



BRAND GUIDELINES

March 2024



ABOUT PHENIX CITY SCHOOLS

Mission

In collaboration with families and community members who are personally committed to the success of each student, Phenix City Schools strives to become a premier school system. Staff members effectively engage students and inspire their emotional, ethical, intellectual, physical, and social development. Through an inquiry-based teaching approach and utilization of innovative practices to foster student ownership of learning, these empowered students will possess the ability to adapt in an ever-changing world and will become responsible and productive citizens who positively impact society.

Vision

Pursuing excellence on behalf of every student in every school.



OUR STORY

Brand Positioning

For families in the Chattahoochee Valley region who want an exceptional educational experience for their children, Phenix City Schools offers a renowned educational environment dedicated to STEAM learning guided by its Cognia STEM certification.

Brand Personality

Phenix City Schools should show its personality of excitement, competency, and sincerity to the community through all methods of external communication and representation.

Target Market

The target market for Phenix City Schools consists of parents and guardians who reside in the Phenix City area who seek a quality education for their children from elementary school to high school. Additionally, the school may also target prospective families in the Chattahoochee Valley who are looking for a well-rounded educational experience, encompassing academic excellence, extracurricular opportunities, and a sense of community.



VISUAL ELEMENTS

OUR LOGOS

Vision and Inspiration

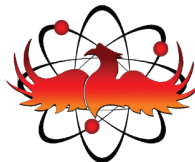
Our logo should be the most recognizable piece of our outward presentation. Our vision is to pursue excellence on behalf of every child in every school. This is inspired by three pillars: inquiry, innovation, and impact.

The logo is composed of two primary elements: the phoenix bird and an atom model. The bird is surrounded by the atom model, similar to the Bohr model. The model illustrates the atoms surrounding the nucleus, which is the bird. The bird is a red-to-orange gradient that symbolizes our students, families, and employees. The atom model structure shows three dots that represent inquiry, innovation, and impact. This represents how students are the center of our mission, driven by STEAM learning, which is achieved through inquiry, innovation, and impact.



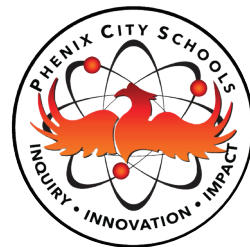
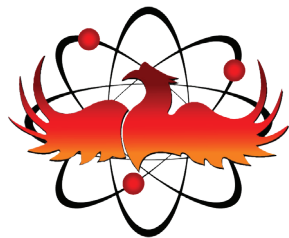
PHENIX CITY SCHOOLS

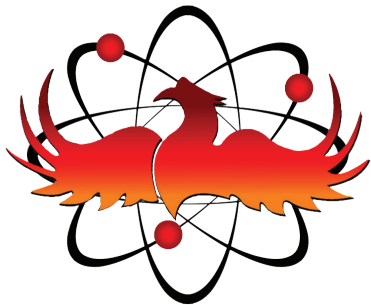
Schools of Inquiry, Innovation, and Impact



PHENIX CITY SCHOOLS

Schools of Inquiry, Innovation, and Impact





LOGO ON **LIGHT BACKGROUND**

The standard PCS logo will be used in most cases and on a light-colored or white background. The background should not disrupt the logo's visibility.

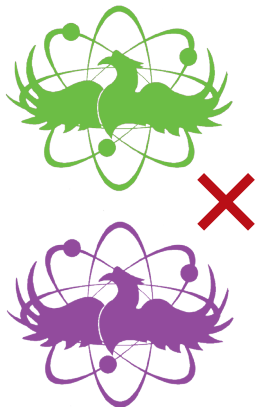
OUR LOGOS



LOGO ON **DARK BACKGROUND**

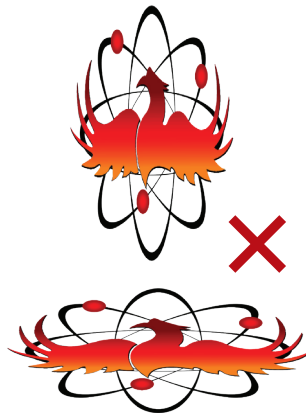
The white PCS logo is used in a limited on a black or dark-colored background. It may also be used in photos where the logo is indistinguishable from the photo.

