



TUSCALOOSA CITY SCHOOLS
Graphic Standards and Logo Use Guide

THE LOGO: Primary Version



Concept:

Fresh • Modern • Symbolic

Rationale:

The new logo gives the education system a fresh and modern appeal.

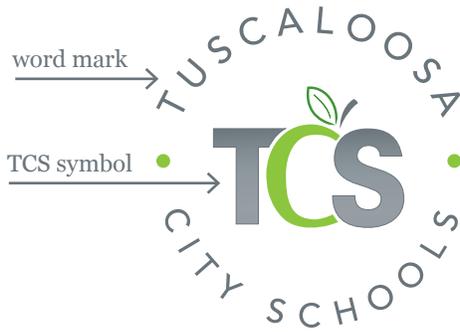
Tuscaloosa City Schools helps prepare students for a bright and successful future. With that in mind, the crisp green apple and color was chosen— bright and bold.

TCS is ultimately the core of the community and city, which is symbolized by the apple. The creation of the apple logo mark, (apples have long been linked to education) was inspired by TCS's traditional principles and values. The system's innovative teaching abilities and methods inspired the contemporary color palette and design.

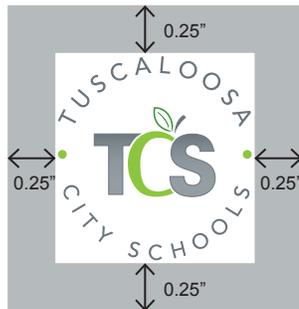
The combination of both modern color and design symbolizes the system's capability to adapt to technology and changing times.

The font used for "Tuscaloosa City Schools" is Avenir, and the font used for "TCS" is Avant Garde Condensed Bold. Both fonts emphasize the strength and stability of the education system.

THE LOGO: Primary Version



fullcolor_circle.png



allwhite_circle.png



color_darkback_circle.png

The TCS primary logo is the circle seal. Wherever possible the primary full four-color version should be used. The design of the logo has been considered carefully and should not be altered or rearranged in any way.

The TCS logo consists of the TCS symbol, word mark, and sometimes the tagline. It is available in different configurations.

Minimum Size Requirements

To ensure the logo's integrity, clarity and impact, it should never be reproduced so that it is smaller than 1.135" wide (primary version), 1.5" wide (vertical version), 2" wide (stacked version), or 2" wide (horizontal version).

Area of Isolation

To ensure prominence and clarity, careful consideration should be given to space that surrounds the logo and logotype. The clear space must remain free of any other element, copy, graphic or tint. This applies to all versions of the logo, TCS mark and word mark.

Reversing the Logo

The effectiveness of clear space can be seen in the example shown to the left (the logo in negative) These examples also show a proper use of the TCS logo when it is "reversed out," which is defined as appearing in all white and color reversed on a dark colored background.

THE LOGO: Variations



fullcolor_circle.png

There are variations of the logo that accommodate many different media and print parameters. Examples of the TCS logo in different configurations are seen below along with their png file names.



TUSCALOOSA CITY SCHOOLS

fullcolor_stacked.png



fullcolor_horizontal.png



TUSCALOOSA
CITY SCHOOLS

fullcolor_vertical.png

THE LOGO: TCS Symbol and Word Mark



fullcolor_TCS_symbol.png

TUSCALOOSA
CITY SCHOOLS

PMS363+PMS431_wordmark_horizontal.png

TUSCALOOSA
CITY SCHOOLS

PMS363+PMS431_wordmark_vertical.png

TUSCALOOSA CITY SCHOOLS

PMS431_wordmark_online.png

The TCS symbol and word mark can be used alone to accommodate many different media and print parameters. The TCS symbol and word mark has been specially crafted and must not be altered in any way.

NOTE: When using the TCS symbol and word mark alone and not as the full logo, the other logo elements MUST NOT be visible on the print or media. They must either stand alone as shown here or as designed in full as shown on the previous pages.

The word mark is available in three different variations: horizontal, vertical and one line.

