



PORTLAND | **Public Schools**

Visual Identity Guidelines

FORWARD TOGETHER

September 2023

CONTENTS

3 Introduction

4 Logo

4 Seal

10 Colors

11 Typography

12 Email Signature

13 Imagery

14 Graphic Elements

15 Sample Collateral

Introduction

This style guide serves as a blueprint for the design of collateral materials, including all marketing and communications for Portland Public Schools (PPS).

To ensure that PPS's brand recognition and vision is executed consistently across all mediums, it is important to follow each of these guidelines.

LOGO

Our PPS logo is not only the most important asset of our brand identity, it tells a story and gives light to the colors we use on our marketing collateral. The PPS logo is comprised of the seal and the logotype. It is important to follow the styles, variations and colors shown in this manual, with no exceptions.

Main Logo



PORTLAND

Public Schools



Stacked Logo



PORTLAND
Public Schools



Horizontal Logo



PORTLAND | **Public Schools**



PORTLAND | **Public Schools**

Clear Space

Give the logo a margin of white space that is 0.5".
Apply this margin to all sides of the logo.



Minimum Size

1" Is the minimum advised height for PPS Logo.



Incorrect Usage



LOGO SHOULD NEVER
APPEAR PIXELATED (BLURRY)



DO NOT MODIFY SEAL
LOGOTYPE SHOULD NEVER BE ALTERED



DO NOT SKEW. MAKE SURE
LOGO STAYS PROPORTIONATE

SEAL

Main Seal



Reverse Seal



Pride Seal



Clear Space

As a rule of thumb, give the logo a margin of white space that is the width of the P from "PPS". Apply this margin to all sides of the logo. Check if the logo is stretched in any way – the width and the height should always be the same length.



Minimum Size

1" Is the minimum advised height for seal.



Incorrect Usage



DO NOT SKEW



DO NOT ALTER COLOR



DO NOT ROTATE



DO NOT TAKE APART

Leadership Logo



Department Logo

(District office building use only)

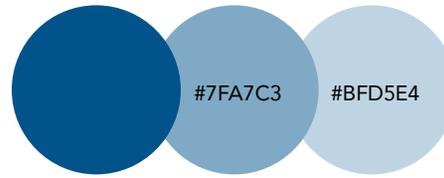


COLORS

Primary Color

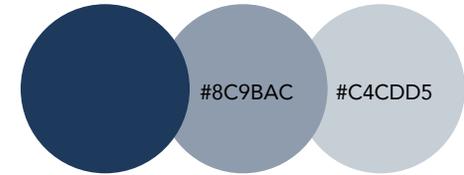
Blueberry

PANTONE: PMS 7462
CMYK: 100, 72, 20, 5
RGB: 1, 83, 139
HEX: #00538b



Deep Blueberry

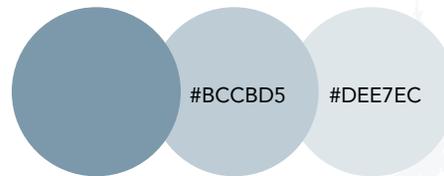
PANTONE: P 108-6
CMYK: 96, 80, 38, 29
RGB: 29, 57, 92
HEX: #1d395c



Secondary Colors

Slate

PANTONE: PMS 5425
CMYK: 53, 29, 25, 0
RGB: 124, 153, 171
HEX: #7c99ab



Mint

PANTONE: PMS 329
CMYK: 100, 31, 60, 27
RGB: 0, 104, 97
Hex: #006861



Gold

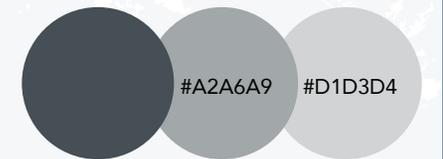
PANTONE: PMS 7548
CMYK: 0, 22, 100, 0
RGB: 255, 200, 0
HEX: #ffc800



District office building use only.

Boardroom Blue

PANTONE: Cool Gray 11
CMYK: 69, 59, 52, 33
RGB: 75, 79, 85
HEX: #4b4f55



TYPOGRAPHY

Avenir Next

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

abcdefghijklmn
opqrstuvwxyz

Roboto Flex

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

abcdefghijklmn
opqrstuvwxyz

Museo Slab

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

abcdefghijklmn
opqrstuvwxyz

Roboto Slab

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

abcdefghijklmn
opqrstuvwxyz

EMAIL SIGNATURE



PPS Main Seal

Laura Kent

Graphic Design Specialist

Portland Public Schools

Communications Department | Office of the Superintendent

Cell: 503-705-4375

Phone Number

Name Field

Title Field

Portland Public School

Department Field



PPS Pride Seal

Kylee Soll

Communications Coordinator

Portland Public Schools

Communications Department | Office of the Superintendent

Cell: 503-828-7452

Phone Number

Name Field

Title Field

Portland Public School

Department Field

IMAGERY

Images that represent PPS are meant to showcase the values of our school district. Images show not only the joyful learning experiences of our students, but also the inclusivity and vibrant environment that our students learn in.



