AND GRAPHICS

All printed, interactive or visual material produced by or for UCPS must contain proper identification of UCPS using the approved signature or logo. If you have any questions, please submit a mock-up of your materials or comps to the UCPS Communications and Community Relations Office for review before production. This will enable UCPS to maintain a clear understanding of school materials and ensure adherence to these graphic standards.

While this standards manual attempts to be specific to ensure consistency, it may not answer all questions. You are encouraged to contact the UCPS Communications and Community Relations Office with questions about the standards or how they should be used.

UCPS
UNION COUNTY PUBLIC SCHOOLS

MISSION STATEMENT

"Preparing All Students to Succeed"

The mission statement for UCPS was developed in 2005. Because it is a phrase, it is often used as a slogan. Using the mission statement as a slogan is acceptable when the following guidelines are applied.

FONT

• Myriad Pro or Arial for print collateral
• Myriad Pro or Lato for online
• Minimum size: 8 point

CAPITALIZATION

• Uppercase first letter in all words except "to"
    "**P**reparing **A**ll **S**tudents to **S**ucceed"

PUNCTUATION

• **NEVER** ends with a period
• **ALWAYS** in quotation marks

COLORS

• Specify 100% of chosen color (PMS 575, Black or White)
• Reverse on dark backgrounds

EDITORIAL USAGE ONLY

Union County Public Schools or UCPS initials should be referenced when using the mission statement

At Union County Public Schools, "Preparing All Students to Succeed" is our ultimate goal or at UCPS, "Preparing All Students to Succeed" is our ultimate goal.

Emphasis may be given by using an italicized form of the body copy font (e.g. Union County Public Schools, "*Preparing All Students to Succeed*)."

THE UCPS LOGO AND THE ACORN

The representation of the acorn symbolizes the hidden potential within all of our students. It is our responsibility to nurture and grow each of them into a strong, mighty oak.

> From seed, to seedling, to sapling, to tree...
> the years given in careful
> nurturing and gentle pruning
> will make a difference in
> the way an oak tree develops.
> Left to the wilds of nature,
> the sapling may become bent,
> gnarled, or broken--
> giving shade to no one.
> But if tended, a mighty oak grows
> strong and tall and wide,
> able to provide shade, relief, and
> beauty for generations.
> As an educator, you are the tender
> of these young seedlings. In you rests
> the hope of their mighty future.
> - Author Unknown
> The MASTER Teacher, Inc.

PRIMARY LOGO

UCPS
UNION COUNTY PUBLIC SCHOOLS
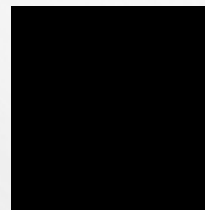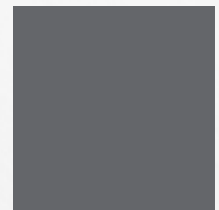
SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 575 C
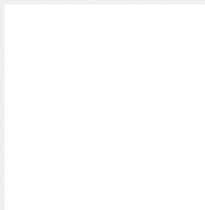RGB: 86, 118, 50
CMYK: 68, 34, 100, 20
HEX: 567632

Pantone: 142 C
RGB: 243, 189, 72
CMYK: 4, 27, 83, 0
HEX: daac28

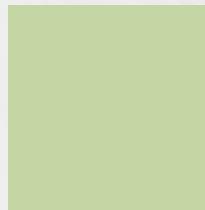Pantone: Black
RGB: 0, 0, 0
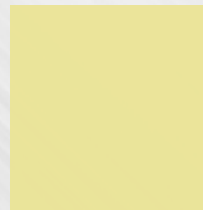CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: Cool Gray 10
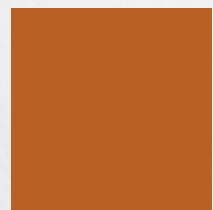RGB: 102, 102, 102
CMYK: 60, 51,51, 20
HEX: 666666

Pantone: White
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: ffffff

Pantone: 580 C
RGB: 224, 240, 193
CMYK: 13, 0, 30, 0
HEX: e0f0c1

Pantone: 607 C
RGB: 255, 242, 191
CMYK: 1, 3, 29, 0
HEX: fff2bf

Pantone: 471 C
RGB: 204, 103, 51
CMYK: 15, 70, 92, 3
HEX: cc6733

BASIC LOGO GUIDELINES

There is only one approved rendering of the UCPS logo. No variations or modifications are permitted under any circumstances. Do not add to it or delete from it in any manner. The logo must be duplicated from authorized artwork and may not be redrawn, re-proportioned or modified.

ACCEPTABLE LOGO USE

Optimum legibility, contrast and design aesthetics are the criteria for decisions about applications of the UCPS logo.

Area of Isolation
The minimum area of isolation is the height of the text below the UCPS letters, which is required on all sides.

Generally, the UCPS logo is more visually distinctive when placed within a generous amount of white space. Do not place graphics, text, headlines or other information within the protected area.

Prominent Placement
The logo should be given prominent placement on the first page or cover of all print documents and stationery. The logo should appear in the top left corner of all web pages and e-newsletter headers.