INCORRECT LOGO USAGE



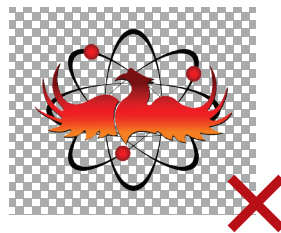
DO NOT change the color.

If the logo is indistinguishable from the background, the only approved versions are white and all black.



DO NOT change the proportions of the logo.

Do not condense or stretch the logo.



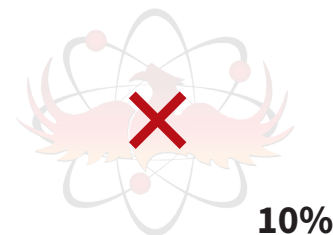
DO NOT put logo in front of a busy background.

It is very difficult to see the logo on top of a busy background

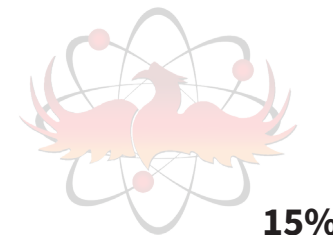


DO NOT use a pixelated or low resolution version of logo.

All logos must be 300 dpi in print and 72 dpi for digital media at 100% of size.



10%



15%

DO NOT use at less than 15% opacity

If using the logo as a watermark, it should not be less than 15%.

COLOR PALETTE

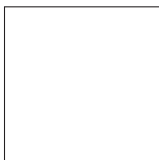
CMYK, RGB and HEX Values

This color palette consists of primary and secondary (accent) colors. CMYK codes should be used for print products. RGB and HEX codes should be used for digital platforms.



Black

C 0, **M** 0, **Y** 0, **K** 100
R 0, **G** 0, **B** 0
HEX# 000000



White

C 0, **M** 0, **Y** 0, **K** 0
R 255, **G** 255, **B** 255
HEX# ffffff

Primary Colors



C 30, **M** 100, **Y** 100 **K** 41
R 120, **G** 8, **B** 0
HEX# 781214



C 0, **M** 100, **Y** 100 **K** 26
R 188, **G** 0, **B** 0
HEX# B30000



C 0, **M** 100, **Y** 100 **K** 14
R 220, **G** 0, **B** 0
HEX# DC0000



C 0, **M** 100, **Y** 100 **K** 0
R 255, **G** 0, **B** 0
HEX# FF0000

HEX# B30000

This color is a websafe color that remains consistent for web platforms.

Secondary Colors

(Accent Colors)



C 0, **M** 63, **Y** 100, **K** 0
R 244, **G** 125, **B** 32
HEX# f47d20



C 1, **M** 46, **Y** 100, **K** 0
R 245, **G** 154, **B** 30
HEX# f59a1e



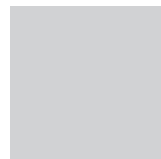
C 1, **M** 15, **Y** 100, **K** 0
R 251, **G** 210, **B** 6
HEX# fbd206



C 0, **M** 00, **Y** 0, **K** 70
R 109, **G** 110, **B** 113
HEX# 6d6e71



C 0, **M** 0, **Y** 0, **K** 50
R 147, **G** 149, **B** 152
HEX# 939598



C 0, **M** 0, **Y** 0, **K** 20
R 209, **G** 211, **B** 212
HEX# d1d3d4

COLOR PALETTE HIERARCHY

The primary colors on the previous page should take up at least 60% of your design. The secondary (accent) colors should be 40% or less of the design.

