



**Akron Public  
Schools®**

**Graphic Standards Guide**

January 2018

## The Akron Public Schools Brand

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Our brand is our reputation. It's what others think when they hear the words "Akron Public Schools." We can influence these thoughts by working together in a strategic effort to produce professional and consistent messages and images. We are stronger when we speak as one, and a cohesive visual language gives the APS brand strength.

A strong visual identity is imperative to building an immediate recognition of Akron Public Schools and sustaining its long-term presence within the community. Through consistent branding, we are able to help define the Akron Public Schools experience, share that experience with others and create a sense of belonging for everyone associated with the school district. This contributes to our ability to include everyone — from students, parents, alumni, staff and faculty, to the casual visitor — as well as attract, and more importantly, retain students. It also helps build strong recognition for our involvement in the many community-based activities in which the school district participates.

This manual outlines specific standards for use of one of Akron Public Schools most important brand assets: its logo. Please review and implement the following guidelines to ensure a consistent application of the APS visual identity across all media platforms in both internal and external communication materials. Questions about logo usage should be directed to:

Mark Williamson  
Director, Marketing Communications  
Akron Public Schools, Administration Building  
10 N. Main St.  
Akron, OH 44308  
330.761.2930  
maw45602@apslearns.org

The Akron Public Schools logo is a registered trademark. APS protects and enhances its reputation by assuring that its logo appear only on appropriate materials and quality products. Internal, not-for-profit usage is permitted without trademark permission. For external usage, please contact the Akron Public Schools Legal Counsel at 330.761.2912.

Thank you for your cooperation in this important part of the branding process of Akron Public Schools.

## The Akron Public Schools Logo

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The Akron Public Schools' logo has been intentionally designed to appear exactly as below and should only be reproduced from master artwork on the provided download link and/or CD ROM. The logo elements (icon and wordmark) must always appear in a fixed relationship which may not be altered, adjusted or modified in any way. All approved logos available for use are available from APS and identified in this guide.



Akron Public  
Schools®



Akron Public Schools®

A second logo that features a horizontal orientation should be used at the discretion of the end user when appropriate for certain layouts.

## Iconography and Symbolism

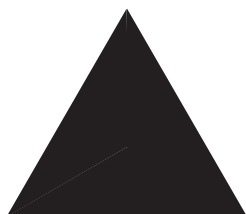
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The Akron Public Schools wordmark was produced utilizing the font ITC Giovanni Bold. This transitional typeface is significant in that it accurately reflects the attributes of a traditional and classic foundation, combined with contemporary and modern influence.

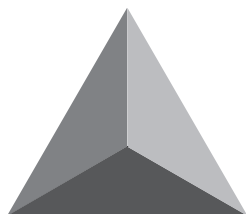
*"ITC Giovanni was designed by Robert Slimbach and released by the International Typeface Corporation in 1989. Beginning at the drawing board and then moving to a computer, Slimbach based his design on classic oldstyle typefaces such as Garamond and Bembo. He then gave the typeface more contemporary proportions and weights, which resulted in a lively and legible text typeface."*

Source: <http://www.myfonts.com/fonts/adobe/itc-giovanni/>

In developing the primary logomark for Akron Public Schools, a great deal of consideration was given to creating an icon that conveyed the following attributes: unique, memorable, simplistic, adaptable, appropriate and timeless. Achieving a certain degree of neutrality was paramount, as no one group or entity within Akron Public Schools could be represented over another.