Logo Alignment
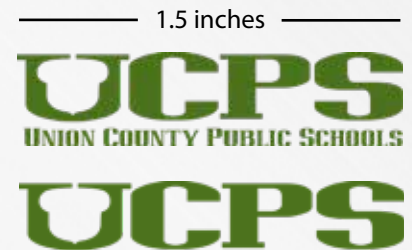The logo should align horizontally with respect to the page or field for all media applications.

Proportion of the Logo
The logo may only be reduced or enlarged proportionately so that all elements retain the correct spatial relationship.

1.5 inches

Minimum Size
To ensure legibility, do not use a logo size smaller than one and a half inches in width.

Smaller versions of the logo, without the name spelled out, may be used ONLY on promotional items, such as pens or lapel buttons. **All other applications must be approved**.

GRAPHIC ICON "U"

The "U" graphic may be used separately as a standalone design element as long as the complete UCPS logo is placed in a prominent space within the design.

All applications must be approved.

INCORRECT LOGO USE

DO NOT stretch the logo out of proportion. The logo may only be reduced or enlarged proportionately.

DO NOT angle the logo on a page – the logo must align horizontally with respect to the page or field for all media applications.

DO NOT change the logo type or manipulate the logo typography in any manner.

DO NOT change color of, outline, emboss, deboss, bevel, glow or feather any component of the logo under any circumstances.

AVOID reproducing the logo in non-contrasting colors. Strive for maximum contrast. DO NOT enclose the logo inside a shape, panel or design that might cause confusion about its actual shape. DO NOT feather or illuminate the background. DO NOT create a drop shadow effect.

DO NOT add to the existing logo.

DO NOT use any outdated logos. Upon exhaustion of materials with the outdated logo, replace with this logo. Remember, the logo must be easily recognized and no part should be obliterated or diffused by competing imagery.
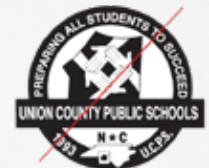
LOGO USAGE ON WEB PAGES, POWERPOINT AND VIDEOS

The logo should always appear in a prominent position on every home page and should serve as a link back to the main UCPS website. In PowerPoint and video presentations, the logo should appear at either the beginning or the end of the presentation, or serve as a watermark throughout. On pages that have dark or black backgrounds, the logo should be reversed out to all white. The logo should not be distorted or stretched.

FONTS AND TYPOGRAPHY

The logo font and typography have been chosen to accurately and distinctly reflect and represent UCPS. As created, these elements reproduce easily on any application. Each department within UCPS will be permitted to have its own identifying wordmark as shown below.

The font of choice is Myriad Pro (Arial or Lato when Myriad Pro is unavailable) and must never extend beyond the width of the official logo.

The size of the department names should be centered and will not exceed the height of the Union County Public Schools font in the above logo graphic. Colors for these graphics follow the branding standards previously mentioned.

In order to maintain the UCPS brand and improve communications, it is important that **all** employees have the same email signature throughout the district. The following signature format should be applied to the bottom of all emails. All users of the UCPS email system must adhere to these standards. Directions for setting up your email signatures can be found on the Communications Department's web page.

The font must be Myriad Pro or Arial and the sizes (14, 12) are noted on the template that you will use. Please read the directions carefully before you try to change your signature. The color of the entire signature may be only green (RGB 86, 118, 50) or BLACK.

CENTRAL SERVICES EMPLOYEE	SCHOOL EMPLOYEE	TEACHER
Name	**Name**	**Name**
Title	Title	Title
Union County Public Schools	School Name	School Name
Address	Address	Address
City, State ZIP	City, State ZIP	City, State ZIP
(704) 555-4000 X 9999 (Phone)	(704) 555-4000 X 9999 (Phone)	(704) 555-4000 X 9999 (Phone)
(704) 555-2417 (Fax)	(704) 555-2417 (Fax)	(704) 555-2417 (Fax)
(704) 555-6868 (Cell)	(704) 555-6868 (Cell)	(704) 555-6868 (Cell)
https://www.ucps.k12.nc.us	https://www.ucps.k12.nc.us	https://www.ucps.k12.nc.us

DISCLAIMER STATEMENT

The following text should be appended to the bottom of all email signatures. **Please do not delete or alter it in any way**.

Note: All email correspondence to and from this address is subject to public review under the NC Public Records Law. As a result all messages may be monitored by and disclosed to third parties.

In compliance with federal law, UCPS administers all educational programs, employment activities and admissions without discrimination against any person on the basis of gender, race, color, religion, national origin, age, or disability.

ELEMENTS NOT PERMITTED IN EMAIL SIGNATURES

- The UCPS Logo
- Anyone else's email address or other personal contact details
- Content that is religious in nature
- Content that is political in nature
- Spam
- Personal philosophies, phrases and or slogans
- Links to websites other than UCPS, district schools or teacher class sites
- Changing of alignment, styles, indentions, extra spacing and additional colors
- Graphics, photos or background imagery from the stationery setup
- Technology Services will remove all employee pictures from the email system. Appropriate pictures are still allowed in the employee directory and should be updated as needed.

Letterhead, envelopes, and business cards for all departments and schools must carry the registered UCPS logo.

The letterhead, envelopes, and business cards used by UCPS departments, schools, and staff represent the system's formal, public image.