Primary Colors: at least 60%

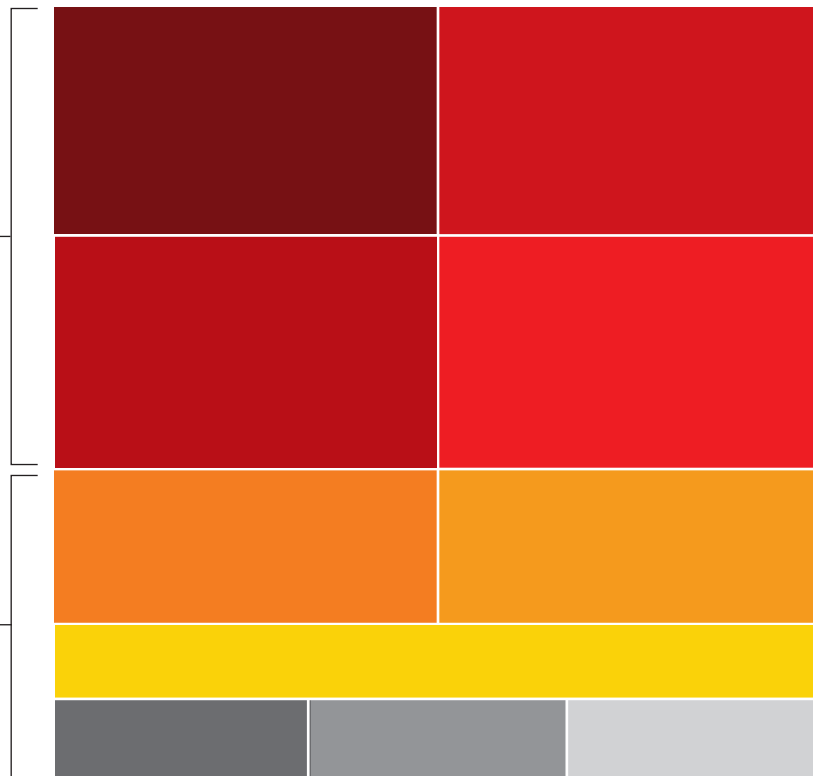
Secondary (Accent) Colors: 40% or less

Secondary (accent) colors play a pivotal role by drawing attention to key elements enhancing and complimenting the primary colors. These colors can be used in mostly any element but not overdoing it is key.

**Primary
Colors**

**Secondary
Colors**

(Accent Colors)



TYPOGRAPHY

Phenix City Schools uses two font families:

1

Source Sans Pro Family

The Source Sans Pro font family is a versatile family of typefaces designed particularly for user interfaces. Its letter forms are slightly condensed allowing them to fit into tight spaces within a user interface, and remain well-defined even at small sizes.

Source Sans Pro ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro ExtraLight Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

Phenix City Schools uses
two font families:

2

Source Serif Family

The Source Serif font family is a serif typeface family in the transitional style, designed to complement the Source Sans Pro family.

Source Serif Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHIC HIERARCHY

HEADLINE FONTS

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEAD FONTS

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY FONTS

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

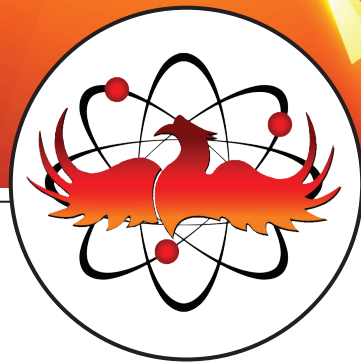
Source Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINE EXAMPLE

