



Pflugerville Independent School District Logo Standards

The logos below are intended for the exclusive use of Pflugerville Independent School District employees, vendors and contracted service providers for approved products requiring the district logo. The logos are to be used as reflected below. Color choice, logo and lettering orientation in all applications must stay within the described parameters. Any exceptions must be approved by the Community Relations Department.

Primary Logo



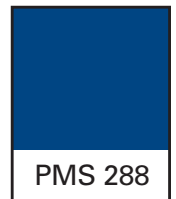
Emblem



Color

Color is an important element in our logo and visual identity for our district. Using the colors effectively and consistently builds lasting trademark recognition.

PMS 187 Red and PMS 288 Blue have been chosen to represent our district.



File Formats

PRINT
USE

EPS: The Encapsulated PostScript can be used for vector art (Illustrator, Freehand) or bitmap images (Photoshop), this file format can be used on a variety of platforms, including Macintosh and Windows. When you place an EPS image into a document, you can scale it up or down without information loss. EPS files are also used for screen printing and embroidery.

WEB OR
DIGITAL USE

PNG: The Portable Network Graphics format was designed to replace the older and simpler GIF format and, to some extent, the much more complex TIFF format. PNG files offer transparent backgrounds. What this means is that when placing PNG file on a background there will be no presence of a white box around your graphic image as seen in the examples below. PNG files can be used in Word documents, PowerPoint and other types of documents.

JPEG: Joint Photographic Experts Group format is one of the most popular formats for Web graphics. Unlike PNG, JPEG does not support transparency. JPEG files can be used in Word documents, PowerPoint and other types of documents.

Black and White

The black and white logos are the only acceptable logos that can be used when color reproduction is not possible. There are no other color options. Do NOT modify any portion of the logo with non-approved color. All black and white documents should contain either a black OR white logo.



Incorrect Logo Usage

Proper use of our logo helps establish district identity with the general public and staff. This creates what is called "brand recognition." Incorrect use of the logo hinders brand recognition for our district.

Any specific questions regarding proper uses of our logo should be directed to the Communications Officer or the Coordinator of Publications and New Media for PfISD.

Proportions:

Do NOT resize the box with a different proportion to the logo. Do NOT extend or compress the logo so that it is proportioned incorrectly. Do NOT rearrange the elements of the logo.

If you hold your shift key while you click and drag the lower left corner of your image box to resize, you will maintain the correct proportions of your logo.

If you will be placing the logo on a colored background use the png file DO NOT use the jpg file. The png file will have a transparent background where as the jpg file will have a white box around the logo. If you are using the logo on a white background it is ok to use the jpg file.



Incorrect



Correct



Incorrect



Correct



JPG file format

Incorrect



PNG file format

Correct

If you have logo needs not included on this site you may submit a request to the Community Relations Department for an additional logo layout.

For questions about the logo that are not addressed in this document please contact the Community Relations Department.

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