Minimum Size Requirements

To ensure the logo's integrity, clarity and impact, it should never be reproduced smaller than 0.65" wide (TCS Symbol), 1.5" wide (horizontal), 1.5" wide (vertical) and 2" wide (one line).

Leaf Element

The TCS leaf element from the TCS symbol may be used, when appropriate, for bullet points, callouts or captions.

-  **Bullet Example Text.**
-  **Bullet Example Text.**
-  **Bullet Example Text.**
-  **Bullet Example Text.**

THE LOGO: Logo Trademark



The logo has been registered with the State of Alabama for protection. Therefore the logo with the "TM" designation should be used on external documents and applications for external audiences.

If the logo appears more than once within a document or application, it is necessary to use the "TM" only once. Preferable it should be used on the signature or corporate use of the logo within the document or application such as in the lower right corner.

THE LOGO: Improper Logo Usage



DO NOT break the “lock up” “(the relationship) between the graphic and the type. For example: do not move the type above the graphic as shown.



DO NOT distort the shape of the logo. It is extremely important that when placing the logo in a document and then resizing it, that the height and width remain constrained in the proper aspect ratio (proportion.) For example, when placing the logo in a Word document and then reducing it, click and drag on a corner of the picture box. This will ensure that the logo does not get distorted.



DO NOT change the color. Approved colors included in this document.



DO NOT place a drop shadow behind the logo.



DO NOT place the logo on or over a patterned background, image or any approved TCS graphic elements.

THE LOGO: Incorporation with Individual Schools



grey_horizontal.png

The TCS logo (grey horizontal version) should be used on all individual school's signage, publications, websites, etc. Placement should be in the lower right corner.

The logo should never appear over patterned backgrounds, images or graphic elements. The logo should never be reproduced smaller than 1.5" wide.



University Place Elementary School 3834 21st Street Tuscaloosa, Alabama 35401
Phone (205) 759-3664 Fax (205) 759-3768



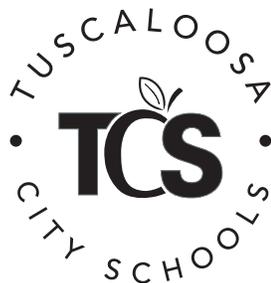
THE LOGO: Color

Full Color Logo



fullcolor_circle.png

One Color Logo

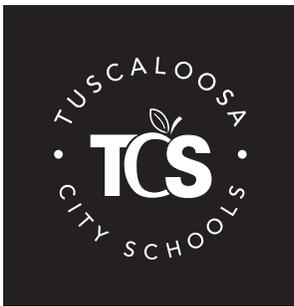


lineart_circle.png

The logo should only appear in the colors specified. The full color version is green and grey (color details on next page) and the one color version is black. The logo can also be reversed out to appear white on a solid, dark background.

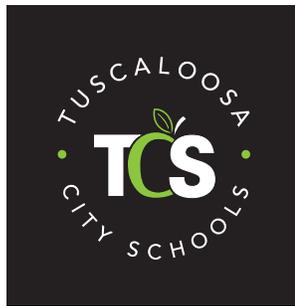
Graphic treatments such as outlines, drop shadows, etc., should not be used. The logo is designed to work on a white background or solid dark background. It should never be placed on patterned backgrounds, images or graphic elements.