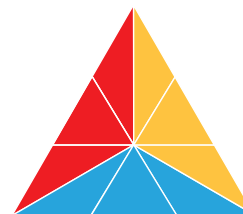
A



B



C



D

- A. The Akron Public Schools' logo is based on an equilateral triangle with all sides measuring the same and symbolizing equality.
- B. The triangle was divided into three equal parts. By adding various shades of gray, the three dimensional characteristics of length, width and depth were established. A pyramid shape emerged, indicative of something strong, timeless and monumental. Furthermore, the pyramid form is regarded as a symbol of stability and strength, and is often used to reference order and sequence in human development. (e.g. pyramid model in education).
- C. When the primary colors of red, blue and yellow were applied to each visible side of the pyramid, additional meaning was introduced. The color red is often used to convey excitement, energy, passion, love, desire, power, speed and strength. Yellow commonly signifies joy, happiness, optimism, idealism, imagination, hope, sunshine, philosophy and friendship. The color blue symbolizes tranquility, peace, calm, stability, harmony, trust, truth, confidence, security, order, loyalty, and is often associated with the sky, water and technology. Each section of color was assigned a segment of learning: red represents the teachers and staff, yellow signifies students, and blue represents learning— the basis of education. The base of the pyramid (the unseen side serving as the foundation to it all) is our community, comprising friends, family members and neighbors that support the entire education system. Individually, each side of color is important, and combined they create a full spectrum of possibilities.
- D. Each side of color was further divided, creating a multifaceted form representing the many aspects, sides and faces of Akron Public Schools.



Various shades of each primary color were then added to promote the concept of diversity and individualism. The blue, bottom center triangle was removed to form the letter "A." It also creates a door to access learning through public education, conveying inclusiveness and openness to everyone.

## Using this Guide

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Understanding color modes and which file format to use in various applications is the first step in achieving accurate resolution and color reproduction. Please follow these general guidelines when using the Akron Public Schools' logo.

In **commercial printing** situations, you will have two options when selecting a color mode. You will either be printing spot colors or 4-color process. If your entire document comprises only one or more individual colors, you will be using what is called spot or PMS colors. PMS stands for Pantone Matching System and it is essentially a color key that printers and designers use to communicate information about a specific color. If your document is full color, it is generally more cost-efficient to convert the entire document to 4-color process, also known as CMYK. CMYK stands for Cyan, Magenta, Yellow and Black and these four inks combined will create the entire palette needed to image your full-color document. The CMYK formulas provided within this guide should be used to create colors to match your logo.

In **desktop printing** situations such as printing to a color copier, laser or inkjet printer, you will have more flexibility in choosing different file formats and color modes. However, you may lose some control over the color accuracy based on the quality and accuracy of your printer. As a general rule, Microsoft Office applications work best with JPGs and TIFs, whereas Adobe Creative Suite applications prefer TIF and EPS files. Resolution for printing should be at least 200 dpi for desktop printing, with 300 dpi being standard for commercial printing.


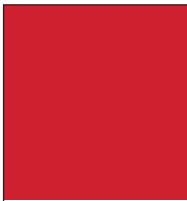
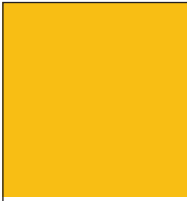

All artwork used **online** and in **digital applications** such as PowerPoint should be at least 72 dpi and the color mode should be RGB (red, green and blue). Most likely, you will use the JPG version of your logo for these instances, and the PNG version if a transparent background is preferred. Use the RGB color formulas in this guide to create colors that match your logo.

Hexadecimal color values are used in coding websites and other online content. The 6-digit formulas are also presented in this document.

## Pantone Colors

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The Akron Public School logo comprises eight different colors. These colors can be achieved by using the Pantone colors specified below, or by creating their counterpart as a CMYK build (found on page 6).





















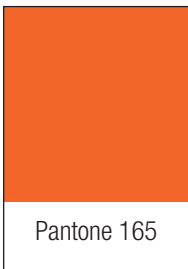

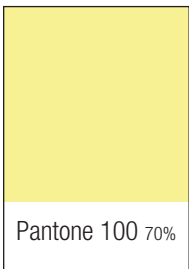









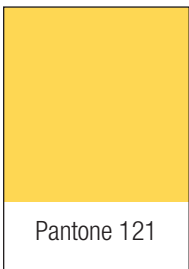







 Pantone 2925	 Pantone 7620	 Pantone 165	 Pantone 186
 Pantone 7408	 Pantone 100 70%	 Pantone 121	 Pantone 7685

## CMYK Color Builds

For **commercial printing** (offset and digital), you will need to consider the type of paper you will be using for your project. The surface of the paper can absorb and reflect light depending on its texture, density and coating. Traditionally, paper is available as either coated or uncoated, with several other options available under those two categories. Often, you may hear these two options referred to as either glossy for coated stock and dull for uncoated stock.

