



PERRY LOCAL SCHOOL DISTRICT

BRAND & COMMUNICATION HANDBOOK



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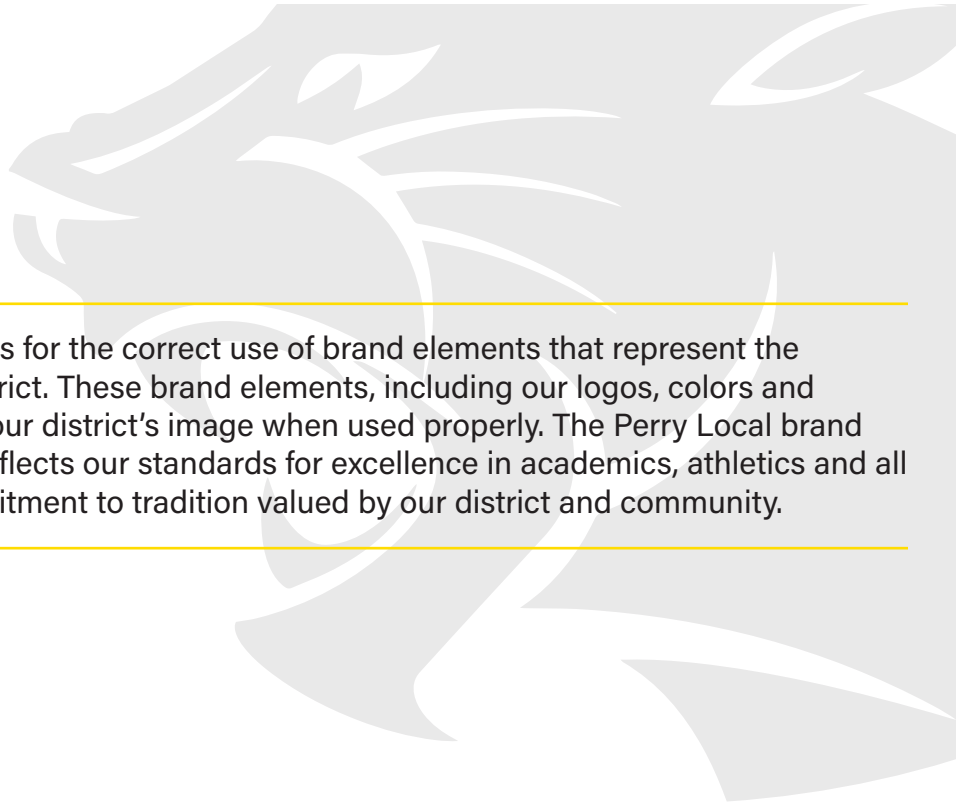
SECTION 1

INTRODUCTION



INTRODUCTION

The following pages provide guidelines for the correct use of brand elements that represent the identity of the Perry Local School District. These brand elements, including our logos, colors and fonts, are valuable assets that define our district's image when used properly. The Perry Local brand reinforces our pride in school spirit, reflects our standards for excellence in academics, athletics and all programming, and upholds our commitment to tradition valued by our district and community.