Because of their importance, consistency is fundamental to ensuring that the school system presents an attractive, unified and readily recognizable appearance.

All schools and departments are strongly encouraged to use the official stationery. Stationery may be personalized with your individual department or school name, address, phone and fax numbers and email address. School websites and school logos, printed in black, may also be added to the stationery items.

A Microsoft Word template for UCPS stationery will be made available for local, in-office printing through school administrators and department heads. This letterhead is to be used for official UCPS business only. This template may not be altered in anyway and must consistently adhere to the standards set with this document.

When ordering stationery, please verify all pertinent information (address, phone, fax, email, etc.) and **proof carefully**.

The color version of the stationery should be used for external communications whenever possible. When large quantities are required, a clean black-and-white copied version is acceptable.

Requests for stationery must be made through Print Management. All stationery will be produced in accordance with UCPS stationery specifications. Business card templates have been established and are available via Print Management.

Requests to deviate from stationery guidelines must be referred to Communications.

OTHER IDENTITIES

School Logos, Mascots, and District Initiatives

All school logos, mascot and district initiative graphics are kept on file in the communications office. Electronic versions are available upon request. Any updates, alterations or changes to school logos and or mascots must be forwarded to the Communications Office.

It is our goal to provide a clear and consistent identity to help build and maintain a solid reputation. This is why we must reinforce graphic symbols as to convey the strengths of this district. Every school, department and employee participates in an important role in solidifying this identity and maintaining the standards set forth in this guide. Please report any violations or updates to the Communications Office.

SOCIAL MEDIA DESIGN GUIDELINES

General guidelines for approved district-level social media platforms (Facebook, Twitter, YouTube and Instagram):

Accounts for social media platforms are created by the Communications and Community Relations Office. Please do not create additional accounts without approval.

Account credentials (i.e. username, password etc.) **should not be changed** without approval from Communications and Community Relations. If account changes must be made in the interest of security, please notify Communications and Community Relations with your updated credentials.

Please do not alter the profile picture associated with your social media accounts. However, you can adjust the cover photo if you desire.
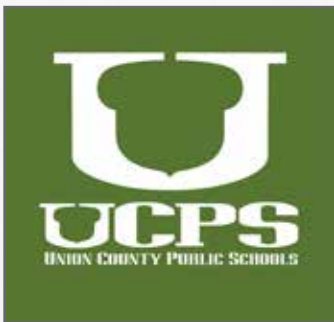
DISTRICT   **DEPARTMENT**   **SCHOOL**
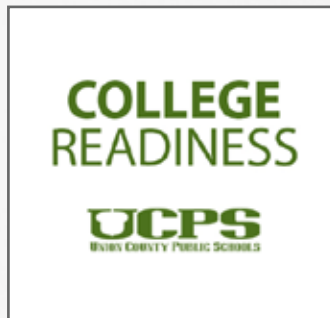
Be mindful of your audience when posting text or pictures within any platform; posts and pictures should be appropriate and professional.

Check the spelling and accuracy of your information.

When posting pictures or videos of students, be sure that each student has a signed photo release form on file for the district. If a student does not have the proper documentation, they are NOT to be placed on any social media platform or school website. These releases need to be updated annually.

If a follower comments, or replies to a post in a vulgar or inappropriate way please do the following:
    a. Take a screenshot of the post and share with your administrator
    b. Then delete the post and if necessary block the user.

Each school has its own YouTube channel to upload school specific videos, but must ensure students have proper documentation to be in the video.

Please remember to abide by the laws associated with Copyright and Fair Use.

PRIMARY

BLACK

REVERSED

For Board of Education official business use ONLY

The official Union County Board of Education Seal was created in 2009.

This seal is used for official Board of Education documents including diplomas, certificates, certified financial documents, groundbreaking ceremonies, building dedications, etc. The seal may only be used on official Board of Education documents and correspondence.

Questions concerning the usage of the seal should be directed to the Communications and Community Relations Office.

All other publications, banners, tradeshow items and district property should use the UCPS district logo. Similar to the UCPS logo, please allow ample clear space for the Board of Education Seal, size proportionally and always use the approved Seal without alterations.

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 7483 C
RGB: 29, 92, 23
CMYK: 86, 38, 91, 35
HEX: 1d5c35

Pantone: 7455 C
RGB: 59, 96, 175
CMYK: 84, 67, 0, 0
HEX: 2a55a6
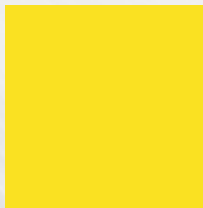
Pantone: 107 C
RGB: 252, 225, 34
CMYK: 3, 6, 95, 0
HEX: f8e01c

Pantone: 363 C
RGB: 57, 137, 47
CMYK: 80, 23, 100, 9
HEX: 39892f

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME
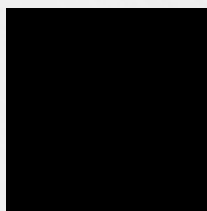
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 1665 C
RGB: 224, 67, 7
CMYK: 7, 87, 100, 1
HEX: e04307