In selecting paper, please consider that ink will appear darker, more muted and saturated on an uncoated paper. Matte, satin and gloss finishes are suggested for best color accuracy. Please reference the Pantone® Color Bridge for Uncoated Paper for true color builds for uncoated papers.

**Use the following CMYK builds for coated paper:**


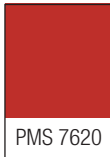
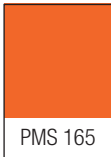

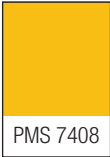
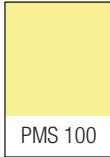
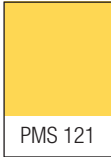
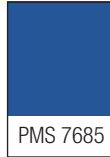
 Pantone 2925		85	C	 Pantone 7685		95	C
		21	M			69	M
		00	Y			00	Y
		00	K			07	K
 Pantone 7620		00	C	 Pantone 7408		00	C
		95	M			29	M
		94	Y			100	Y
		28	K			00	K
 Pantone 165		06	C	 Pantone 100 70%		00	C
		70	M			00	M
		100	Y			50	Y
		00	K			00	K
 Pantone 186		02	C	 Pantone 121		00	C
		100	M			13	M
		85	Y			75	Y
		06	K			00	K

**Desktop printing** is considerably less technical because there are so many different types of in-home and office printers available. It is almost impossible to predict what kind of results you will achieve using one specific format or color mode. For this reason, you will need to experiment a little with what file options and color builds work best with your personal printer and the software you are using.

Much like desktop printing, accurate **online and digital reproduction** is difficult to achieve because every computer monitor, projector and mobile device has a slightly different calibration and brightness.

Digital devices such as computer screens, smart phones and televisions use red, green and blue (RGB) to simulate how color and light are perceived by the human eye.

**Use the following RGB builds for online and digital color matching:**

 <div> <div>00 R</div> <div>154 G</div> <div>217 B</div> </div> <div>PMS 2925</div> <div>HEX VALUE: 009AD9</div>	 <div> <div>182 R</div> <div>35 G</div> <div>29 B</div> </div> <div>PMS 7620</div> <div>HEX VALUE: BB231D</div>	 <div> <div>230 R</div> <div>110 G</div> <div>37 B</div> </div> <div>PMS 165</div> <div>HEX VALUE: E66E25</div>	 <div> <div>218 R</div> <div>26 G</div> <div>50 B</div> </div> <div>PMS 186</div> <div>HeX VALUE: DALA32</div>
 <div> <div>253 R</div> <div>186 G</div> <div>18 B</div> </div> <div>PMS 7408</div> <div>HEX VALUE: FDBE12</div>	 <div> <div>255 R</div> <div>247 G</div> <div>153 B</div> </div> <div>PMS 100</div> <div>HEX VALUE: FFF799</div>	 <div> <div>255 R</div> <div>218 G</div> <div>93 B</div> </div> <div>PMS 121</div> <div>HEX VALUE: FFDA5D</div>	 <div> <div>02 R</div> <div>86 G</div> <div>160 B</div> </div> <div>PMS 7685</div> <div>HEX VALUE: 0256A0</div>

**Clear Area**

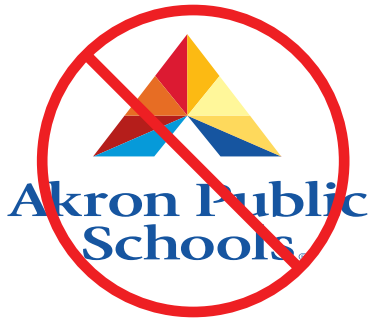
To protect the legibility of the logo, a clear area should be left around it. No other text or image should be placed within this area. This designated safe area should remain proportionate to the height of "Akron Public Schools" single line of text.