SECTION 1

INTRODUCTION

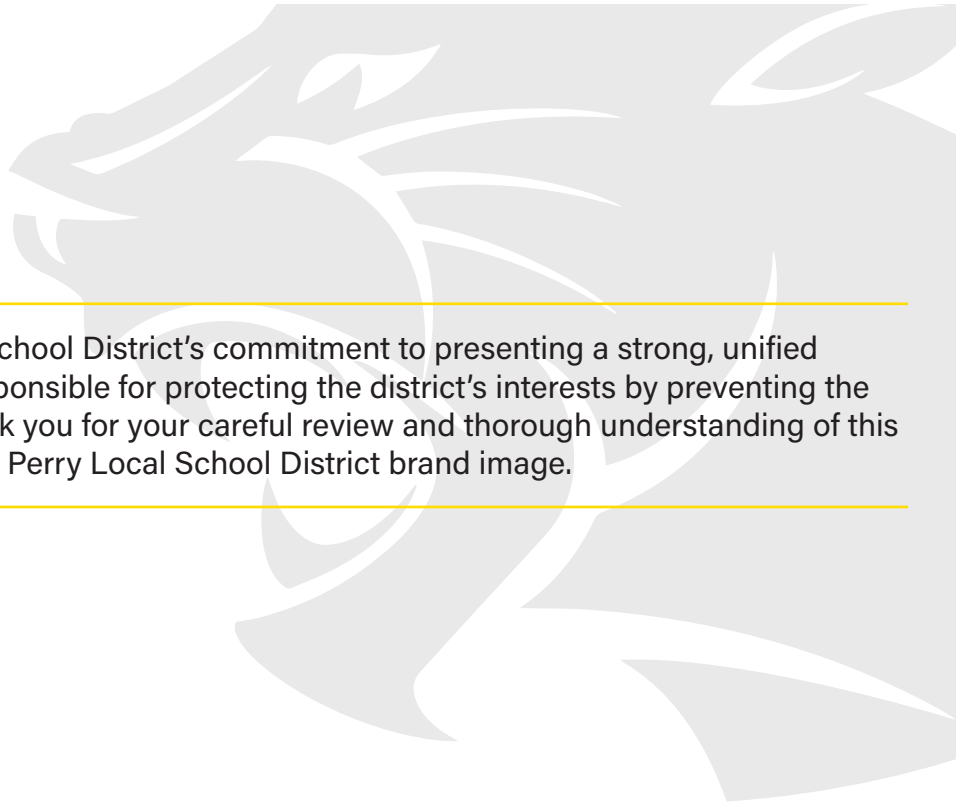
1.1

BRAND GUIDELINES



BRAND GUIDELINES

These guidelines reflect Perry Local School District's commitment to presenting a strong, unified image of our district. Each of us is responsible for protecting the district's interests by preventing the incorrect use of brand elements. Thank you for your careful review and thorough understanding of this document to preserve and protect the Perry Local School District brand image.



SECTION 1

INTRODUCTION

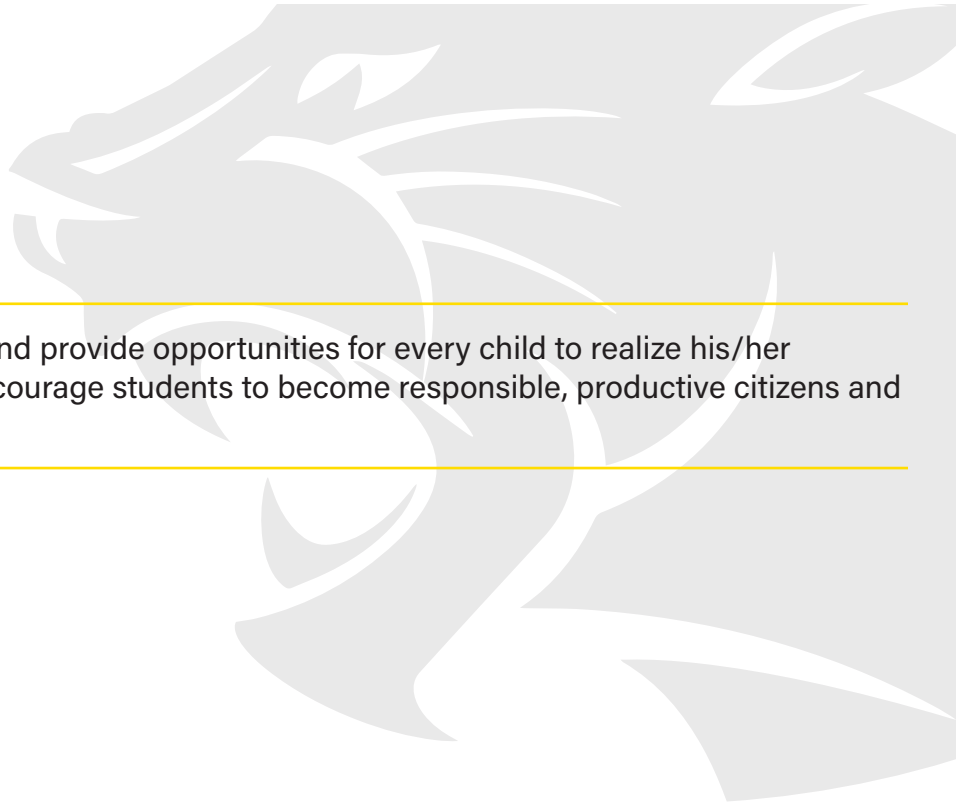
1.2

MISSION



MISSION

To emphasize excellence in learning and provide opportunities for every child to realize his/her potential in a safe environment. To encourage students to become responsible, productive citizens and life-long learners.



