



Park Tudor Brand Guidelines for Staff, Faculty, Coaches and Vendors

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Guidelines at a Glance

1. Always use the full name for official apparel and communication — “Park Tudor” — do not use “Park” or “Tudor” separately when referring to the School, unless approved by the Communications Department.
2. Use only the following approved logos, colors, and fonts in this document.
3. [All logo and font files can be accessed here.](#)
4. Team names can be added under the following approved logos, but new logos for individual teams should not be created. *(e.g. adding the word “Soccer” under an official logo instead of creating an entirely new logo for the soccer team.)*
5. Please adhere to the PT brand colors and fonts.
6. If you ever have any questions about the appropriate use of the Park Tudor brand, please contact the Communications Department:

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PARK TUDOR WORDMARK LOGO

PARK TUDOR

PARK TUDOR

PRIMARY 1-COLOR RED

PARK TUDOR

PRIMARY 1-COLOR BLACK

PARK TUDOR

PRIMARY 1-COLOR WHITE

PARK TUDOR
SCHOOL

STACKED 1-COLOR RED

PARK TUDOR
SCHOOL

STACKED 1-COLOR BLACK

PARK TUDOR
SCHOOL

STACKED 1-COLOR WHITE

PARK TUDOR WORDMARK LOGO

Implementation

To ensure consistent use of the logo, here are some practices to avoid.

~~PARK TUDOR~~

Don't stretch, condense, or change the dimensions of the logo.

~~PARK TUDOR~~

Don't alter the placement or scale of the logo's elements.

~~Park Tudor~~

Don't alter or replace the typefaces of the logo.

~~*PARK TUDOR*~~

Don't skew or bend the logo in any way.

~~TUDOR PARK~~

Don't rearrange the placement of the type within the logo.

~~PARK TUDOR~~

Don't add any extra elements to the logo.

~~PARK TUDOR~~

Don't crop the logo.

~~PARK TUDOR~~

Don't add colors to the logo's individual elements.

~~PARK TUDOR~~

Don't rotate the logo.

~~PARK TUDOR~~

Don't use colors other than those specified in this document.

~~PARK TUDOR~~

Don't use drop shadows or other visual effects.

~~PA K TUDOR~~

Don't remove elements from the logo.

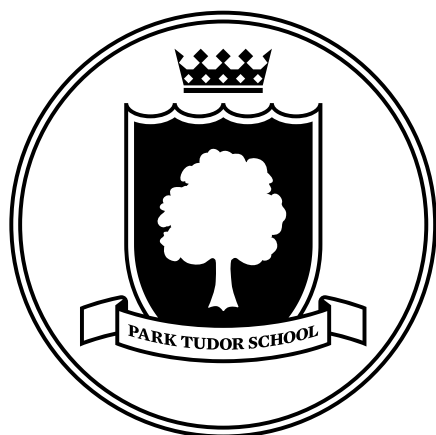
PARK TUDOR CREST LOGO



FULL COLOR



1-COLOR RED



1-COLOR BLACK



1-COLOR WHITE

DO NOT RE-COLOR
THE CREST IN
ANY OTHER WAY
THAN THE FOUR
PROVIDED OPTIONS

DO NOT BREAK APART
ELEMENTS OF
THE CREST
AND USE THEM
SEPARATELY

PARK TUDOR BRAND COLORS (ATHLETICS FOCUSED)