## Resizing the APS Logo

When increasing or decreasing the size of your logo, it is imperative that you keep the logo proportional to its original form.

The following examples are unacceptable:



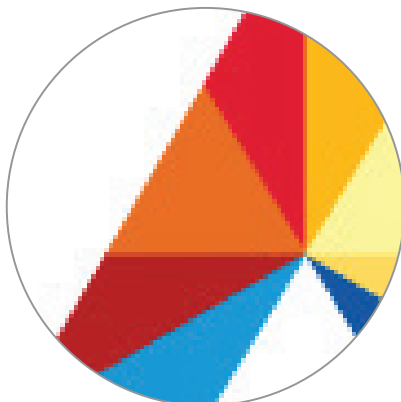
## Minimum Logo Size

To insure that the Akron Public Schools logos remain legible, it is advised that the logos not be used in instances smaller than 0.9" wide (vertical orientation) and 1.5" wide (horizontal), plus the clear area.



## Large Logo Sizes

Your logo package comes complete with a set of vector (Illustrator .eps) files that retain their integrity when increased in size. Unlike the .jpg, .tif and .png files, the .eps vector files allow for scalability without breaking down or becoming rasterized.



Vector – Enlarged 300%



Raster – Enlarged 300%

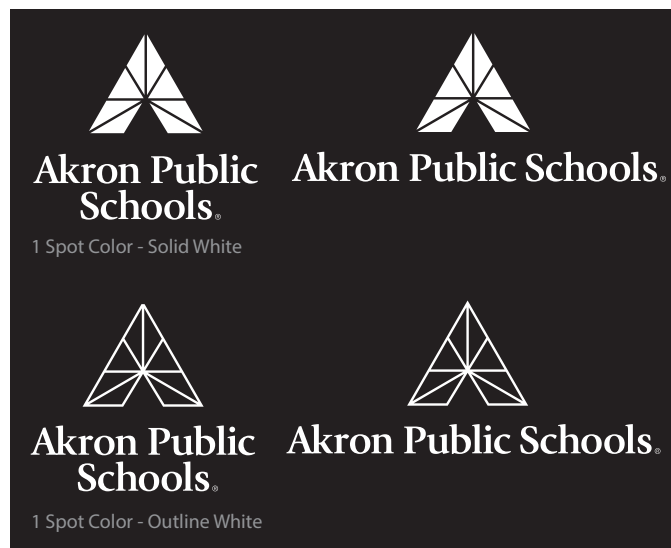
## Adding Content to the APS Logo

The logo should always be used in its entirety. **DO NOT CHANGE THE COLORS OR THE FONTS USED WITHIN THE LOGO.** Secondary information such as individual school or department names may be added by using the following general guidelines regarding clear space and proportionate point sizes. ITC Giovanni Bold in black is used in this example. If this font is unavailable to you, please use a basic sans serif font such as Calibri, Helvetica or Arial.



## APS Logo in Black or White

The following color options are approved for usage:



## APS Logo Color Options

In the digital realm, the APS logo will most likely appear in full color. However, printing in full color can drastically increase the cost of production. To address this issue, several options exist to accommodate specific needs for printing, silkscreening, embroidery and other unusual requests.

In addition to black and white, the following color options are approved for single color usage:



**Akron Public  
Schools®**

1 Spot Color - Solid Red (PMS 186)



**Akron Public Schools®**



**Akron Public  
Schools®**

1 Spot Color - Solid Blue (PMS 7685)



**Akron Public Schools®**



**Akron Public  
Schools®**

1 Spot Color - Outline Red (PMS 186)



**Akron Public Schools®**



**Akron Public  
Schools®**

1 Spot Color - Outline Blue (PMS 7685)



**Akron Public Schools®**

The following examples are approved for 2-color usage. The use of black may be substituted for white depending on the color of background or image the logo is placed upon.