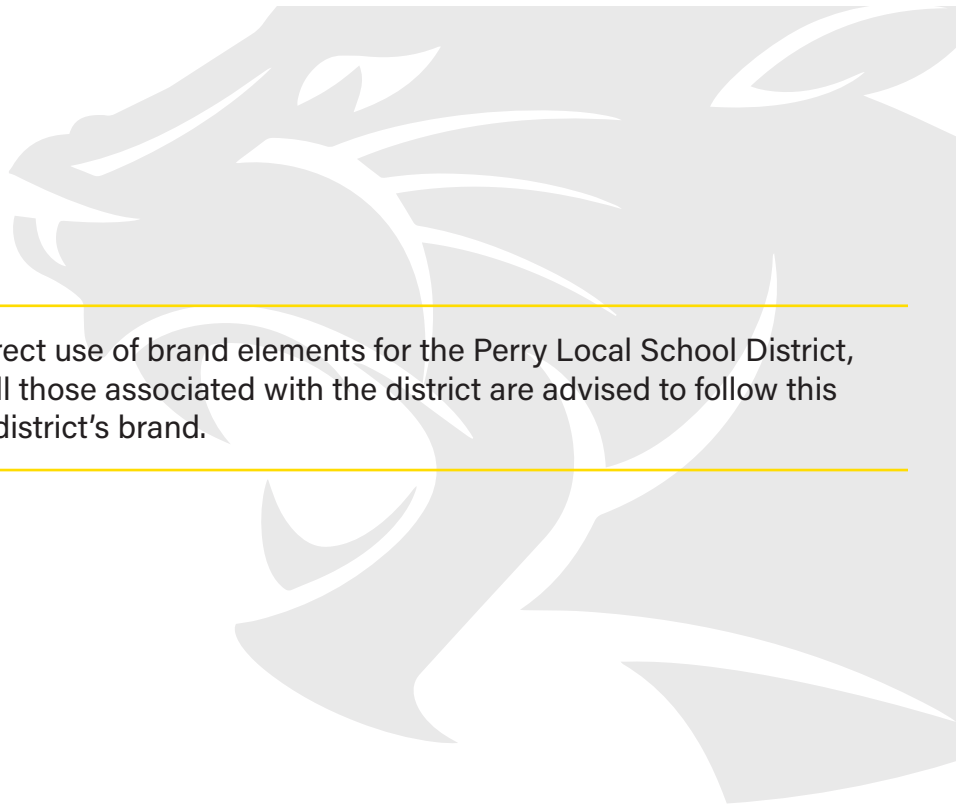
SECTION 2

VISUAL GUIDELINES



VISUAL GUIDELINES

The following section outlines the correct use of brand elements for the Perry Local School District, including the logo, colors and fonts. All those associated with the district are advised to follow this guide when using any element of the district's brand.



SECTION 2

VISUAL GUIDELINES

2.1

LOGOS



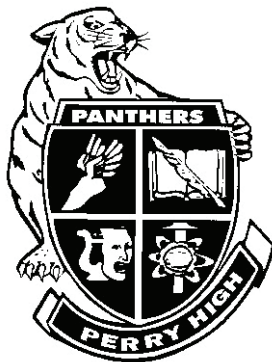
LOGOS

The following are the official logos for Perry Local Schools. These logos should be used on all official documents and electronic communications, such as forms, promotional materials, websites, social media pages, etc.

Only official logos should be used when representing Perry Local Schools in any capacity. Altering logos in any way is prohibited. Approved logos are available upon request by contacting Keith Brown at keith.brown@perrylocal.org.



The Perry Pride logo is for use on official district documents and for academic purposes.



The Perry High School Crest is considered an official logo and is to be used in an official capacity for high school documents pertaining to awards ceremonies, graduation, etc.

SECTION 2

VISUAL GUIDELINES

2.2

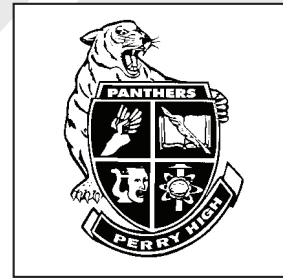
ELECTRONIC FILES
OF APPROVED LOGOS



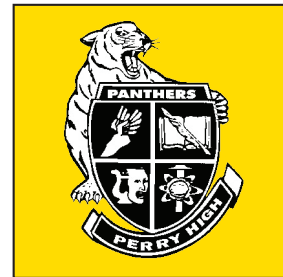
ELECTRONIC FILES OF APPROVED LOGOS

Electronic files in the following formats are available:

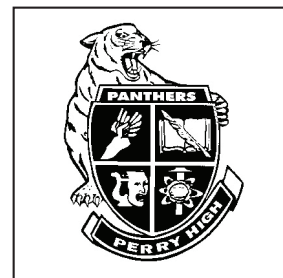
.JPEG, .JPG → Used on white backgrounds



.PNG → Used on colored backgrounds



.EPS → Vector art used for printing on clothing, large banners and signage, etc. Vector art is usually used for professional printing.



