



## GRAPHIC STYLE GUIDE



South Park School District

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## **INTRODUCTION**

A graphic style guide details the standards and specifications of how our brand should be represented across a wide variety of media. This assures our brand will always be represented correctly and consistently in all communication and media.

The consistent use of the school district's logos, mascot, colors, font, and naming conventions work not only to identify and communicate our unique brand to the public, but also to act as an essential piece of the marketing puzzle. It reminds people of who we are, what our schools stand for, and why our contribution to the community is so unique. We ask you to follow this graphic style guide carefully any time the school district's name or logo appears in any promotional materials.

By using the logo and identity correctly and consistently, you will help protect the strength of the brand's equity and value. Building a strong brand is about building trust in our staff, parents, and the community; and the foundation of that trust is consistency. The principles of this style guide will help reinforce the strength of our brand.

## LOGO FONT

The font used in the South Park School District logo is Myriad Pro Semibold.

When reproduction of the logo on specialty items is not possible (reproduction is too small), use South Park logotype graphic.

**Example:** The district wants to order pencils for a special event. The vendor's specifications require the logo to be used too small to reproduce properly.

**Solution:** Use South Park logotype graphic (show on the right).

**Note:** District name is not required to be set in logo font for use in sentence form.

### Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



**SOUTH PARK**

**SOUTH PARK**

LOGOTYPE GRAPHIC

## LOGO COLOR

In order to maintain the consistency necessary to build a strong identity, use the South Park School District logo only in the coloration presented in this guide. The logo is available for use in one spot Pantone® color (Reflex blue), solid black, and both versions with a white outline to print on a darker backgrounds.

Avoid placing the logo on tinted background images, patterned, split color, or gradient backgrounds or on top of an image.

**Note:** Official District colors are Reflex blue and white. Black is an approved accent color (but not an official District color). Versions of just the logo without the South Park wording are also available for use.



PMS REFLEX BLUE  
 CMYK Conversion – C-100 • M-73 • Y-0 • K-0  
 RGB Conversion – R-0 • G-87 • B-168



SOUTH PARK

REFLEX BLUE



SOUTH PARK

BLACK



SOUTH PARK

DARK BACKGROUND



SOUTH PARK

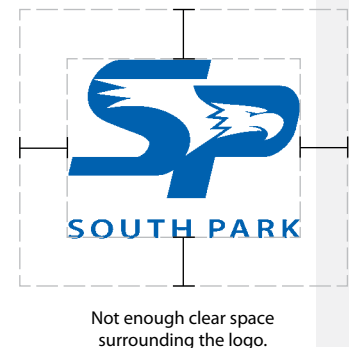
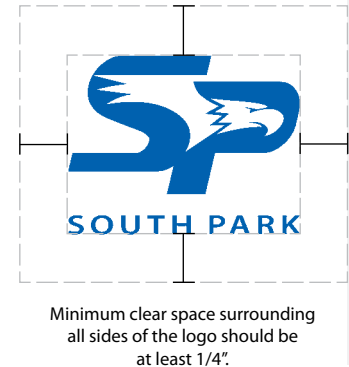
DARK BACKGROUND

## LOGO SIZE & CLEAR SPACE

Size and proportion are critical components of good design. When using the South Park logo, please make sure that all text is easily legible. The minimum size is 1-1/4" wide. The clear space all around the logo should be at least 1/4".

Logos is available in 4-color process (CMYK) and black and white formats in the following formats:

- JPEG
- TIFF
- EPS
- GIF



## LOGO APPLICATION

### (Unacceptable Uses)

Individual elements within the logo must not be used in combination with other graphic elements. The height and width of the logo graphic should not be distorted, particularly important when using computer files. Naming conventions must not be altered in any way.



PROPER LOGO USAGE



SOUTH PARK

LOGO IS DISTORTED – CONDENSED



SOUTH PARK

LOGO IS DISTORTED – EXPANDED



LOGO IS ILLEGIBLE –  
DO NOT PLACE ON PHOTOS  
OR OTHER GRAPHICS



SOUTH PARK

PORTION OF LOGO IS MISSING

## LOGO APPLICATION (Unacceptable Uses)

The logo is designed to work on its own without the addition of other elements.

- Never put the logo in in a circle, or other shapes.
- Never tilt the logo on an angle.
- Do not use the logo on dark backgrounds unless using the white outlined version.



PROPER LOGO USAGE



DO NOT PLACE THE LOGO IN A CIRCLE



DO NOT TILT THE LOGO ON AN ANGLE



DO NOT PLACE THE LOGO ON A DARK BACKGROUND UNLESS YOU USE THE WHITE OUTLINED VERSION OF THE LOGO AS SHOWN TO THE RIGHT.



PROPER USAGE ON A DARK BACKGROUND.

## ADDITIONAL LOGOS

Other versions of the South Park logo without the eagle are available for use. They include SP initials with drop shadow and the SP initials as shown to the right.