**Akron Public  
Schools®**

2 Spot Color - Solid Red & Black (PMS 186 & Black)



**Akron Public Schools®**



**Akron Public  
Schools®**

2 Spot Color - Solid Blue & Black (PMS 7685 & Black)



**Akron Public Schools®**



**Akron Public  
Schools®**

2 Spot Color - Outline Red & Black (PMS 186 & Black)



**Akron Public Schools®**



**Akron Public  
Schools®**

2 Spot Color - Outline Blue & Black (PMS 7685 & Black)



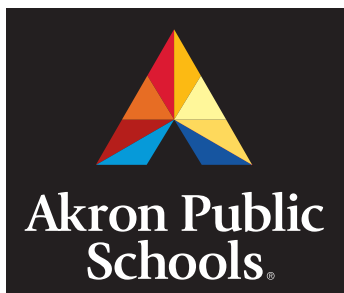
**Akron Public Schools®**

## APS Logo on Black

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Colors have a tendency to change in relationship to the colors around them. This phenomenon is sometimes referred to as simultaneous contrast. Whenever possible, it is advised to use the full color logo on a white background to maintain the integrity of the logo's color and impact. Placing the logo inside a white container will assist in creating this separation from the background.

In addition to a white background, 100% black may also be used with the following version of the logo:



## Accessing Logo Files

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A basic set of APS logos is available on the Akron Public Schools website for download. You may also request a complete, full logo set by contacting Mark Williamson at [maw45602@apslearns.org](mailto:maw45602@apslearns.org) or Rene Garrett at [rgarrett@apslearns.org](mailto:rgarrett@apslearns.org).

## Quick Guide to File Formats and Color Modes

Understanding color modes and which file format to use in various applications is the first step in achieving accurate resolution and color reproduction. Please follow these general guidelines when using your logo.

In commercial printing situations, you have two options when selecting a color mode: PMS spot color or four-color process (CMYK). Use files with an EPS or TIF extension as your file format.

If you are printing to a color copier, laser or inkjet printer, you will have more flexibility in choosing different file formats and color modes, however you may lose some control over the color accuracy based on the quality and accuracy of your printer. As a general rule, Microsoft Office applications work best with JPGs and TIFs, whereas Adobe Creative Suite applications prefer TIF and EPS files. Resolution for printing should be at least 200 dpi, with 300 dpi being standard for commercial printing.

All artwork used online and in digital applications such as PowerPoint should be at least 72 dpi and the color mode should be RGB. Most likely, you will use the JPG version of your logo for these instances, and the PNG version if a transparent background is preferred.

### File Formats & Common Uses

<b>.eps</b>	Preferred file format for logos. It is a vector file which allows for scalability and crisp reproduction. <i>Ideal for professional design programs such as InDesign and Quark, commercial printing and signage.</i>
<b>.tif</b>	Appropriate for commercial and desktop printing, this format is a raster file and cannot be scaled larger without a breakdown in resolution (pixelation). <i>Ideal for Microsoft programs and inkjet printing; acceptable for professional design programs such as Quark / InDesign and commercial printing.</i>
<b>.jpg</b>	Perhaps the most commonly used file format, it is appropriate for online use and desktop printing with Microsoft applications. <i>Ideal for video graphics, digital and online use; may also be used for Microsoft programs (including Powerpoint), and desktop printing (300 dpi) and large format printing (150 dpi).</i>
<b>.png</b>	Commonly used online as an alternative to JPG files when a transparent background is required. <i>Ideal for online use and for Microsoft applications for desktop printing (300 dpi).</i>

### Color Modes

<b>PMS</b>	Pantone Matching System – a standardized color system that printers and designers use to communicate information about a specific color. <i>Ideal for spot color printing situations such as screen printing for clothing, or corporate identity systems utilizing specific colors as part of a branding initiative.</i>
<b>CMYK</b>	Full color printing (sometimes referred to as process color or four color), consisting of cyan, magenta, yellow and black. <i>Ideal for digital and offset printing. If using more than two spot colors within a document to be printed offset, it may be more cost-effective to convert Pantone colors to CMYK.</i>
<b>RGB</b>	Additive color mode representing red, green and blue light. Monitors, televisions and other digital displays use RGB to reproduce a broad array of colors. <i>Ideal for digital and online use, as well as Microsoft programs. It may be used for desktop printing (300 dpi) and large format printing (150 dpi), as these printing devices can convert RGB to CMYK.</i>
<b>HEX</b>	A 6-digit color value consisting of numbers and letters. <i>Used for websites and other online content.</i>