****PLEASE NOTE: FOR APPAREL ONLY, THE RED TO USE IS PMS 186C****

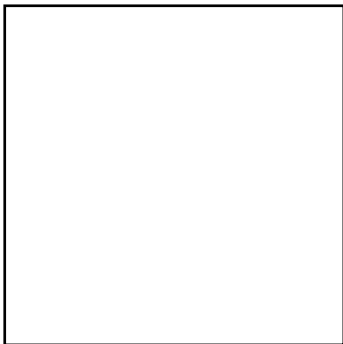


C 0 **R** 198
M 93 **G** 53
Y 95 **B** 39
K 2

#C63527

FOR MOST APPLICATIONS:
PMS 7626

FOR APPAREL ONLY:
PMS 186C



C 0 **R** 255
M 0 **G** 255
Y 0 **B** 255
K 0

#FFFFFF

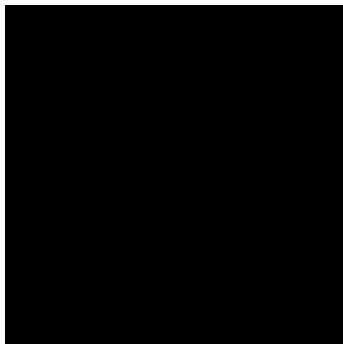
WHITE



C 33 **R** 124
M 18 **G** 135
Y 13 **B** 142
K 40

#7C878E

PMS 430



C 0 **R** 0
M 0 **G** 0
Y 0 **B** 0
K 100

#000000

BLACK

PARK TUDOR BRAND FONTS

Leitura

Leitura is our serif font. It has four weights, all with matching italics and small caps, and is appropriate for all uses.

It works especially well at heavier weights for headlines.

Available as web font.
PC alternative: Times.

Roman 1

Roman 2

Roman 3

Roman 4

Italic 1

Italic 2

Italic 3

Italic 4

LEITURA, designed by Dino dos Santos, 2007, published by DSType
Available from myfonts.com

Note: It's important to maintain a clear hierarchy in our choice of type styles for each design. This creates rhythm and consistency, and sets the pace for our readers.

When using the typefaces, make sure to always set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve readability.

Typefaces can be purchased from the sites listed on this page.

Kievit

Kievit is our sans-serif font. It has six weights, all with matching italics and small caps, and is appropriate for all uses.

It works especially well for body copy and smaller text.

Available as web font.
PC alternative: Verdana.

Regular

Book

Medium

Bold

Extra Bold

Black

Regular Italic

Book Italic

Medium Italic

Bold Italic

Extra Bold Italic

Black Italic

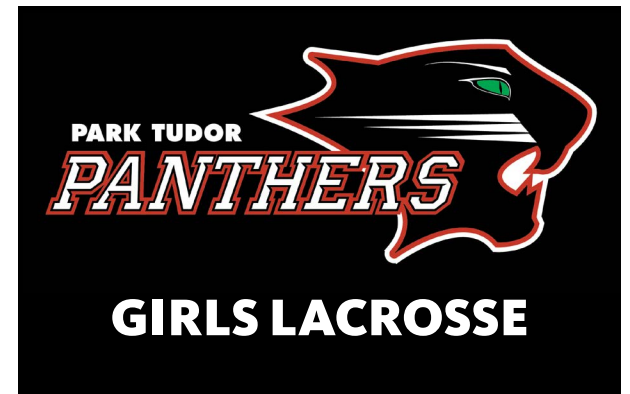
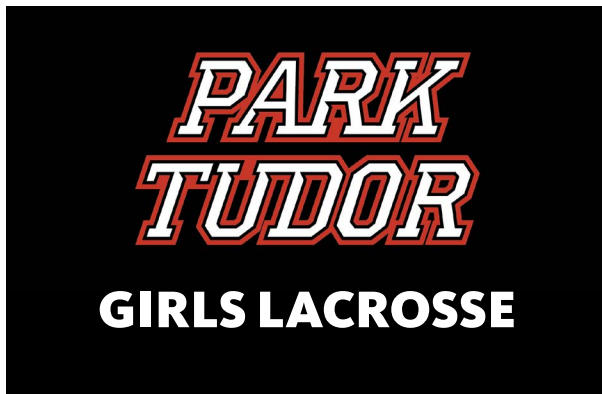
Kievit, designed by Michael Abbink, 2001, published by FontFont
Available from fontfont.com

Note: Type can only be set in colors from the secondary palette when there is sufficient contrast to maintain legibility. Red, black, or grey are the preferred text colors for the Park Tudor brand.

TYPESETTING SPORTS TEAMS UNDER ATHLETIC LOGOS

Use **Kievit Black** to typeset any sports team under any athletic logo.