Pantone: Med Purple
RGB: 78, 0, 142
CMYK: 89, 100, 0, 5
HEX: 4E008E

PRIMARY LOGO

SECONDARY/REVERSED LOGOS
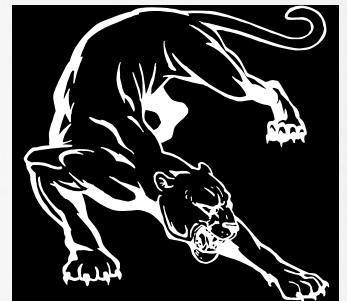
COLOR SCHEME
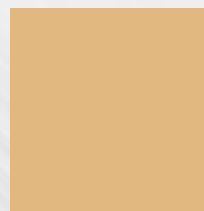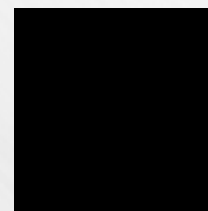
Pantone: 654 C	Pantone: 7427 C	Pantone: 7508 C	Pantone: Black
RGB: 0, 44, 95	RGB: 156, 19, 46	RGB: 228, 192, 139	RGB: 0, 0, 0, 0
CMYK:100, 87, 34, 30	CMYK: 25, 100, 81, 22	CMYK: 10, 24, 51, 0	CMYK: 75, 68, 67, 90
HEX: 072a5e	HEX: 8e001c	HEX: dfbd80	HEX: 000000

CUTHBERTSON HIGH SCHOOL & MIDDLE SCHOOL (CAVALIERS)

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2768 C
RGB: 13, 32, 74
CMYK: 100, 92, 39, 42
HEX: 051c43
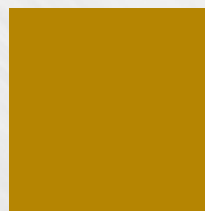
Pantone: 125 C
RGB: 186, 139, 0
CMYK: 27, 43, 100, 5
HEX: bb8d09
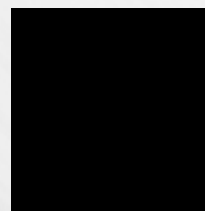
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2768 C
RGB: 5, 28, 67
CMYK: 100, 90, 40, 50
HEX: 051c43

Pantone: 200 C
RGB: 190, 15, 52
CMYK: 18, 100, 83, 8
HEX: c20f2f
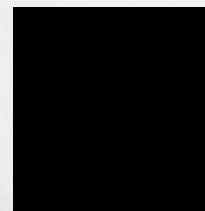
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 660 C
RGB: 42, 110, 187
CMYK: 84, 56, 0, 0
HEX: 125eaa
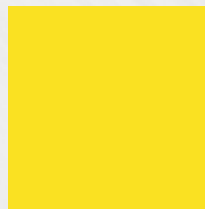
Pantone: 107 C
RGB: 252, 225, 34
CMYK: 3, 6, 95, 0
HEX: ffde16
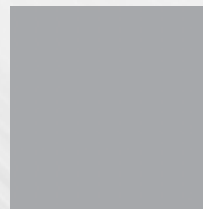
Pantone: Cool Gray 5 C
RGB: 180, 182, 184
CMYK: 30, 23, 23
HEX: b4b6b8
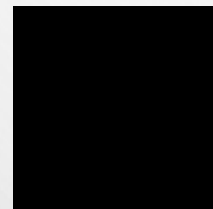
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2617 C
RGB: 75, 17, 111
CMYK: 84, 100, 22, 15
HEX: 532380

Pantone: 7404 C
RGB: 245, 211, 18
CMYK: 5, 13, 99, 0
HEX: ffd204
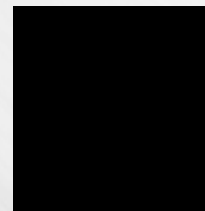
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 803 C
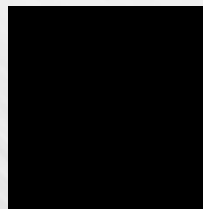RGB: 255, 231, 26
CMYK: 0, 6, 93, 0
HEX: ffde05
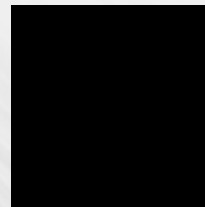
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 513 C
RGB: 143, 43, 140
CMYK: 51, 98, 4, 0
HEX: 92278f

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000
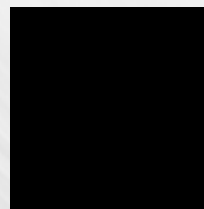
PRIMARY LOGO

SECONDARY/REVERSED LOGOS

Indian Trail Elementary
Timberwolves

COLOR SCHEME

Pantone: 193 C
RGB: 192, 20, 60
CMYK: 17, 100, 76, 7
HEX: b20838
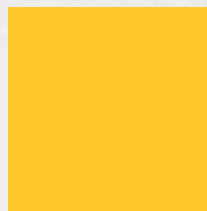
Pantone: 123 C
RGB: 255, 200, 46
CMYK: 0, 22, 91, 0
HEX: ffc423
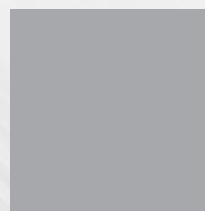
Pantone: Cool Gray 7
RGB: 154, 155, 157
CMYK: 42, 34, 33, 1
HEX: 939598

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2767 C
RGB: 22, 43, 72
CMYK: 96, 82, 44, 44
HEX: 15284c