## Designated Fonts

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The logo utilizes the font ITC Giovanni Bold. Should you wish to use this font for other applications, a professional/commercial version of the font may be purchased from Fonts.com at \$35.00 per typeface or \$179.00 for the complete font family.

### **ITC Giovanni Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

### ***ITC Giovanni Black Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789***

### **ITC Giovanni Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

### ***ITC Giovanni Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789***

### **ITC Giovanni Book**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

### ***ITC Giovanni Book Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789***

## Business Cards and Letterhead

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In order to minimize printing costs and maximize efficiencies within the Akron Public School's print shop, business cards and letterhead shells are pre-printed and stored in large volume at the facility. Information that is considerable variable data is added and printed in black on a second run, allowing for complete customizing of content. This variable data is added using the font Calibri and the entire font family may be purchased from the website Fonts.com for \$129.00 or \$49.00 per typeface.

### **Calibri Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### ***Calibri Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

### **Calibri Regular**

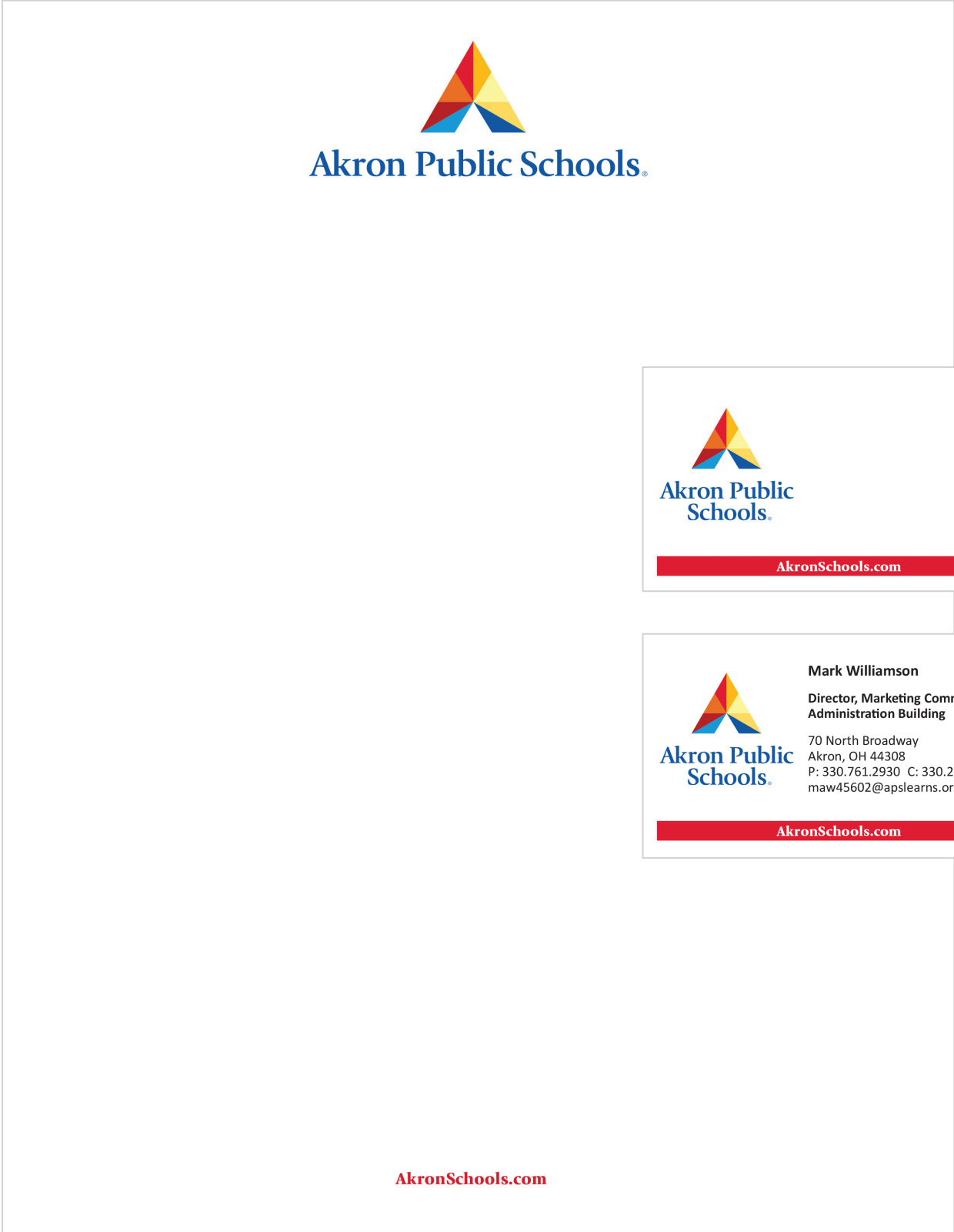
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### ***Calibri Italic***