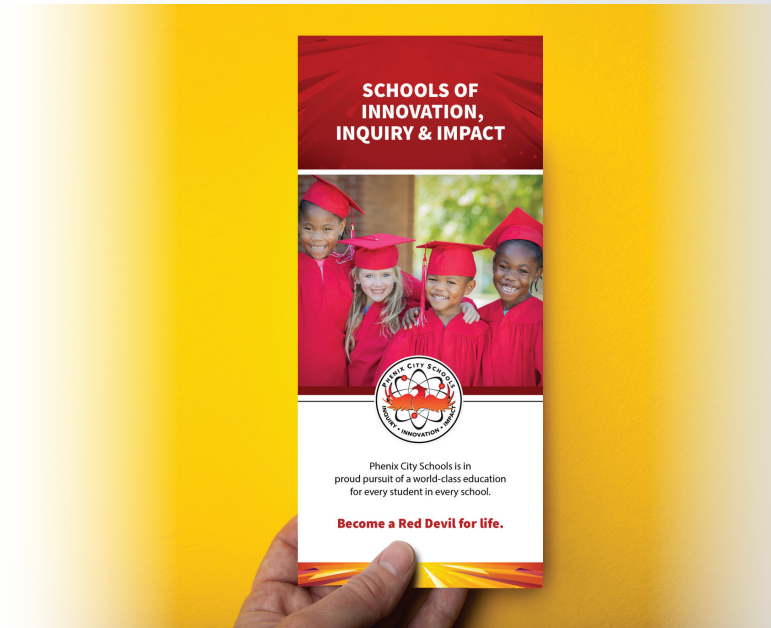
Subhead Example

Vitius, quibus restemped quaturi asperora volerei
catempo rehenderi nectiis etur ad eaquis milicipsunto
eat fuga am repta doluptas volorro isquo int dolum
utemporis doluptassin nume et mint liberch icabo.
Nam ellibus cimaionsequi antiber rorione cus osetur
Nam ut omniendis con pa peris aut restiistem anti
comnimu saperspellut es dolorem quatumquae pero
tora dolessequas qui as et landis rehent, cor accaecto
consequa occae soluptamus magnatatio blaut
erferianis quiandi gnimusa ped modignis ute nobit,
imusci aut qui cum aut exero ini nobitatur, aceria



DESIGN EXAMPLES

Brochure/Rack Card



Flyer/Handout





PRE-K EARLY LEARNING REGISTRATION

Pre-K Early Learning Centers
Our program is dedicated to preparing your child for a lifetime of learning, ensuring they succeed socially, emotionally, and academically in kindergarten and beyond.

About the Program
Our curriculum is centered around the High Scope educational approach, focusing on critical areas such as math skills and phonological awareness. Your child will learn number identification, simple math computations, letter identification, and sound and letter blending—key components contributing to becoming strong readers and successful learners. We're committed to ensuring every child is kindergarten-ready and equipped with the skills to excel throughout their school years.

Key Features and Benefits

- Strategic Locations
- Custom-Built Facilities
- Affordable Quality
- Expert Staff

Enrollment and Eligibility
The enrollment window is open from January 15 to March 22, with a fair and transparent lottery drawing scheduled for April 5. Eligibility is straightforward, welcoming all children who will be four years old by September 1 and can independently attend to their toileting needs.

Our program is dedicated to preparing your child for a lifetime of learning, ensuring they succeed socially, emotionally, and academically in kindergarten and beyond.

ENROLLMENT IS OPEN!
January 15 – March 22

A fair and transparent lottery drawing scheduled for April 5.

For more information,
visit www.pcboe.net

Become a Red Devil for life.



www.pcboe.net

Poll Banner



Mobile Banner Display



Infographic Example



OUR GOALS



Goal One Here

Vitius, quibus restemped quaturi asperora volorei catempo rehen deri nectiis etur ad eaquis milicipsunto utemporis doluptassin nume et mint liberch icabo.



Goal Two Here

Catempo rehenderi nectiis etur ad eaquis milicipsunto eat fuga am repta doluptas volorro isquo int dolum utemporis doluptassin nume et mint liberch icabo.



Goal Three Here

Vitius, quibus restemped quaturi asperora volorei catempo rehen deri nectiis etur ad eaquis milicipsunto utemporis doluptassin nume et mint liberch icabo.



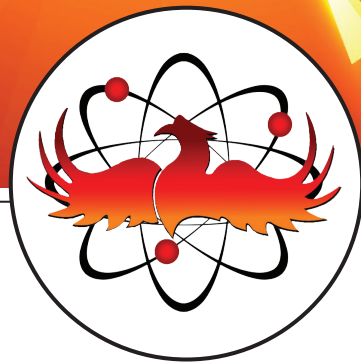
Goal Four Here

Vitius, quibus restemped quaturi asperora voloreieat fuga am repta doluptas volorro isquo int dolum utemporis doluptassin nume et mint liberch icabo.



Goal Five Here

Vitius, quibus restemped quaturi asperora volorei catempo reh enderi nectiis etur ad eaquis milicipsunto eat fuga am repta doluptas volorro isquo int dolum utemporis doluptassin nume et mint liberch icabo.



GOOGLE SLIDE TEMPLATES