Pantone: 458 C
RGB: 222, 205, 106
CMYK: 15, 14, 72, 0
HEX: decc62
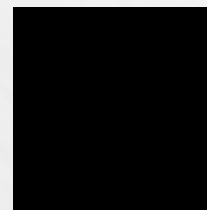
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 279 C	Pantone: 3945 C	Pantone: Black
RGB: 72, 145, 220	RGB: 243, 232, 0	RGB: 0, 0, 0, 0
CMYK: 69, 35, 0, 0	CMYK: 8, 1, 100, 0	CMYK: 75, 68, 67, 90
HEX: 0b7bc0	HEX: f4ed1f	HEX: 000000
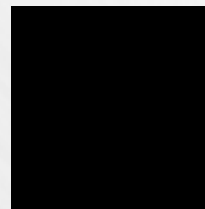
PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 294 C
RGB: 0, 52, 121
CMYK: 100, 82, 27, 19
HEX: 003479

Pantone: 1797 C
RGB: 201, 40, 45
CMYK: 15, 98, 93, 4
HEX: c9282d
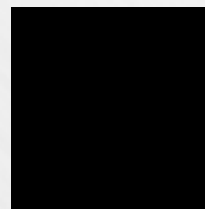
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2728 C
RGB: 0, 78, 188
CMYK: 93, 75, 0, 0
HEX: 0044ad

Pantone: 715 C
RGB: 250, 148, 62
CMYK: 0, 50, 84, 0
HEX: f79239

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 180 C
RGB: 189, 47, 44
CMYK: 18, 95, 94, 8
HEX: bd2f2c

Pantone: 143 C
RGB: 242, 175, 50
CMYK: 4, 34, 93, 0
HEX: f2af32
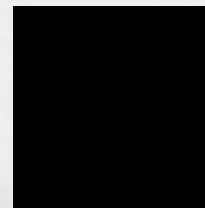
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 180 C
RGB: 193, 56, 50
CMYK: 17, 92, 89, 7
HEX: be302c

Pantone: 143 C
RGB: 242, 175, 50
CMYK: 4, 34, 93, 0
HEX: f2af32
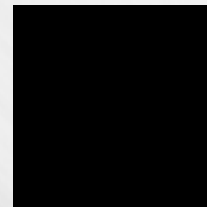
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

NEW SALEM ELEMENTARY SCHOOL (KNIGHTS)
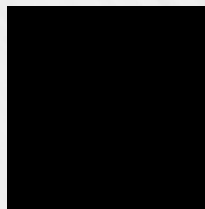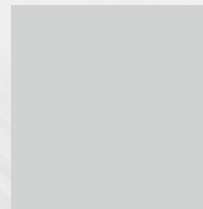
PRIMARY LOGO
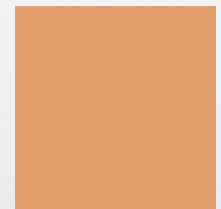

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 631 C
RGB: 52, 161, 177
CMYK: 79, 16, 29, 0
HEX: 00a1b1

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 479 C
RGB: 171, 127, 102
CMYK: 31, 50, 61, 7
HEX: a78462
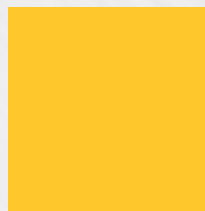
Pantone: 123 C
RGB: 255, 196, 35
CMYK: 0, 24, 93, 0
HEX: ffc423
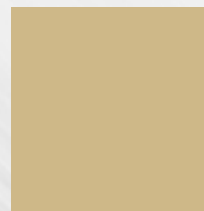
Pantone: 7502 C
RGB: 212, 191, 149
CMYK: 18, 22, 44, 0
HEX: c8b18b
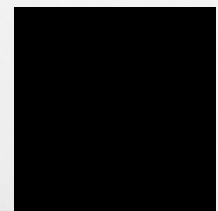
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

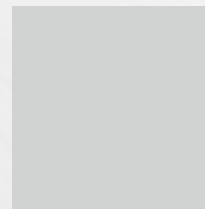## SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2755 C
RGB: 33, 29, 112
CMYK: 100, 100, 24, 15
HEX: 211d70
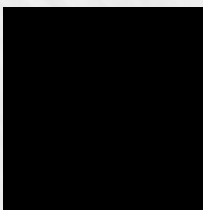
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000
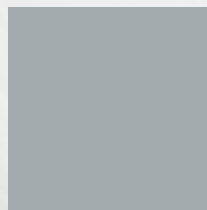
Pantone: 429 C
RGB: 196, 199, 200
CMYK: 23, 16, 17, 0
HEX: c4c7c8

PARKWOOD MIDDLE SCHOOL (BEARS)

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 534 C
RGB: 41, 62, 107
CMYK: 95, 82, 32, 19
HEX: 074372
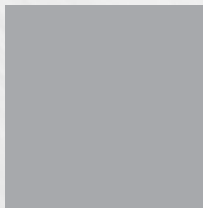
Pantone: 429 C
RGB: 165, 172, 176
CMYK: 37, 26, 25, 0
HEX: a5acb0
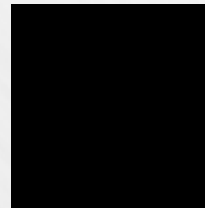
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 296 C
RGB: 10, 19, 50
CMYK: 96, 89, 47, 61
HEX: 0a1332

