



BRAND GUIDE AND GRAPHIC STANDARDS MANUAL

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CONTACT INFORMATION

PREPARED BY THE PUBLIC INFORMATION OFFICE OF ASCENSION PUBLIC SCHOOLS

ASCENSION PUBLIC SCHOOLS

1100 Webster St.
Donaldsonville, La 70346
AscensionSchools.org

PUBLIC INFORMATION OFFICE

Jackie Tisdell
Director of Communication
jackie.tisdell@apsb.org
(225) 391-7143

Danielle Evans
Digital Media Coordinator
danielle.evans@apsb.org
(225) 391-7145

Taylor Rubach
Public Information Coordinator
taylor.rubach@apsb.org
(225) 391-7053



TABLE OF CONTENTS

TAGLINEPAGE 4

LOGO & SEAL.....PAGE 5

LOGO TYPE & COLOR GUIDEPAGE 6

LOGO VARIATIONSPAGE 7

SEAL VARIATIONS WITH TAGLINEPAGE 8

DEPARTMENTAL OPTIONS PAGE 9

UNACCEPTABLE USEPAGE 10

HIGH SCHOOLS PAGE 11

DONALDSONVILLE HIGH PAGE 12

DUTCHTOWN HIGH PAGE 13

EAST ASCENSION HIGH PAGE 14

PRAIRIEVILLE HIGH PAGE 15

ST. AMANT HIGH PAGE 16

CORE VALUE MEDALLION PAGE 17

ACCEPTABLE OPTIONS PAGE 18

DEAR READER,

Thank you for taking the time to read the guidelines for using the Ascension Public Schools branding. The Ascension Public Schools name and logo are registered with and protected by the Louisiana Secretary of State's Office. It is important that these products of our branding efforts are used to officially represent the District.

Ascension Public Schools has multiple variations and color schemes that are specific for public viewing. Those who wish to utilize this branding are required by law to use the proper colors, formats, and other guidelines documented in this publication.

OUR BRAND REPRESENTS OUR MISSION, VISION, PURPOSE AND CORE VALUES.

OUR MISSION

To provide every child the high-quality education necessary to succeed in an ever-changing world

OUR VISION

A world in which every child is prepared to successfully pursue postsecondary opportunities of their dreams

OUR PURPOSE

Ascension Public Schools will work in unison to provide daily, quality experiences for students so they have every opportunity to attain high levels of academic development and grow in emotional maturity. This will enable students a successful pursuit of a quality life and an opportunity to contribute to the quality of the lives of others in their community.

OUR CORE VALUES

Teamwork | Leadership | Service | Learning

TAGLINE

EXCELLENCE. ASCENDING TOGETHER.

Our tagline is not mere words at the end of an advertisement, but rather a short description designed to leave a long-lasting impact. It communicates our school district's brand, illustrates the big picture, entices our audience and leave them wanting more.

Excellence. Ascending Together.

- Communicates best-in-class offerings at every interaction (faculty, staff, facilities, technology, sports, etc.).
- Leverages the unique breadth and depth of programs and services that only Ascension Public Schools can offer to the community.
- Exemplifies our commitment to working as one. We are united for every goal we set and for every endeavor we achieve.



LOGO & SEAL

PRIMARY LOGO:



SECONDARY LOGO:



SEAL:



TYPOGRAPHY & COLOR GUIDE

TYPEFACE:

Avenir

Black: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Medium: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Light: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Avenir Next

Heavy: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Medium: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Ultra Light: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Vista Sans OT Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

MAIN COLORS:



PANTONE: 200 C

RGB: R 186; G 12; B 47

HEX/HTML: BA0C2F

CMYK: C 3% M 100% Y 70% K 12%



PANTONE: 7660 C

RGB: R 153; G 145; B 164

HEX/HTML: 9991A4

CMYK: C 37% M 37% Y 17% K 0%

ACCENT COLORS:



PANTONE: 7447 C

RGB: R 93; G 71; B 119

HEX/HTML: 5D4777

CMYK: C 77% M 85% Y 6% K 18%



PANTONE: 5473 C

RGB: R 17; G 94; B 103

HEX/HTML: 115E67

CMYK: C 86% M 20% Y 32% K 51%

LOGO VARIATIONS

The Ascension Public Schools logo consists of the stylized letter "A" with "ASCENSION PUBLIC SCHOOLS" formatted horizontally to the right of it. "Ascension" is placed above "Public Schools" in a thick, red font matching the upward arrow section of the stylized "A." "Public Schools" is typed in a regular, light purple font matching the bottom section of the stylized "A."

The tagline is not included in the primary logo, which is our preferred logo for printed documents and materials. The secondary logo differs from the primary logo in that the tagline is included, preceded and followed by red lines, containing the phrase: "Excellence. Ascending Together." in red.