SECTION 2

VISUAL GUIDELINES

2.3

ATHLETICS



ATHLETICS

For athletic purposes, the following historic logos may be used in place of the approved district logos. The logo should be placed on the chest or on the helmet, using the approved district colors and fonts.

Approved Perry logos, and historic logos can also be used for spirit wear. All spirit wear must go through the official approval process and follow the brand standards for color and font usage.

APPROVAL PROCESS

Any use of the Perry Local brand must be approved by an administrator. When using any of the brand elements, please adhere to the following process:

- » Reference this Brand Standards Guide to ensure proper usage of district brand elements.
- » Once the initial design or use of the brand elements is complete:
 - Send the file to your building principal if you are a teacher or staff member
 - Send the file to the athletic director if you are a coach or on the coaching staff
- » In most cases, the administrator will be able to grant approval. If not, or if there is a question about the use of the brand, the file will be sent to the central office for final approval.

HISTORIC LOGOS



SECTION 2

VISUAL GUIDELINES

2.4

COLORS



COLORS

Black, white and gold are the official colors of Perry Local Schools and are key elements in supporting the brand. Black and white are considered our district's primary colors, gold is considered a secondary color. Charcoal may also be used as an alternate color as needed.

PRIMARY

HEX Code: #000000 *(web)*

HEX Code: #ffffff *(web)*

CMYK: 0; 0; 0; 100 *(print)*

CMYK: 0; 0; 0; 0 *(print)*

RGB: 0; 0; 0 *(web)*

RGB: 255; 255; 255 *(web)*

SECONDARY

HEX Code: #ffdd00 *(web)*

CMYK: 0; 10; 100; 0 *(print)*

RGB: 255; 221; 0 *(web)*

ALTERNATE

HEX Code: #53565A *(web)*

CMYK: 7; 6; 0; 67 *(print)*

RGB: 83; 86; 90 *(web)*

SECTION 2

VISUAL GUIDELINES

2.5

FONTS



FONTS

The official font used in Perry Local's primary logo is Gotham Bold. When applicable, this font can be used on official documents.

There are cases, especially when creating promotional materials, where other fonts can and should be used. It is recommended that Arial Regular is used as a complement to the official font.

GOTHAM BOLD

A B C D E F

1 2 3 4 5 6

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! \$ % & * ()