Reversed Logo White



allwhite_circle.png

Reversed Logo Color

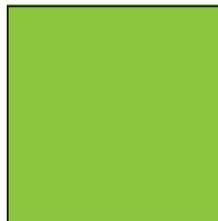


color_darkback_circle.png

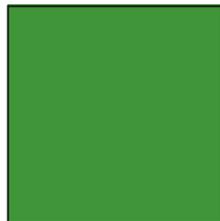
Logo Colors



TCS BRANDING COLOR PALETTE



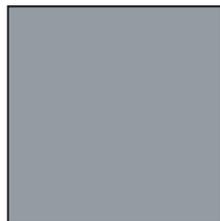
PANTONE®
376



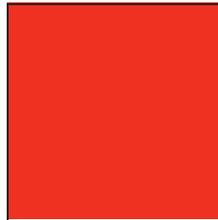
PANTONE®
363



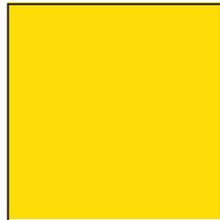
PANTONE®
431



PANTONE®
430



PANTONE®
1795



PANTONE®
7405



PANTONE®
375



PANTONE®
541

Primary Colors

TCS APPLE GREEN

PMS 376
CYMK 50/0/100/0
RGB 141/198/63
Indexed #77b800

TCS LEAF GREEN

PMS 363
CYMK 68/0/100/24
RGB 67/149/57
Indexed #39892f

TCS DARK GREY

PMS 431
CYMK 11/1/0/64
RGB 106/115/123
Indexed #5f6a72

TCS LIGHT GREY

PMS 430
CYMK 5/0/0/45
RGB 148/156/161
Indexed #828a8f

Secondary Colors (Bright)

SECONDARY RED

PMS 1795
CYMK 0/94/100/0
RGB 238/53/36
Indexed #d3222a

SECONDARY YELLOW

PMS 7405
CYMK 0/10/99/0
RGB 255/221/0
Indexed #edc200

SECONDARY GREEN

PMS 375
CYMK 4/0/78/0
RGB 160/207/103
Indexed #8fd400

SECONDARY BLUE

PMS 541
CYMK 100/57/0/38
RGB 0/70/127
Indexed #003e74

* PMS = Pantone Matching System

TCS BRANDING COLOR PALETTE (continued)



Secondary Colors (Subdued)

SECONDARY GREY

PMS 428
CYMK 2/0/0/18
RGB 207/212/216
Indexed #c4c7c8

SECONDARY NATURAL

PMS 7501
CYMK 0/4/20/6
RGB 241/227/197
Indexed #dceab

SECONDARY LIGHT GREEN

PMS 372
CYMK 10/0/33/0
RGB 231/239/188
Indexed #d7eb9c

SECONDARY BLUE

PMS 545
CYMK 221/3/0/0
RGB 194/225/246
Indexed #c4d8e5

NOTE: Use of secondary colors is to be limited. Appropriate times to incorporate secondary colors into a design would be a special event, occasion, celebration or holiday.

Foil Stamping

The use of foil stamping is to be used on formal TCS branding materials. For example, on a presentation folder, notecard or formal invitation.

When foil stamping on printed materials, it should always be silver matte, never shiny. The word mark, T & S and apple stem should be the only elements that are foil stamped. Foil stamping should only be used with the full color version of the logo.

TCS BRAND TYPEFACES

Avenir Medium 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir

The word mark and tagline use the font Avenir Medium.

This font offers flexibility in creating materials to be reproduced on everything from small laser or inkjet-printed pieces to larger, professionally printed materials.

If available, it may be used as a primary font for headlines, subheads and body copy.

Text may be no smaller than 9pt.

ITC Avant Garde Gothic Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avant Garde Gothic Bold Condensed

The T & S of the logo symbol is in Avant Garde Gothic Bold Condensed. This typeface is to be used on professionally printed materials where space is limited.

If available, it may be used as a secondary font for call-outs, captions, etc.

Text may be no smaller than 9pt.

TCS BRAND TYPEFACES FOR DESKTOP APPLICATIONS

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

This sans serif typeface and its family of fonts is used primarily for headlines and subheads for both print and web. It can also be used as body copy in certain situations.

Italics can be used for callouts and captions.

Text may be no smaller than 9pt.

Georgia

This serif typeface and its family of fonts should be used for body copy for both print and web.

Italics can be used for callouts and captions.

Text may be no smaller than 9pt.

BRANDING ELEMENTS: TCS Tagline

**ALWAYS TEACHING.
ALWAYS LEARNING.**

The TCS tagline *Always Teaching.*
Always Learning. may be used alone
or in conjunction with the logo.

Proper use of the tagline variations
are illustrated below.

Avenir Medium 65 in all caps is the typeface.