EXAMPLES:



PARK TUDOR ATHLETIC LOGOS -

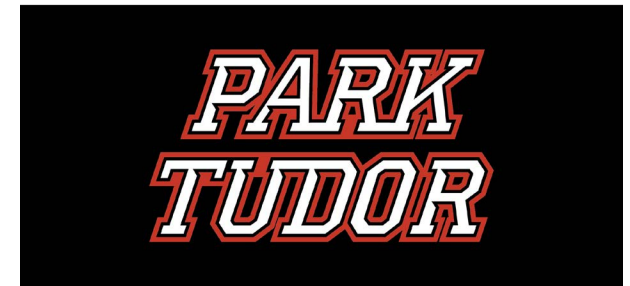
"PARK TUDOR" ATHLETIC WORDMARK

The logo consists of the words "PARK" and "TUDOR" in a stylized, italicized, sans-serif font. The letters are white with a red outline and a red drop shadow, giving it a 3D effect.

FULL COLOR FOR BLACK OR WHITE
BACKGROUND



FULL COLOR FOR RED OR WHITE
BACKGROUND



STACKED FULL COLOR FOR
BLACK OR WHITE BACKGROUND

The logo is the same as the first one, but the letters are solid black with a white outline. The background is white.

1-COLOR BLACK OUTLINED



1-COLOR WHITE OUTLINED



STACKED FULL COLOR FOR
RED OR WHITE BACKGROUND

The logo is the same as the first one, but the letters are solid black with no outline. The background is white.

1-COLOR BLACK
(THICK/NO OUTLINE)



1-COLOR WHITE
(THICK/NO OUTLINE)

PARK TUDOR ATHLETIC LOGOS - “PANTHERS” ATHLETIC WORDMARK



PANTHERS

FULL COLOR FOR BLACK OR WHITE
BACKGROUND



PANTHERS

FULL COLOR FOR RED OR WHITE
BACKGROUND



PANTHERS

1-COLOR BLACK OUTLINED



PANTHERS

1-COLOR WHITE OUTLINED



PANTHERS

1-COLOR BLACK
(THICK/NO OUTLINE)



PANTHERS

1-COLOR WHITE
(THICK/NO OUTLINE)

PARK TUDOR ATHLETIC LOGOS -

HORIZONTAL PANTHERS W/ PANTHER HEAD



FULL COLOR FOR
WHITE BACKGROUND



FULL COLOR FOR
BLACK BACKGROUND



FULL COLOR FOR
RED BACKGROUND



1-COLOR BLACK



1-COLOR WHITE



When printing apparel that includes the green eye on the Panther, the green pantone is **PMS 350**.

PARK TUDOR ATHLETIC LOGOS - VERTICAL PANTHERS W/ PANTHER HEAD



FULL COLOR FOR
WHITE BACKGROUND



FULL COLOR FOR
BLACK BACKGROUND



FULL COLOR FOR
RED BACKGROUND



1-COLOR BLACK



1-COLOR WHITE

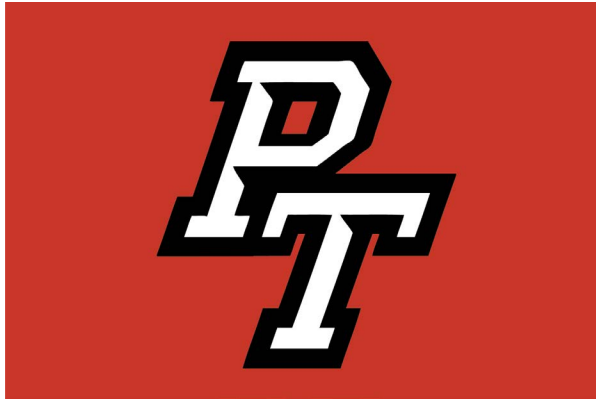


When printing apparel that includes the green eye on the Panther, the green pantone is **PMS 350**.