Pantone: 172 C
RGB: 255, 0, 0
CMYK: 0, 99, 100, 0
HEX: ff0000
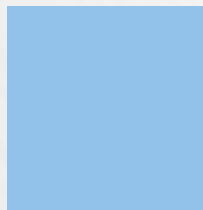
Pantone: 283 C
RGB: 114, 154, 189
CMYK: 57, 31, 13, 0
HEX: 729abd

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 662 C
RGB: 0, 36, 25
CMYK: 100, 94, 21, 12
HEX: 00247d

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000
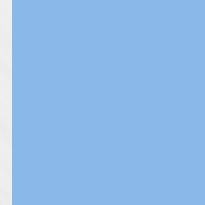
Pantone: 278 C
RGB: 141 185, 229
CMYK: 42, 17, 0, 0
HEX: 8db9e5

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 7483 C
RGB: 35, 93, 55
CMYK: 84, 38, 89, 34
HEX: 235d37

Pantone: 7409 C
RGB: 242, 174, 0
CMYK: 4, 34, 100, 0
HEX: fab700

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 526 C
RGB: 104, 46, 134
CMYK: 74, 98, 9, 1
HEX: 662d91

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 5655 C
RGB: 189, 198, 186
CMYK: 27, 15, 27, 0
HEX: bdc1b7

Pantone: 472 C
RGB: 230, 155, 107
CMYK: 8, 44, 62, 0
HEX: f0a477

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 269 C
RGB: 77, 48, 105
CMYK: 82, 94, 29, 17
HEX: 422463
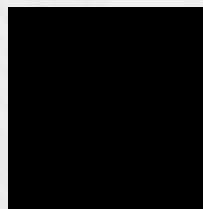
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 427 C
RGB: 209, 212, 211
CMYK: 17, 11, 13, 0
HEX: d0d2d3

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2738 C
RGB: 0, 30, 150
CMYK: 100, 93, 9, 5
HEX: 111f90

Pantone: 485 C
RGB: 220, 41, 30
CMYK: 8, 97, 100, 1
HEX: e2211c
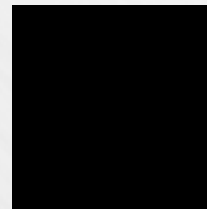
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

REA VIEW ELEMENTARY SCHOOL (RED WOLVES)

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 186 C
RGB: 204, 9, 47
CMYK: 13, 100, 90, 4
HEX: c41230
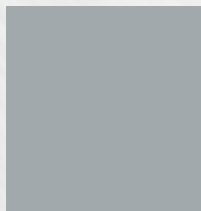
Pantone: Cool Gray 5
RGB: 179, 179, 179
CMYK: 31, 24, 25, 0
HEX: b2b7bb

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 172 C	Pantone: Cool Gray 4	Pantone: Black	Pantone: 2915 C
RGB: 254, 72, 25	RGB: 189, 189, 189	RGB: 0, 0, 0, 0	RGB: 91, 180, 229
CMYK: 0, 86, 97, 0	CMYK: 26, 21, 21, 0	CMYK: 75, 68, 67, 90	CMYK: 58, 13, 0, 0
HEX: f93b1d	HEX: bcbdc0	HEX: 000000	HEX: 69c0ea

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 653 C	Pantone: 123 C	Pantone: 278 C	Pantone: Black
RGB: 32, 85, 138	RGB: 255, 200, 46	RGB: 141, 185, 229	RGB: 0, 0, 0, 0
CMYK: 94, 71, 21, 5	CMYK: 0, 22, 91, 0	CMYK: 42, 17, 0, 0	CMYK: 75, 68, 67, 90
HEX: 27508c	HEX: ebbc2b	HEX: 8db9e5	HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 158 C
RGB: 234, 113, 37
CMYK: 4, 68, 99, 0
HEX: f37e27

Pantone: 288 C
RGB: 0, 44, 118
CMYK: 100, 86, 26, 20
HEX: 224290

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 729 C
RGB: 190, 139, 94
CMYK: 24, 46, 70, 3
HEX: c49a6c
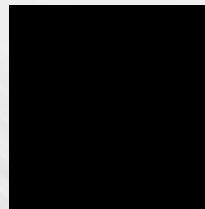
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

SHILOH VALLEY ELEMENTARY SCHOOL (BULLDOGS)

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 188 C
RGB: 122, 37, 49
CMYK: 33, 92, 71, 37
HEX: 7a2531

Pantone: 7421 C
RGB: 97, 22, 45
CMYK: 39, 95, 63, 50
HEX: 44060a

Pantone: 7409 C
RGB: 242, 172, 0
CMYK: 4, 34, 100, 0
HEX: fcb426

Pantone: 7477 C
RGB: 32, 80, 95
CMYK: 89, 58, 47, 29
HEX: 2a4f6b

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 188 C
RGB: 122, 37, 49
CMYK: 33, 92, 71, 37
HEX: 7a2531