PMS 363 should be the primary color
for the tagline. It may also be used
in PMS 431, black or reversed out in
all white.

Type size should never be smaller than 12pt.

Logo with tagline



**ALWAYS
TEACHING.
ALWAYS
LEARNING.**

Tagline one line

ALWAYS TEACHING. ALWAYS LEARNING.

Tagline stacked:
Bottom line is 40% larger

**ALWAYS TEACHING.
ALWAYS LEARNING.**

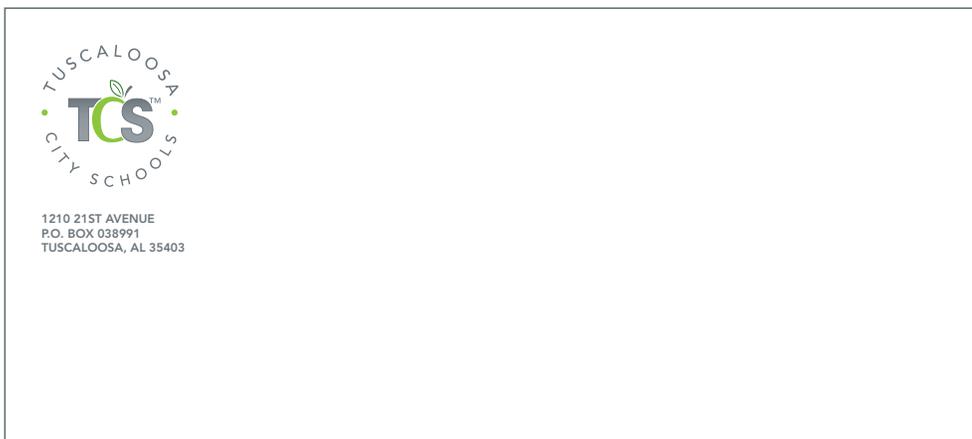
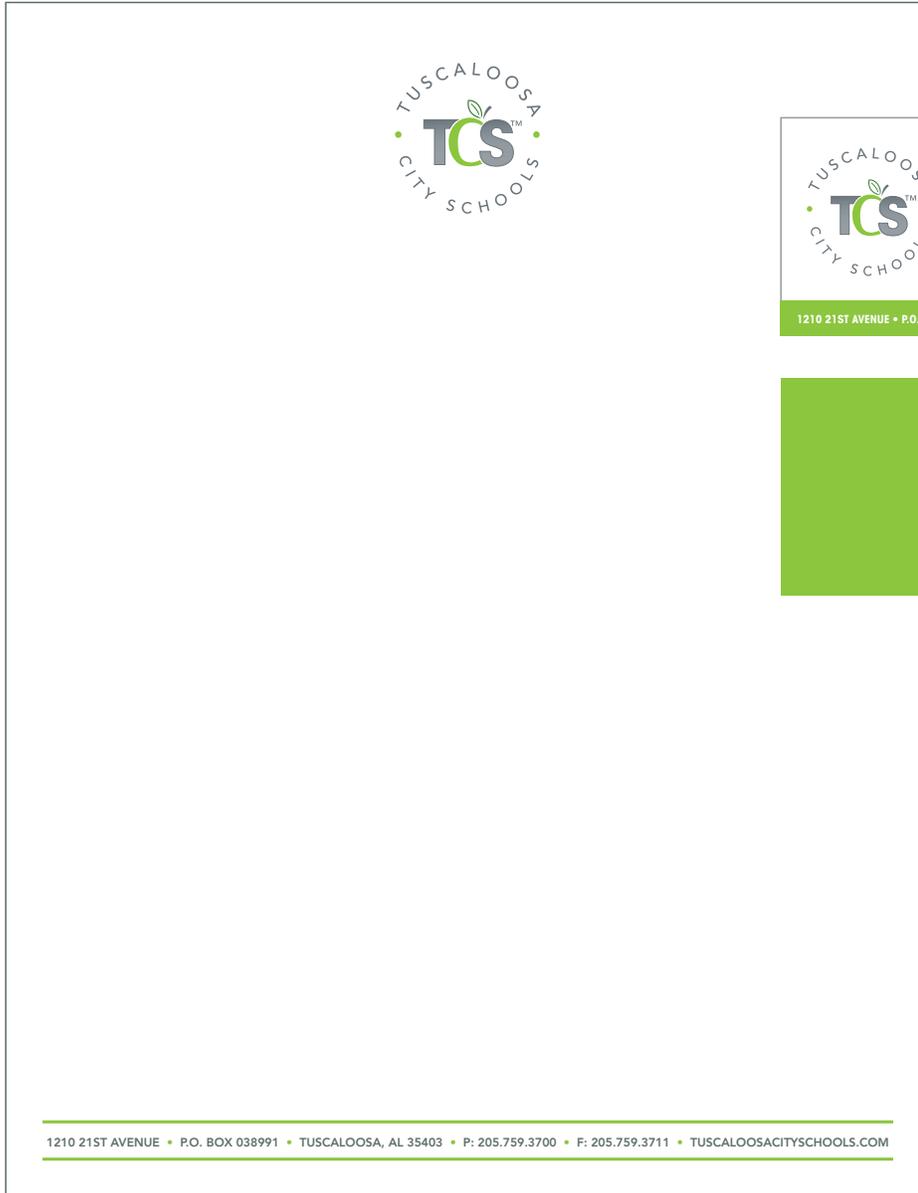
Tagline stacked:
Text same size