Arial

A B C D E F

1 2 3 4 5 6

A B C D E F G H I J K L M N O P Q R S T U V

W X Y Z a b c d e f g h i j k l m n o p q r s t u v

w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

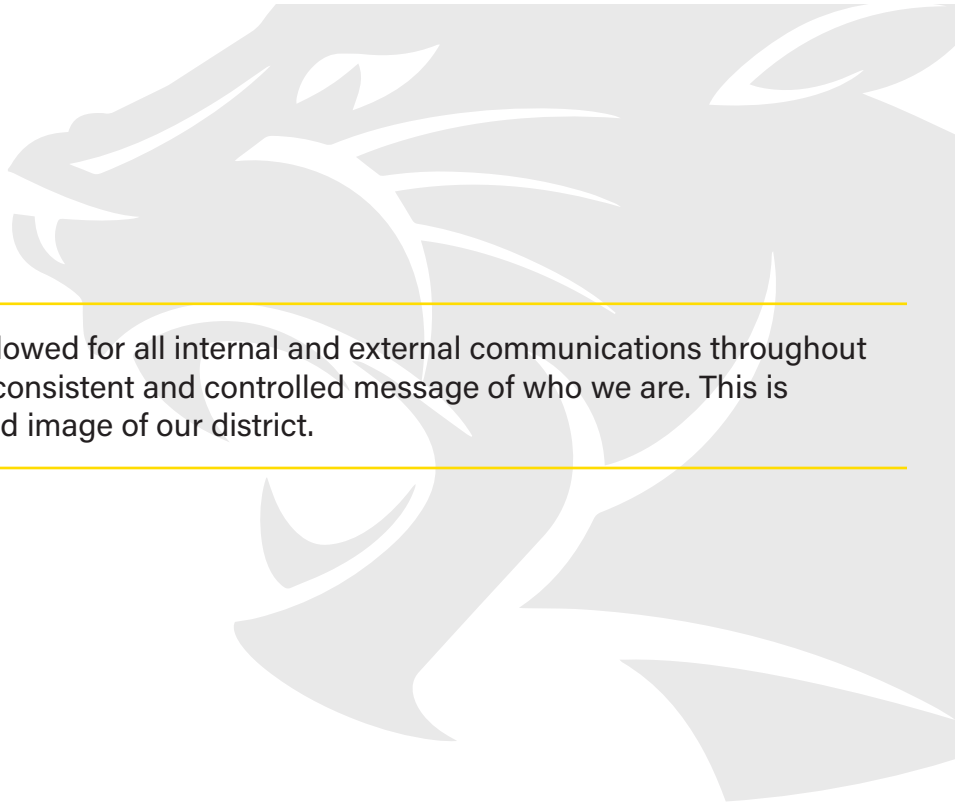
SECTION 3

COMMUNICATION GUIDELINES



COMMUNICATION GUIDELINES

The following guidelines should be followed for all internal and external communications throughout the district. Doing so will help send a consistent and controlled message of who we are. This is essential to presenting a strong, unified image of our district.



SECTION 3

COMMUNICATION GUIDELINES

3.1

SOCIAL MEDIA



SOCIAL MEDIA

Perry Local School District uses Facebook and Twitter to connect with students, parents, staff and stakeholders.

The Perry Local School District social media accounts are:

District

Facebook: facebook.com/PerryLocal

Twitter: @PERRYPANTHERS_

Instagram: @PerryPanthers_

PHS

Facebook: facebook.com/perryhighschool

Twitter: @PERRYHS_

Instagram: @PerryHS_

Edison

Facebook: facebook.com/theedisonmiddleschool

Pfeiffer

Facebook: facebook.com/thepfeifferintermediateschool

Knapp

Facebook: facebook.com/theknappelementary

Watson

Facebook: facebook.com/thewatsonselementary

Lohr

Facebook: facebook.com/thelohrelementary

Genoa

Facebook: facebook.com/GenoaElementary

Whipple

Facebook: facebook.com/thewhippleelementary

As a platform to build your brand and tell your best stories, social media is a place to share successes, accomplishments and in-the-moment opportunities that highlight the district and each building. To submit content for the district's social media accounts, send a photo and brief description to Keith Brown at keith.brown@perrylocal.org.

Maintaining a social media page is a serious commitment and should not be done without a plan or support. The following best practices will help build the Perry Local brand through our social media channels.

continued...

SECTION 3

COMMUNICATION GUIDELINES

3.1

SOCIAL MEDIA



SOCIAL MEDIA - CONT.

What to Post:

- » Celebrations of students and staff to promote a positive culture and school spirit
- » High-resolution photos and videos of day-to-day activities and events
- » Good news and positive stories to support the district's initiatives
- » School closures or schedule changes
- » Engaging content that invites follower interaction

As a note, this is not a complete list of topics but rather ideas and suggestions to get you started.

What NOT to Post:

- » Crisis response messages
- » Low-resolution images that may be hard to see

Photos of students who do not have a signed video/photo release

Best Practices and Tips:

- » Consistency is key for higher engagement
 - » Utilize appropriate hashtags
 - » Keep posts brief to efficiently relay information
 - » Photos and videos of actual people/students will out-perform graphics that are designed
 - » If the building or district is not monitoring page tags, remove the ability to be tagged, so photos that may be inappropriate or not in the school's best interests are not populated in the timeline
-

SECTION 3

COMMUNICATION GUIDELINES

3.2

LETTERHEAD



LETTERHEAD

Letterhead is one of the most visible means of communicating the Perry Local School District identity since it is used frequently in an official capacity and reaches a wide audience. It is important to ensure that letterhead is consistent and produced with high quality. All letterhead must include the Perry Local primary logo and contact information, as shown below. Use the Arial font for all content written on district letterhead. This is the only acceptable format of letterhead.

District Letterhead:



SECTION 3

COMMUNICATION GUIDELINES

3.3

DOCUMENT CREATION



DOCUMENT CREATION

As a district, we work with The Impact Group to design materials to be distributed in our schools. This process is an important piece of our branding.

Examples of items:

Flyers to promote special events or programs

- » Sign-up forms
- » Postcards for special events
- » Performance programs (ex: choir, band, etc.)

Please refer to these guidelines when submitting information for a design request:

- » Explain the goal of the project
- » Provide a project name or title
- » Include the following information: Who, what, where, when and why
- » List in detail any additional items you want on the document
- » Indicate whether the document will be printed or posted digitally
- » Specify whether the document will need to be full color or grayscale
- » Confirm whether the document will be professionally printed or printed in-house

Please keep in mind the following timeframes for requests:

Document creation:

- » Single page projects: 3-5 days' notice needed before a first proof will be available
- » Larger projects: 5-7 days' notice needed before a first proof will be available

Professional printing:

- » Most printers need at least 5-10 business days depending on the size of the project