KEARNEY
PUBLIC SCHOOLS
OWN *Your* FUTURE

BRAND GUIDELINES

OUR IDENTITY | OUR COMMUNITY | OUR SCHOOLS



A STRONGER TOMORROW TOGETHER

The Kearney Public Schools brand reflects who we are, what we value, and the impact we make on our students, staff, and community. These guidelines ensure a consistent, professional, and recognizable identity across all communications.

All uses of KPS logos, artwork, colors, and typography must follow district-approved standards. This includes print and digital materials, social media, merchandise, apparel, signage, and promotional items, whether for internal, public, or commercial use.



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LOGO USAGE

Use only district-approved logos as shown.
Do not alter, stretch, recolor, or recreate the logos.
Black and white logos are available.

Maintain clear space around the logo and follow approval guidelines for all users.

PRIMARY COLORS

Bearcat Blue

CMYK	C: 100 M:69 Y:0 K:4
RGB	R:0 G: 88 B:164
HEX	#0058a4
PANTONE	293 C

Bearcat Gold

CMYK	C:2 M:15 Y:99 K:0
RGB	R:251 G: 210 B:6
HEX	#fbd206
PANTONE	109 C

ALTERNATE & ACCENT COLORS

WHITE

CMYK	C: 0 M:0 Y:0 K:0
RGB	R:255 G: 255 B:255
HEX	#FFFFFF

BLACK

CMYK	C: 75 M:68 Y:67 K:90
RGB	R:0 G:0 B:0
HEX	#000000

Which Color Format Should I Use?

To maintain consistent branding across all materials, use the color format that best matches how your design will be produced or displayed..

CMYK

Use for **printed materials** such as flyers, posters, brochures, and other professionally printed items.

RGB or HEX

Digital Screens/Designs: Use for websites, social media graphics, digital displays, video boards, presentations, and designs created in programs like Canva.

Pantone (PMS)

Exact Brand Color Matching: Use when a vendor specifically requests Pantone color codes for products such as t-shirts, uniforms, apparel, signage, or promotional items. Pantone colors help vendors achieve a more consistent match to our official brand colors.

Important Note: *Colors may appear slightly different depending on the material, printing process, and lighting. Always provide vendors with our official brand color specifications. When possible, request a physical color sample or proof to verify accuracy before placing a large order.*

Which File Format Should I Use?

To maintain consistent branding and ensure the highest quality, use the file format that best matches how your design will be used..

RASTER FILES:

jpg, png, gif, tiff, bmp, webp

Used mostly for digital display

- Email signatures
- PowerPoint
- School Websites
- Social Media
- Digital Displays

VECTOR FILES:

pdf, ai, eps, svg

Used mostly for printed and large-scale designs. Can be resized to any dimension without losing quality.

- Apparel, Screen Printing
- Banners, Signage, Posters
- Brochures, Business Cards, Letterhead
- Promotional Products

I**mportant Note:** Whenever possible, provide vendors with an official vector logo file to ensure sharp, professional results. Do not recreate, stretch, distort, or alter approved KPS logos.

OFFICIAL KPS FONT

Folio

Folio light, italic, bold, or other variations of Folio are accepted.

Folio Medium
ABCDEFGHIJKLMNOPQRSTUV
WXYZ

Folio BT Book
ABCDEFGHIJKLMNOPQRSTU
VWXYZ

OTHER COMMONLY USED FONTS

Aa Folio
Kearney High
Bearcats

AA Franchise
Kearney High
Bearcats

AA American Captin
Kearney High
Bearcats

Aa Amerika
Kearney High
Bearcats

AA Bebas
Kearney High
Bearcats

CONSISTENCY BUILDS A STRONGER KPS

All applications of KPS brand elements must meet district specifications and receive approval from an authorized district representative.

FOR APPROVALS, CONTACT:

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