SP INITIALS WITH DROP SHADOW



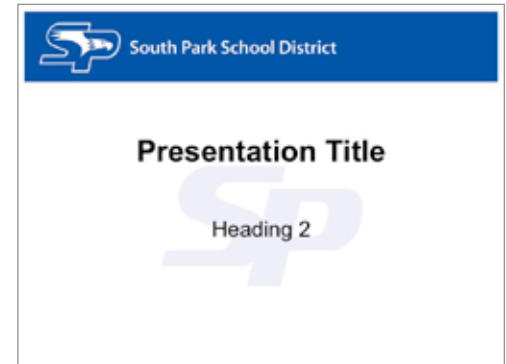
SP INITIALS

## CORPORATE IDENTITY

Our identity materials consist of tools such as a letterhead, envelopes and PowerPoint templates. Because these pieces sometimes are the main communication vehicle between you and the community, a consistent look and feel is critical to maintaining your brand equity.



SOUTH PARK SCHOOL DISTRICT  
LETTERHEAD



SOUTH PARK SCHOOL DISTRICT  
POWERPOINT TEMPLATE

## **TECHNICAL COLOR DATA**

When printing color across a variety of media it is important to remember that there will be differences. For example, ink on paper will look different from fabric color, a painted wall or plastic pen. No color match is exact. Work closely with your vendor to get the best result possible.

**FOUR-COLOR PROCESS (CMYK)** – Four-Color Process Printing uses mixtures of Cyan, Magenta, Yellow, and Black (CMYK) to build a desired printed color, in a way similar to an office laser or inkjet printer.

**GRAYSCALE** – Grayscale is a color mode that only utilizes black, white, and a range of gray to render a screened image. Be aware that some vendors can only handle solid color (no screens) when reproducing artwork. Determine if the vendor can handle grayscale (screened black and white art) or solid black/solid white art files only.

**PROJECTED COLOR (RGB)** – Screen-based presentations such as computer monitors and those from other light projection devices use mixtures of Red, Green, and Blue light to create the on-screen image. Be aware that every monitor and projector is calibrated differently. Make sure your monitor is made to view millions of colors for the best representation. Projected colors will not match printed colors exactly.

**SOLID COLOR (PMS)** – Pantone Matching System® (PMS) is a printing and design industry standard color system used worldwide. They are specified by a designated number code.

## FILE FORMATS

**EPS FILE** (Encapsulated Post Script) – An EPS file can be either color or grayscale and contain either vector or bitmap graphics. Since bitmap graphics have a fixed resolution, an eps file should not be converted into a bitmap EPS file. Original vector EPS files yield the best results for line work — especially when reproducing your logo. For optimal reproduction quality, both vector and bitmap EPS files are best used as placed graphics in page layout and text processing applications. EPS files are typically compatible across platforms.

**TIFF FILE** (Tagged Image File Format) – TIFF files are bitmap images with fixed resolutions and can be either grayscale or color. Photographs and scanned images are best saved as TIFF files and yield a high quality image reproduction. TIFF files are used in page layout and text processing applications similar to EPS files.

**JPEG FILE** (Joint Photographic Experts Group) – JPEG files are full-color or grayscale bitmap images that have been compressed in size to use less memory. Due to this compression, JPEG files are degenerative and lose image quality each time the file is saved. This degeneration makes JPEGs unsuitable for printed materials; JPEGs are instead best suited for websites and other multimedia projects. Although both PCs and Macs accept JPEG images, the JPEG must be in RGB format to be properly viewed on a PC.

**GIF FILE** (Graphics Interchange Format) – GIF files contain the minimum amount of information necessary to render a graphic and are typically suitable for web and multimedia use only. GIFs are generally much smaller in size than other formats and are suitable for only images containing simple solid colors and text. They can also be used for simple animations, as seen in common banner advertisements on the web. Logo graphics and styled text are best represented on the web in GIF format.

## GRAPHIC/IMAGE TYPES

**BITMAP GRAPHICS** – Bitmap is a computer graphic (photo, logo, artwork) which is comprised of an array (or grid) of individual pixels of varying colors. Bitmap images are defined by their pixel dimensions and resolution (ex. A digital photograph may be 800 x 600 pixels and 300 ppi). Bitmap images are best saved as TIFF, JPEG, GIF, and sometimes EPS files. Adobe Photoshop is a popular editing application for bitmap images.

**VECTOR** – Vector images are comprised by shapes that are defined by a series of points to be connected (much like a “connect-the-dots” drawing), rather than thousands of individual pixels like a bitmap graphic. The result is a much smaller file (k size) than a bitmap graphic. The advantage of vector graphic programs, such as Adobe Illustrator, Macromedia Freehand, and CorelDraw, over bitmap editors, such as Adobe Photoshop, is that they are best suited for creating logos and other artwork comprised of distinct shapes, colors, lines, and text. Since vector files do not have a fixed resolution, they can be scaled to large sizes, and output at high resolution without loss of clarity or sharpness. Digital photographs differ from vector images in that they contain a wide array of colored pixels at a set resolution. This means that they cannot be scaled larger without loss of clarity and sharpness. Vector images are best saved as EPS files.



**South Park School District**

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