PARK TUDOR ATHLETIC LOGOS - **PT INITIALS ONLY**



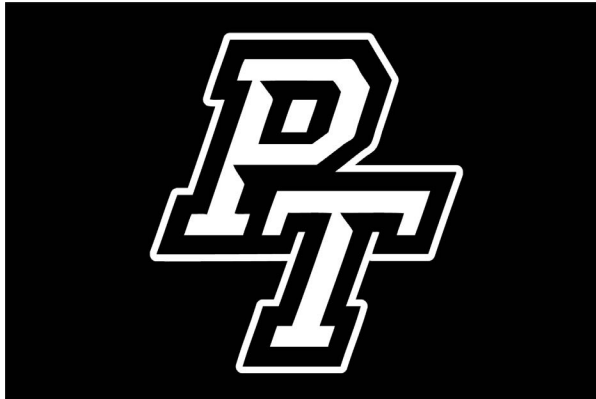
2-COLOR RED AND WHITE -
FOR BLACK OR WHITE BACKGROUND



2-COLOR BLACK AND WHITE
FOR RED OR WHITE BACKGROUND

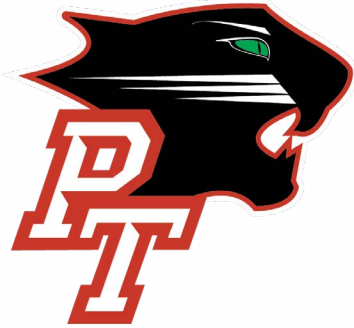


1-COLOR BLACK

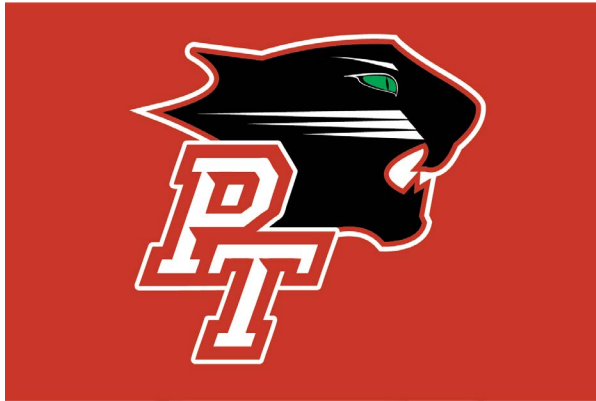


1-COLOR WHITE FOR
RED OR BLACK BACKGROUND

PARK TUDOR ATHLETIC LOGOS - PT INITIALS W/ PANTHER HEAD



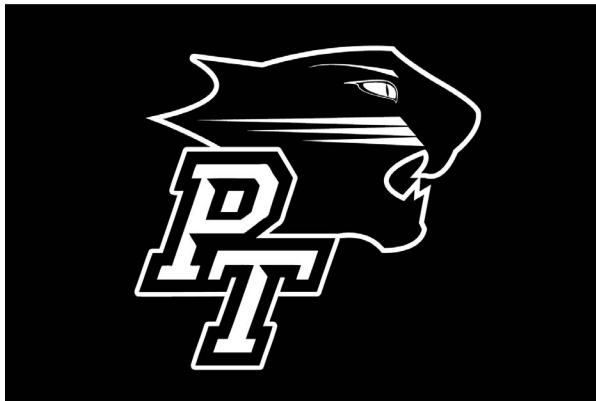
FULL COLOR FOR
BLACK OR WHITE BACKGROUND



FULL COLOR FOR
RED BACKGROUND



1-COLOR BLACK



1-COLOR WHITE FOR
RED OR BLACK BACKGROUND



When printing apparel that includes the green eye on the Panther, the green pantone is **PMS 350**.

PARK TUDOR ATHLETIC LOGOS -

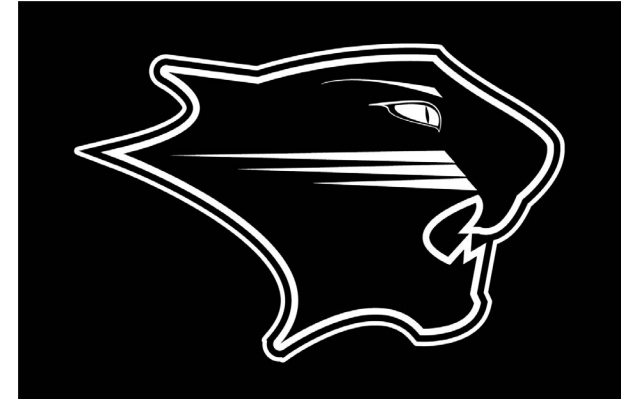
PANTHER HEAD ONLY



FULL COLOR



1-COLOR BLACK



1-COLOR WHITE



When printing apparel that includes the green eye on the Panther, the green pantone is **PMS 350.**