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Business Cards and Letterhead Templates**

The following letterhead and business card templates have been approved for general use and may be ordered through Akron Public Schools Printing Services at 330.761.2746



75% Reduction

## Email Signature Standards

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Email accounts through Akron Public Schools are intended for **professional use only** and are subject to public review under Ohio's Sunshine Laws. E-mail signatures should reflect a professional and consistent appearance for conducting school business through e-mail. The signature is designed to maximize contact information while promoting the overall school district. The following are recommended guidelines for e-mail signatures for faculty and staff for **@apslearns.org** e-mail accounts.

### Less is more

E-mail signatures should not be longer than 10 lines. Go wider rather than longer, and use pipes (|) to separate components. Use two spaces between content and pipes.

Do not include:

- Personal Facebook, Twitter or LinkedIn (or any other social media) account information
- Personal contact information such as a home phone number or home address
- The URL of a personal website or blog

### Images and logos

Do not use images or logos within the e-mail signature. Images can come across as attachments and appear chaotic. Many e-mail clients and mobile devices block the appearance of images. Images can also increase the size of e-mail in-boxes exponentially. For those with in-box size limits, this can be problematic.

### Quotes

Refraining from the use of quotes or epigraphs is best practice for professional communications. It is important to avoid the potential confusion of external audiences assuming a particular statement represents Akron Public Schools' official slogan, ideology, or brand promise.

### Fonts

Use a simple 12-point standard font (preferred) or your e-mail client's default font. Non-standard typefaces and HTML may not translate well across e-mail clients.

### Rich text formatting

Use plain text so that the signature is compatible with all e-mail clients and devices. Avoid colors, special fonts, bold, italics, and graphics.

### vCards

While vCards can be a convenient way to share contact information for some (using a .VCF compatible e-mail client), they add bytes and appear as attachments. It might be valuable to use a vCard for an initial correspondence, but sending it every time is redundant.

### Standard E-mail Signature Format

Name

Title

Office/Unit

Building/Room or Office Number

Akron Public Schools ([appears on its own line](#))

10 N. Main St. | Akron, OH 44308

Phone | Mobile phone ([optional](#)) | Fax ([optional](#))

([use periods to format numbers; include area codes](#))

E-mail address | Web address

### Sample Signatures

Mark Williamson

Director, Marketing Communications

Administration Building

Akron Public Schools

10 N. Main St. | Akron, OH 44308

330.761.2930 | 330.289.3468 mobile

maw45602@apslearns.org | akronschools.com

Ellen McWilliams-Woods

Assistant Superintendent

Curriculum and Instruction

Administration Building

Akron Public Schools

10 N. Main St. | Akron, OH 44308

330.761.2925 | 330.761.3225 fax

emcwilli@apslearns.org | akronschools.com