

Graphic Logo Usage Standards Guide



one color - horizontal



one color - vertical



two color - horizontal

This guide presents the specifications and guidelines for the usage of the Spokane Public Schools logo. Please follow these set guides when designing any form of print or electronic medium. If our standards do not meet your requirements, kindly avoid any attempts to alter the district logo. Instead, provide any special requests or questions to the Spokane Public Schools Printing Services Graphics Department.

Basic Standards

The Spokane Public Schools logo (shown) is comprised of a symbol and text configuration and can be used vertically or horizontally. **It should be viewed as a single unit not to be divided or edited.** The proportions and color schemes should remain intact.

To maintain the integrity of proportion of the logo when resizing, please hold your shift key down while moving in or out with your mouse. Note: Always use a **corner** handle when resizing.

Colors

Consistent use of color is a visual reinforcement of the district identity system. Acceptable use of color includes printing the logo in black, reversed out of a solid contrasting color in white, or in the approved Spokane Public Schools colors (see below).

Exceptions

The only exceptions to the guidelines for color use might occur when a brochure or t-shirt is printed in one or two non-district ink colors. In this scenario, the darker of the two colors is to be used for the logo color. For other uses please contact the Printing Services Graphics Department.

The Spokane Public Schools Green is PMS 370 U Green
The Spokane Public Schools Brown is PMS 160 U Brown

RGB colors (to be used for web or inkjet printing)

Green R-94
G-151
B-50

Brown R-177
G-92
B-18

For Spot or Process Color logos, please contact Printing Services.

Complementary fonts to the logo

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Bembo (Aldine 401) Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Open Sans Book

Typography

Another way to further strengthen and reinforce the visual identity of the Spokane Public Schools corporate identity system is to use a consistent selection of typefaces.

Not everyone in the organization has an identical selection of fonts. To that end, there are some selections that are relatively similar and therefore appropriate substitutions for Mac and PC users.

The fonts used in the logo are Bembo (Spokane Public Schools) and Bembo Italic (excellence for everyone). A complimentary headline, title or body font (see image left) is Open Sans Book. A sans serif font such as Arial or Helvetica can also be used. The Printing Services Graphics department will be happy to provide you with a version of Bembo (Aldine 401) or Open Sans, contact Tom at 354-7209 or Megan at 354-7210.

For clarification on whether or not another typeface selection is appropriate, please consult the Printing Services Graphics Department.

Form and Document Headings

In order to keep a consistent look to district documents, some simple guidelines have been established.

The district logo should be placed flush right on the page with the document heading flush left centered on the logo text. Margins should be .5 to .75 inches. A vertical line is then used to give heading separation and visual interest.



This guide is to be used as a quick reference. For more in-depth applications, covering other documents and uses contact the SPS Printing Services Graphics Department.