**ALWAYS TEACHING.
ALWAYS LEARNING.**

BRANDING ELEMENTS: TCS Stationery

Letterhead:

Use Georgia font • Minimum type size 9pt • Maximum type size 12pt • 1" margins

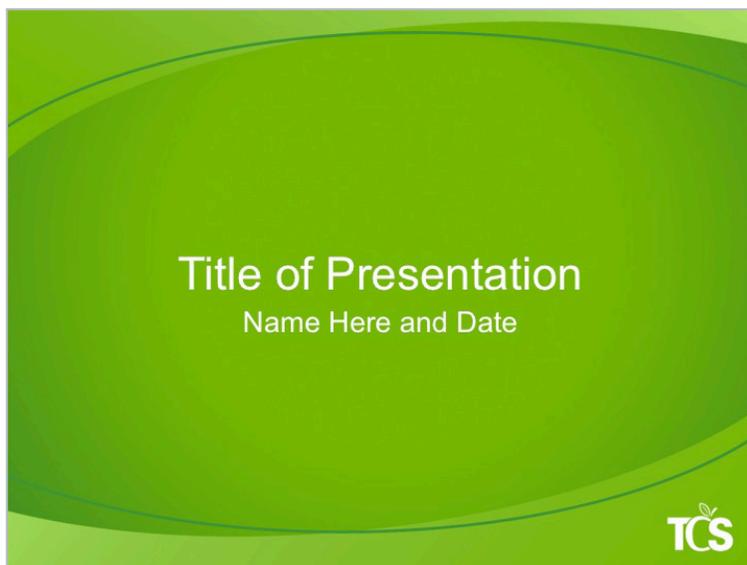


BRANDING ELEMENTS: Powerpoint Template



Please do not alter the design elements of the slides provided.

NOTE: Images and text may not be placed over the wave design at any time. Images and text must only be placed in the white space or solid green area of the slides.



Presentation Title Slide:
Use Arial font



Presentation Slides:
Use Arial font for the headline
Use Georgia font for the body copy

Custom leaf bullet available in the template

BRANDING ELEMENTS: Branded Templates



NOTE: Images and text may not be placed over the wave design at any time. Images and text must only be placed in the white space.

Flyer Template Full Color



Banner Template Full Color

Signage Template Full Color

BRANDING ELEMENTS: Branded Templates



Caption: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ullamcorper, felis sed suscipit varius, velit leo porta justo, eu felis sed suscipit varius, velit leo porta justo, nsectetur adipiscing elit. Nam ullamcorper, felis sed suscipit varius, velit leo porta justo, eu felis sed suscipit varius, velit leo porta just, nsectetur adipiscing elit. Nam ullamcorper, felis sed suscipit varius, velit ie.