DO NOT use this logo in colors other than those pictured below (see color specifications on page 6). A reversed, grayscale, or black logo MAY be used on any color.

Ex.) If school colors are green and white, a green shirt can contain a reversed or black logo. If school colors are green and white, a white shirt CANNOT contain a green and white Ascension Public Schools logo.



REVERSED



GRAYSCALE



BLACK



COLOR



SEAL VARIATIONS WITH TAGLINE

The Ascension Public Schools seal consists of the stylized "A" in red and purple surrounded by the new tagline, "EXCELLENCE. ASCENDING TOGETHER." The outer and background colors of the circular seal include red, dark purple, light purple and white. "Excellence" is bolded and red while "Ascending Together" is in a regular, gray font.



Using the same color specifications as the Ascension Public Schools logos, the seals must be used with the same guidelines. The seal must ONLY be portrayed with the above colors (refer to the color specifications on page 6).



DEPARTMENTAL OPTIONS

Ascension Public Schools would like all of its faculty and staff to be able to add their department name beneath the primary logo. The preferred font for the tagline below the logo is Vista Sans OT Book.

Be sure to use an approved logo font and color to add a department name under the primary logo. When in doubt, contact the Public Information Office for approval.



The example shown above contains the name of an Ascension Public Schools department beneath the primary logo in one of the approved District colors, specifically red. Refer back to page 6 for different color options.



UNACCEPTABLE USE

When using the logo or seal, one cannot change the color scheme of the lettering, the font, or the basic format. Ascension's goal is to have a consistent appearance for the district's branding so that the community can recognize official affiliations.

DO NOT:

- Change colors from any of those specified on page 5
- Change fonts from any of those specified on page 6
- Stretch or Lengthen the logo unevenly
- Reformat the placement of each word or graphic in the logo/seal
- Separate the stylized "A" from the logo/seal
- Include a line without text underneath it

UNACCEPTABLE USE OF LOGO:



Each variation of Ascension's logo and seal is registered as a trademark and service mark under Louisiana Secretary of State guidelines. For more information on when and how the logo and seal can be used, visit <https://www.sos.la.gov>.

REPORTING MISUSE:

If you come across an individual or organization misusing the Ascension Public Schools logo, please file a report including the name of the individual or organization, a photo of the misused logo if applicable, and a description thereof to the Public Information Office.

HIGH SCHOOLS

Ascension has five high schools all with unique logos and branding. These are registered trademarks with the Louisiana Secretary of State's Office and can only be used with permission of the principal of the high school or Ascension Public Schools. Any unauthorized usage of the logo is discouraged and any member of the public looking to find officially licensed items should reach out to the individual school for a list of vendors.

Donaldsonville High

100 Tiger Drive
Donaldsonville, La 70346
(225) 391-7900

Dutchtown High

13165 LA HWY 73
Geismar, La 70734
(225) 391-6200

East Ascension High

612 East Worthey Road
Gonzales, La 70737
(225) 391-6100

Prairieville High

40070 Parker Rd
Prairieville, La 70769
(225) 391-2200

St. Amant High

12035 LA Hwy. 431
St. Amant, La 70774
(225) 391-6000

Please see the next few pages for information on each high school's logos, mascots, and shields. Color variations of every logo is available, please see the individual schools about possible options.



DONALDSONVILLE HIGH

Donaldsonville High is the home of the fighting Tigers and has a powerful logo featuring their tiger mascot roaring. Alternative logos include a customized letter "D" and an academic shield.

LOGOS:



SHIELD:



MASCOT & LETTER:



MAIN COLORS:



PANTONE: 485 C
RGB: R 225; G 37; B 27
HEX/HTML: E1251B
CMYK: C 6% M 98% Y 100% K 1%



PANTONE: Rich Black
RGB: R 2; G 0; B 0
HEX/HTML: 020000
CMYK: C 74% M 68% Y 67% K 90%

DUTCHTOWN HIGH

Dutchtown High is the home of the powerful Griffins and is represented by a logo featuring their griffin in a stoic profile. Alternative logos include a customized letter "D" and academic shield.

LOGOS:



SHIELD:



MASCOT & LETTER:



MAIN COLORS:



PANTONE: 268 C
RGB: R 89; G 44; B 130
HEX/HTML: 592C82
CMYK: C 81% M 100% Y 11% K 2%



PANTONE: Cool Gray 3
RGB: R 199; G 201; B 200
HEX/HTML: C7C9C8
CMYK: C 8% M 5% Y 7% K 16%

EAST ASCENSION HIGH

East Ascension High is the home of the mighty Spartans and is represented by a bold logo featuring their Spartan mascot helmet. Alternative logos include the interlaced letters of "E" & "A" and an academic shield.

