



## Graphic Standards and Logo Use Guide

September 2020

# Volusia County Schools

## Graphic Standards & Logo Use Guide

### Introduction

The intent of this document is to provide Volusia County Schools stakeholders with information related to the utilization of the Volusia County Schools logo with proper use and access. Please use the information provided in this guide to create district-branded resources and use the provided stationary templates to ensure consistency in communication and branding.

### The Logo



The Volusia County Schools logo should be used on all school district signage and every district-generated publication, website, or web page, preferably in the upper left-hand corner. At the end of documents, centering the logo is acceptable as well as placing the logo in the lower left-hand corner. The Volusia County Schools logo is comprised of the graphic. It is available in different configurations and the user may choose the version that best suits the product.

### Size Requirements

To ensure the logo's integrity, clarity, and impact, it should never be reproduced so that it is smaller than 1" wide. This will prevent the image from distorting. Please refer to the guidelines in the documentation below that have already created materials for: letterhead, business cards and other templates.

1" Variation:



2" Variation:



3" Variation:



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### Current Variations of the Logo

There are variations of the logo that accommodate many different media and print parameters. Examples of the Volusia County Schools logo in different configurations are seen below. These JPEGs are available for downloading from the Volusia County Schools website at <https://www.vcsedu.org/community-information-services/department-resources> or by contacting the district's Community Information office at [communityinformationservices@groups.volusia.k12.fl.us](mailto:communityinformationservices@groups.volusia.k12.fl.us) or 386-734-7190 ext. 20230.

"Blue" Variation of the Logo:



"White" Variation of the Logo:



"Black" Variation of the Logo:



### Logo Usage

#### Reproduction

The Volusia County Schools logo must not be reproduced. Please only use the high-resolution digital files available at <https://www.vcsedu.org/community-information-services/department-resources> and according to the terms of this guide. It may not be reconstructed or altered in any way.

#### Improper Use of the Logo

The Volusia County Schools logo must not be altered in any way from its original format. This includes scale, color, and size in context of surrounding elements. The following are examples of unacceptable uses of the Volusia County Schools logo:

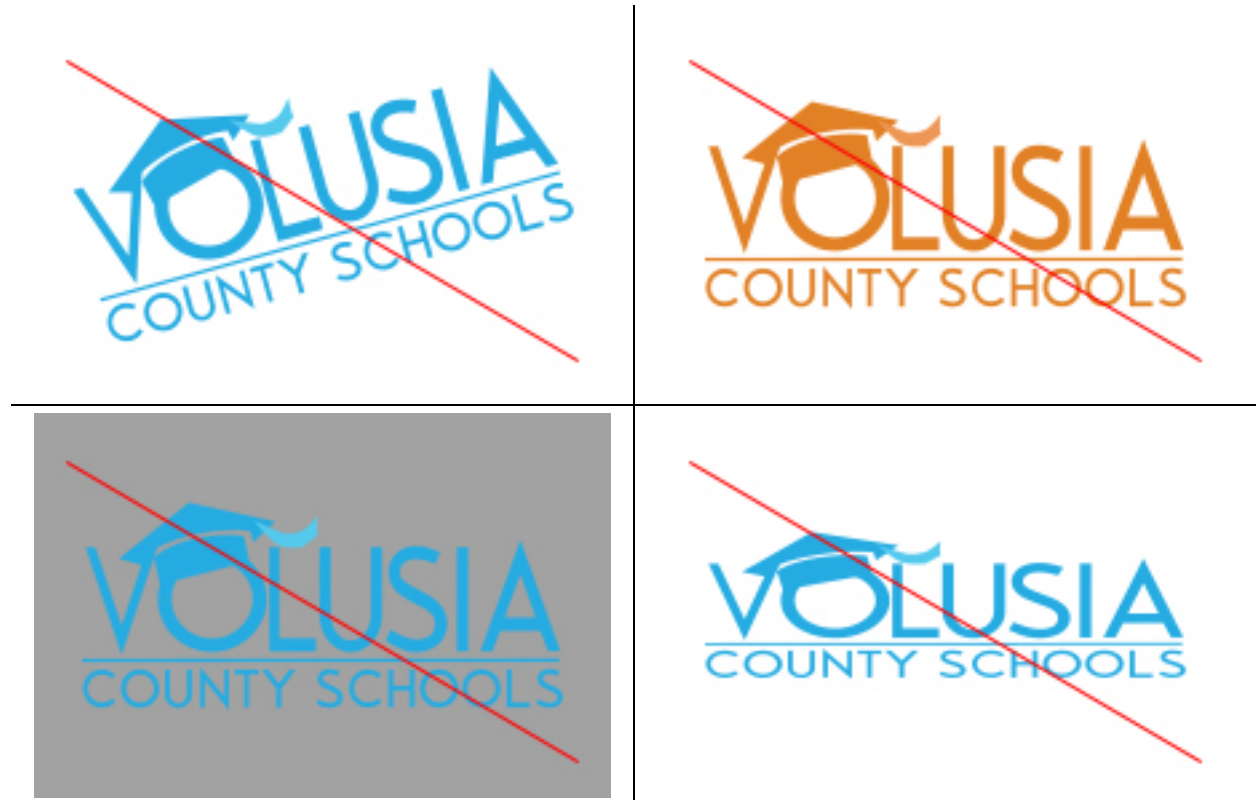
1. Do not change the colors of logo.
2. Do not use the logo on a patterned or textured background.
3. Do not distort the logo.
4. Do not use the logo in low-contrast colors such as black on a dark background.

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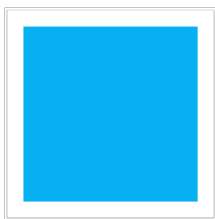
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5. Do not place the logo against a background with which the logo's colors clash.
  - a. If using a dark background, use the white variation of the logo.
  - b. If you are producing a document that will be primarily reproduced as a black-and-white document, use the black variation of the logo.
6. Do not tilt or warp the logo in any direction.
7. Do not add any shadows, effects, or other elements.
8. Do not add a tag line to the logo.
9. Do not recreate the type or substitute another typeface.
10. Do not surround the logo with other competing shapes.
11. Do not use the logo in a block of text.
12. Do not trace or outline the logo.
13. Do not use the old Volusia County Schools logo.

### Examples of Improper Use of the Logo



### Logo Color Palette



- Hexadecimal: #00AEEF
- RGB Decimal: R: 0, G: 174, B: 239
- RGB Percent: R: 0, G: 68, B: 94
- CMYK: C: 69, M: 14, Y: 0, K: 0