Headline Goes Here Arial Bold at 21pt

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1210 21ST AVENUE
P.O. BOX 038991
TUSCALOOSA, AL 35403

DESCRIPTOR FOR "THE CORE" HERE.
Issue Vol. Season Year

THE CORE

Headline Goes Here Arial Bold at 21pt

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ALWAYS TEACHING. ALWAYS LEARNING.

Paul McKendrick, Ed.D.
SUPERINTENDENT

Additional Name Here
TITLE PLACE HOLDER

PHONE
205.759.3560
FAX
205.759.3711

tuscaloosacityschoos.com



Nullam tellus magna, viverra eget vulpulate at, lacinia sit amet leo. Morbi felis eros, rutrum et cursus ac, ultricies ac sem. Cras quis aliquam sem. Vivamus sit amet mauris a lorem eleifend fringilla. Aliquam erat volutpat. Nulla ut erat nec augue bibendum.

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Etiam tellus sapien, ornare eu scelerisque ac, commodo id orci. Vestibulum ut risus quis nunc dictum imperdiet ac quis risus. Phasellus velit sapien, aliquam ac tincidunt nec, eleifend quis elit. Morbi lacinia magna eget elit dictum tincidunt.

Newsletter Template Front: Electronic and printable/mailable versions available. Fonts and sizes specified in document.

FROM THE SUPERINTENDENT ARIAL BOLD 19PT.

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Dr. McKendrick
Photo Here

Subhead 18 PT Arial Regular

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Nullam tellus magna, viverra eget vulpulate at, lacinia sit amet leo. Morbi felis eros, rutrum et cursus ac, ultricies ac sem. Cras quis aliquam sem. Vivamus sit amet mauris a lorem eleifend fringilla. Aliquam erat volutpat. Nulla ut erat nec augue bibendum.

Subhead 18 PT Arial Regular

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SIDEBAR 19PT ARIAL BOLD

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Nullam tellus magna, viverra eget vulpulate at, lacinia sit amet leo. Morbi felis eros, rutrum et cursus ac, ultricies ac sem. Cras quis aliquam sem. Vivamus sit amet mauris a lorem eleifend fringilla. Aliquam erat volutpat. Nulla ut erat nec augue bibendum.

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CALLOUT BOX

Mauris vitae purus non urna dictum porttitor

Mauris vitae purus non urna dictum porttitor

Mauris vitae purus non urna dictum porttitor



Caption: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ullamcorper, felis sed suscipit varius, velit leo porta justo, eu felis sed suscipit varius, velit leo porta justo.



Caption: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ullamcorper, felis sed suscipit varius, velit leo porta justo, eu felis sed suscipit varius, velit leo porta justo.

Headline Goes Here Arial Bld 21 PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ullamcorper, felis sed suscipit varius, velit leo porta justo, eu facilisis justo nunc sit amet magna. Nulla ornare euismod dui id dignissim. Mauris nec nisl non mi ultrices gravida id id nulla. Nullam id urna lectus, nec condimentum risus.

Nullam tellus magna, viverra eget vulpulate at, lacinia sit amet leo. Morbi felis eros, rutrum et cursus ac, ultricies ac sem. Cras quis aliquam sem. Vivamus sit amet mauris a lorem eleifend fringilla. Aliquam erat volutpat. Nulla ut erat nec augue bibendum.

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Etiam tellus sapien, ornare eu scelerisque ac, commodo id orci. Vestibulum ut risus quis nunc dictum imperdiet ac quis risus. Phasellus velit sapien, aliquam ac tincidunt nec, eleifend quis elit. Morbi lacinia magna eget elit dictum tincidunt.

Newsletter Template Inside: Electronic and printable/mailable versions available. Fonts and sizes specified in document.

Questions regarding proper use should be directed to:

Office of Public Relations
Tuscaloosa City Schools
1210 21st Avenue
Tuscaloosa, AL 35403
Phone: 205.759.3549
Fax: 205.759.3542