

WHY ARE THESE GUIDELINES IMPORTANT?

The elements on this page – logos, colors, and typography – are the essential pieces of Piedmont Public Schools’ brand identity. Each piece was designed to create a professional, consistent, and recognizable image for Piedmont Public Schools. Intentionally changing or going against these guidelines is a violation of brand standards.

OUR LOGOS



INCORRECT LOGO USAGE



The Wildcat Head logo should always face to the right.



Only approved Wildcat imagery may be used. Alternative or unofficial Wildcat designs are not permitted in any district communications, merchandise, or promotional materials.



District logos must not be stretched, skewed, or altered in proportion. Maintain original dimensions to preserve brand integrity.



Modifying official district logos using AI or other digital tools is not permitted.



All branding must adhere to the district’s official color palette. Use of unapproved colors is not allowed.



Previous or outdated branding elements should not be used in any current materials.

OUR COLORS

Piedmont Wildcats’ official colors are royal blue (Pantone 661c) and victory gold (Pantone 1235c), with accents of white and cool gray (Pantone 10c).

Pantone 661c can look purple or cerulean in some applications. It is the responsibility of designers and printers to ensure our blue is produced with accuracy according to the material on which it will be printed.



Pantone 661c
Hex code: #003594



Pantone 1235c
Hex code: #ffb81c



Pantone 10c Cool Gray
Hex code: #63666a

TYPOGRAPHY

Piedmont Public Schools typically uses the font Montserrat for headers and Avenir for body text to maintain a consistent and recognizable style. The script font seen in school signage is Magneto. Alternative fonts may be used, provided they are clean, professional, and easy to read. A minimum font size of 12 pt is recommended to support accessibility, and text should always maintain strong contrast against its background to ensure readability in all formats. Piedmont gold should not be used on a white background, as it does not provide sufficient contrast for accessibility.