Pantone: 7421 C
RGB: 97, 22, 45
CMYK: 39, 95, 63, 50
HEX: 44060a
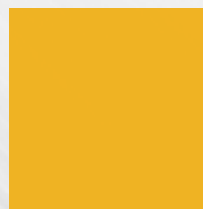
Pantone: 7409 C
RGB: 242, 172, 0
CMYK: 4, 34, 100, 0
HEX: fcb426

Pantone: 7477 C
RGB: 32, 80, 95
CMYK: 89, 58, 47, 29
HEX: 2a4f6b

SOUTH PROVIDENCE SCHOOL (PHOENIX)

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 485 C
RGB: 237, 28, 36
CMYK: 1, 99, 97, 0
HEX: ed1c24
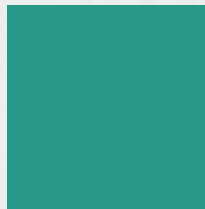
Pantone: 7473 C
RGB: 13, 155, 140
CMYK: 81, 17, 53, 1
HEX: 19a086

Pantone: 123 C
RGB: 255, 200, 46
CMYK: 0, 22, 91, 0
HEX: ffc21d
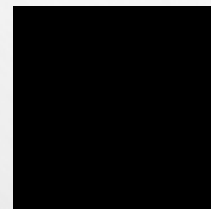
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS
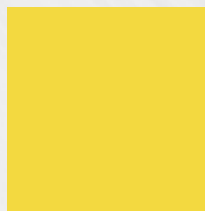
COLOR SCHEME

Pantone: 7404 C
RGB: 242, 204, 7
CMYK: 6, 16, 100, 0
HEX: f2cc07
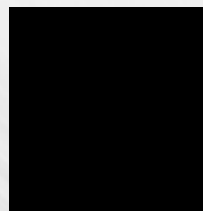
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 440 C
RGB: 47, 39, 38
CMYK: 65, 67, 64, 68
HEX: 2f1c1d

Pantone: 141 C
RGB: 242, 203, 101
CMYK: 5, 19, 71, 0
HEX: fecc66
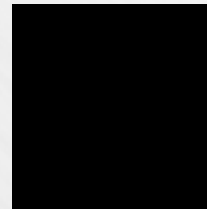
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 275 C
RGB: 29, 23, 86
CMYK: 100, 100, 32, 32
HEX: 262262

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 429 C
RGB: 165, 172, 176
CMYK: 37, 26, 25, 0
HEX: a7a9ac

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 279 C
RGB: 72, 145, 200
CMYK: 69, 35, 0, 0
HEX: 4384c5

Pantone: 2925 C
RGB: 0, 150, 219
CMYK: 80, 27, 0, 0
HEX: 0096db
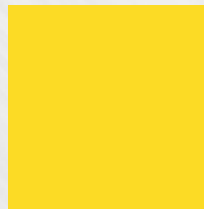
Pantone: 7404 C
RGB: 245, 211, 18
CMYK: 5, 13, 99, 0
HEX: f0ca1f

Pantone: 668 C
RGB: 107, 93, 145
CMYK: 67, 70, 18, 2
HEX: 6b5d91
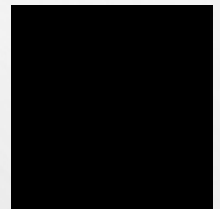
Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

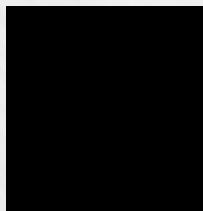## COLOR SCHEME

Pantone: 114 C
RGB: 251, 222, 66
CMYK: 3, 8, 85, 0
HEX: fbde42

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 203 C
RGB: 235, 173, 197
CMYK: 4, 38, 5, 0
HEX: f7b3d1
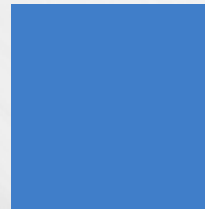
Pantone: 660 C
RGB: 42, 110, 187
CMYK: 84, 56, 0, 0
HEX: 0061a9

Pantone: 1797 C
RGB: 201, 40, 45
CMYK: 15, 98, 93, 4
HEX: bf1e2e

PRIMARY LOGO

SECONDARY/REVERSED LOGOS
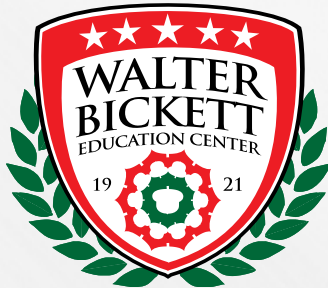
COLOR SCHEME

Pantone: Cool Gray 4	Pantone: Black	Pantone: 349 C	Pantone: 485 C
RGB: 189, 189, 189	RGB: 0, 0, 0, 0	RGB: 0, 105, 62	RGB: 220, 41, 30
CMYK: 26, 21, 21, 0	CMYK: 75, 68, 67, 90	CMYK: 93, 33, 92, 25	CMYK: 8, 97, 100, 1
HEX: bdbec0	HEX: 000000	HEX: 056839	HEX: ed1c24
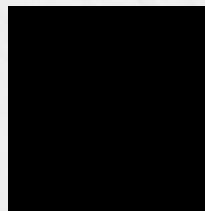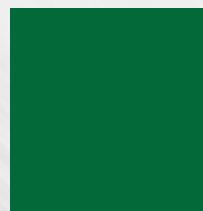
PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 180 C
RGB: 193, 56, 50
CMYK: 17, 92, 89, 7
HEX: be302c