LOGOS:



MASCOT & LETTER:



SHIELD:



MAIN COLORS:



PANTONE: 287
RGB: R 38; G 58; B 128
HEX/HTML: 263A80
CMYK: C 100% M 91% Y 17% K 6%



PANTONE: 116
RGB: R 255; G 206; B 6
HEX/HTML: FFCE06
CMYK: C 1% M 18% Y 100% K 0%

PRAIRIEVILLE HIGH

Prairieville High is the home of the dynamic Hurricanes and their logo includes a stylized letter "P" with the hurricane mascot intertwined. Alternative logos include a game day blue heron character and academic shield.

LOGOS:



CHARACTER & LETTER:



SHIELD:



MAIN COLORS:



PANTONE: 295 C
RGB: R 15; G 45; B 82
HEX/HTML: 0F2D52
CMYK: C 100% M 84% Y 36% K 39%



PANTONE: 369 C
RGB: R 97; G 167; B 68
HEX/HTML: 61A744
CMYK: C 67% M 12% Y 100% K 1%

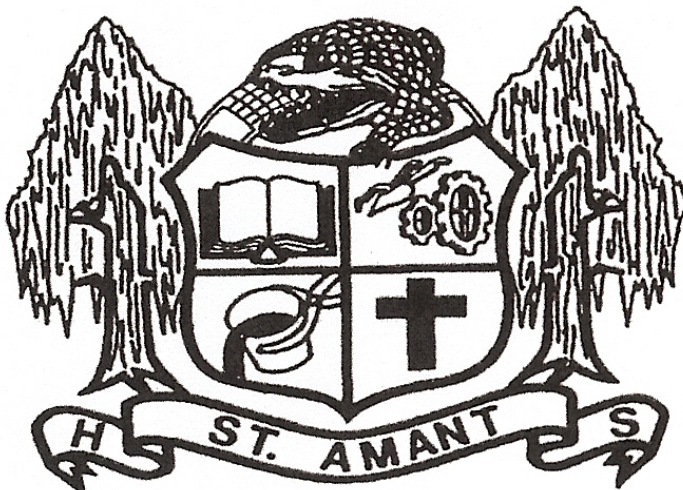
ST. AMANT HIGH

St. Amant High is the home of the formidable Gators and their logo includes their gator mascot in profile. Alternative logos include the interlaced letters of "S" & "A" and an academic shield.

LOGOS:



SHIELD:



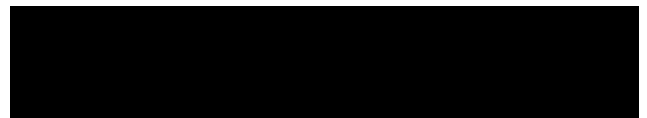
MASCOT & LETTER:



MAIN COLORS:



PANTONE: 116
RGB: R 255; G 206; B 6
HEX/HTML: FFCE06
CMYK: C 1% M 18% Y 100% K 0%



PANTONE: Rich Black
RGB: R 2; G 0; B 0
HEX/HTML: 020000
CMYK: C 74% M 68% Y 67% K 90%

CORE VALUE MEDALLION

Our four Core Values are Teamwork, Leadership, Service, and Learning. To showcase these Core Values, we created a core value medallion. The medallion features our four Core Values and the colors, green, blue, yellow, and red. Below, find examples of the medallion in use, along with color values and fonts used in the medallion.

MEDALLION:



TYPEFACE:

Avenir Next

**Heavy: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9**

MAIN COLORS:



RGB: R 186; G 12; B 47
HEX/HTML: CD163f
CMYK: C 3% M 100% Y 70% K 12%

RGB: R 231; G 183; B 33
HEX/HTML: E7B721
CMYK: C 10% M 27% Y 100% K 0%



RGB: R 67; G 64; B 153
HEX/HTML: 434099
CMYK: C 89% M 90% Y 0% K 0%

RGB: R 77; G 169; B 72
HEX/HTML: 4DA948
CMYK: C 73% M 9% Y 100% K 0%

ACCEPTABLE OPTIONS



The logo created prior to the logo options introduced in this branding booklet is still acceptable. It contains the stylized "A," "Ascension Public Schools," and Ascension's mission statement: "Every Child Successful In An Ever-Changing World."



The Teach Ascension Academy logo is also still acceptable. It contains a stylized "A" in the TAA section of the logo to the left of the words "Teach Ascension Academy." As the stylized "A" represents Ascension, this is allowable.

THANK YOU

Thank you for taking the time to properly use the Ascension Public Schools branding. For further information, please visit AscensionSchools.org.