GRAPHIC ELEMENTS

Masthead



Forest Gradient



Arch



Forest Arch



Forest

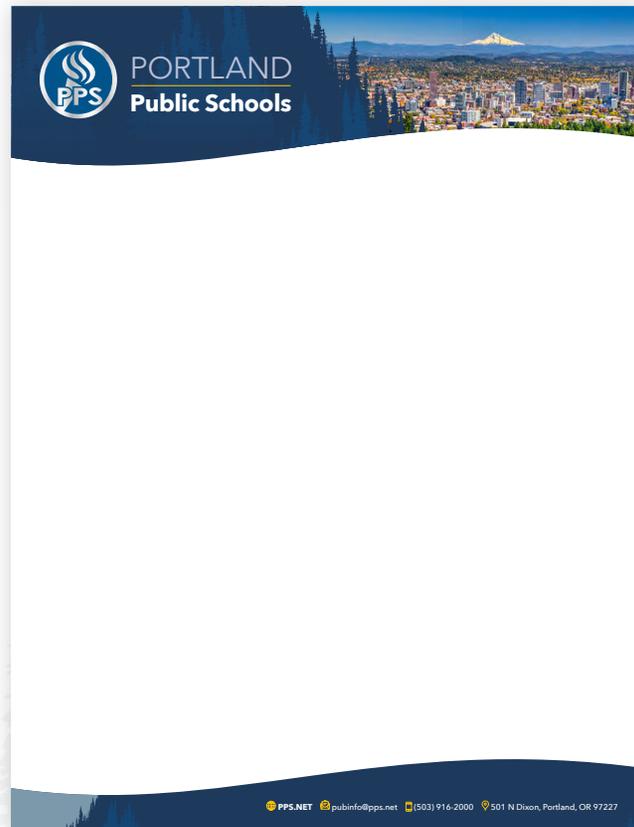


SAMPLE COLLATERAL

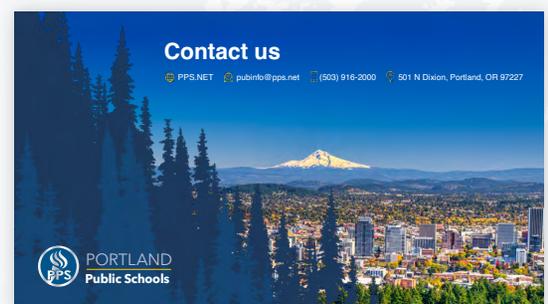
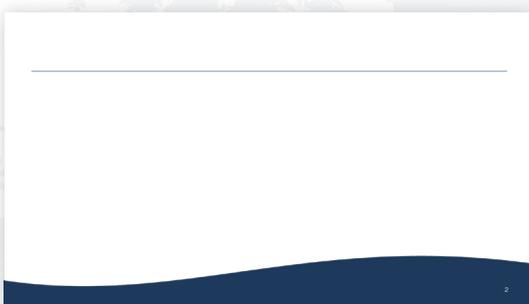
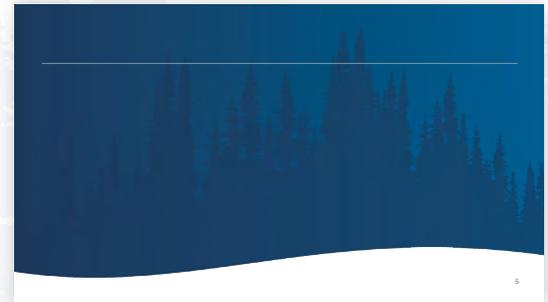
Report Cover



Letter Head Template

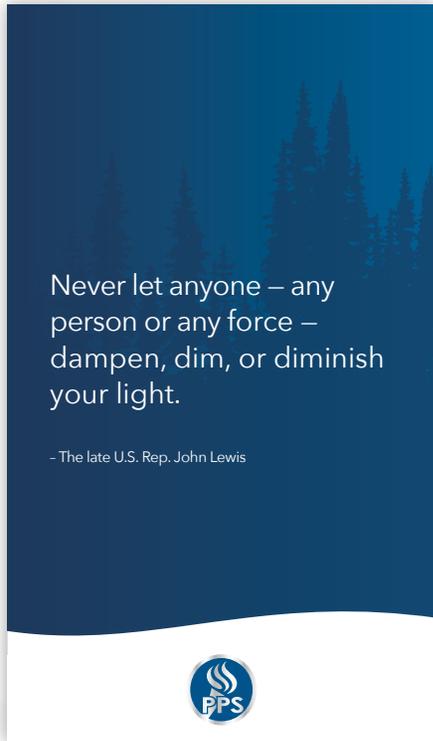


PPT Presentation



Social Media Templates

Social media templates are available in the following sizes:



1080x1920



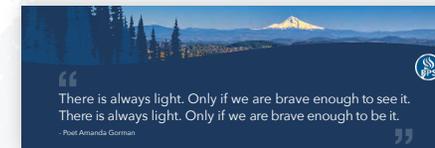
1600x900



1800x1800

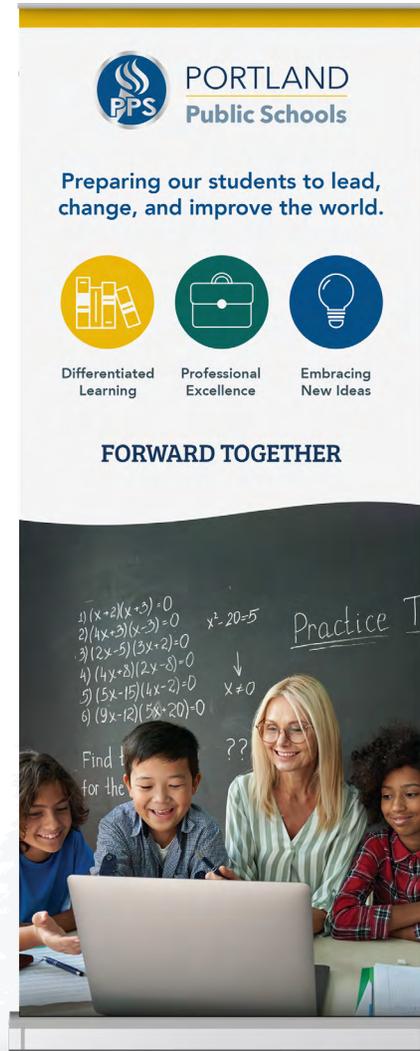


1640x924

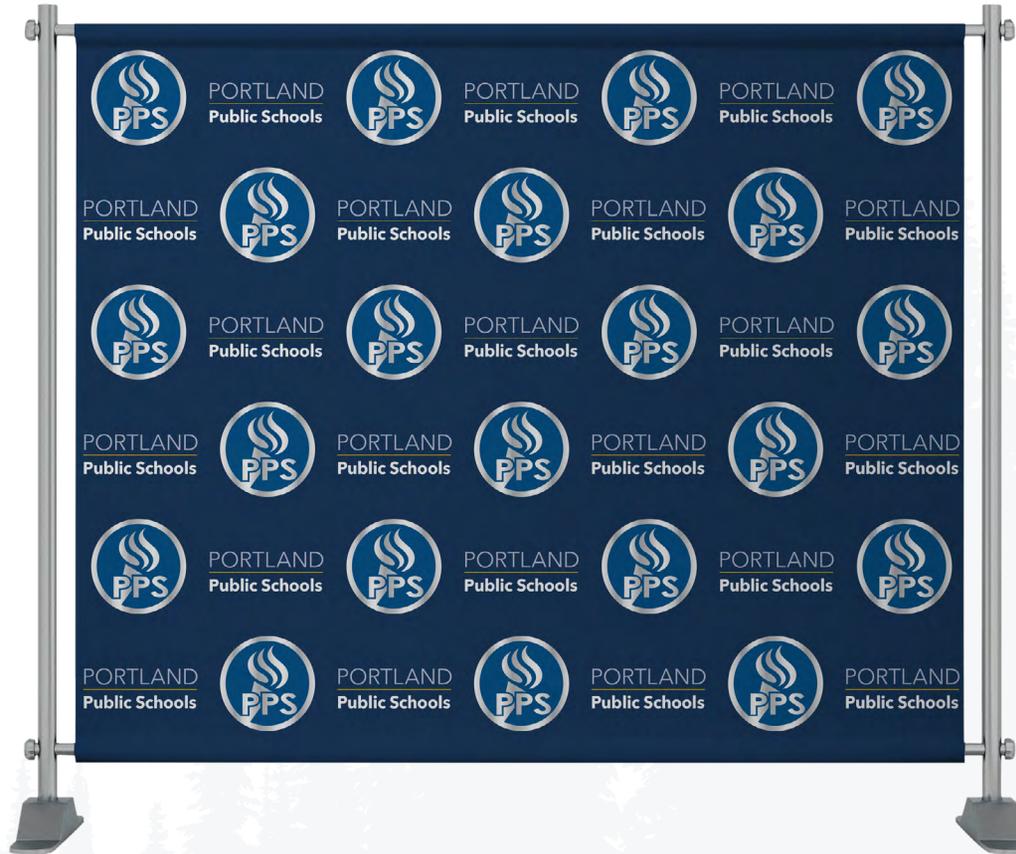


1500x500

Stand-up Banners



Step-and-repeat Banner





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