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 424 C
RGB: 108, 111, 112
CMYK: 59, 48, 47, 15
HEX: 6c6f70

WAXHAW ELEMENTARY SCHOOL (WOLVES)

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

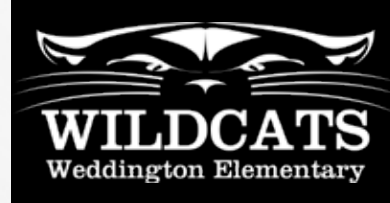Pantone: 193 C
RGB: 192, 20, 60
CMYK: 17, 100, 76, 7
HEX: c01f3a

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 7455 C
RGB: 59, 96, 175
CMYK: 84, 67, 0, 0
HEX: 144a9b

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 356 C
RGB: 0, 120, 54
CMYK: 96, 27, 100, 16
HEX: 047835

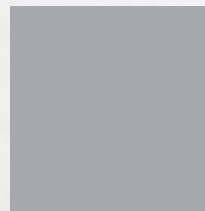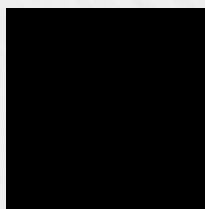## PRIMARY LOGO

SECONDARY/REVERSED LOGOS

COLOR SCHEME
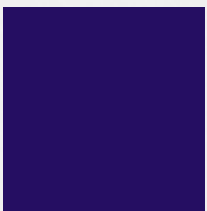
Pantone: 2756 C
RGB: 22, 33, 108
CMYK: 100, 97, 27, 17
HEX: 1d2172

Pantone: 356 C
RGB: 0, 120, 54
CMYK: 96, 27, 100, 16
HEX: 047835

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: Cool Gray 7
RGB: 154, 155, 157
CMYK: 42, 34, 33, 1
HEX: 939598

Pantone: 7404 C
RGB: 245, 211, 18
CMYK: 5, 13, 99, 0
HEX: ffd204

PRIMARY LOGO
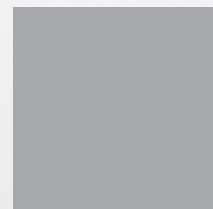

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2756 C
RGB: 22, 33, 108
CMYK: 100, 97, 27, 17
HEX: 1d2172

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 356 C
RGB: 0, 133, 62
CMYK: 88, 23, 100, 10
HEX: 00853e

Pantone: Cool Gray 7
RGB: 154, 155, 157
CMYK: 42, 34, 33, 1
HEX: 939598

PRIMARY LOGO
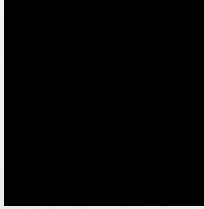

SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2758 C
RGB: 3, 35, 102
CMYK: 100, 93, 30, 25
HEX: 272a68

Pantone: 129 C
RGB: 245, 207, 71
CMYK: 4, 16, 84, 0
HEX: f7cf3b

Pantone: 429 C
RGB: 165, 172, 176
CMYK: 37, 26, 25, 0
HEX: a7a9ac

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

PRIMARY LOGO

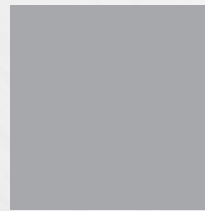## SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 661 C
RGB: 0, 53, 146
CMYK: 100, 85, 17, 6
HEX: 20409a

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 429 C
RGB: 165, 172, 176
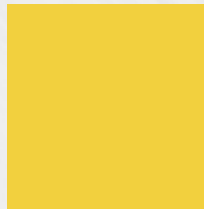CMYK: 37, 26, 25, 0
HEX: a7a9ac
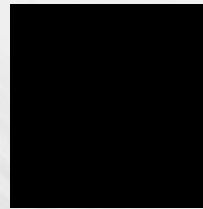
PRIMARY LOGO

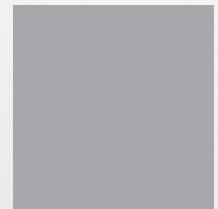## SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2767 C
RGB: 22, 43, 72
CMYK: 96, 82, 44, 44
HEX: 162b48

Pantone: 129 C
RGB: 245, 207, 71
CMYK: 4, 16, 84, 0
HEX: f3ce3c

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000

Pantone: 429 C
RGB: 165, 172, 176
CMYK: 37, 26, 25, 0
HEX: a7a9ac

WOLFE SCHOOL (WOLVES)

PRIMARY LOGO

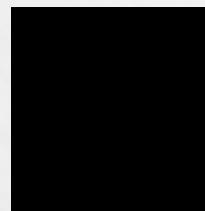## SECONDARY/REVERSED LOGOS

COLOR SCHEME

Pantone: 2767 C
RGB: 22, 43, 72
CMYK: 96, 82, 44, 44
HEX: 0b2240

Pantone: 4515 C
RGB: 183, 166, 109
CMYK: 30, 29, 67, 1
HEX: b4a169

Pantone: Black
RGB: 0, 0, 0, 0
CMYK: 75, 68, 67, 90
HEX: 000000