



POWAYUNIFIED
SCHOOL DISTRICT

BRAND GUIDELINES

POWAY UNIFIED
SCHOOL DISTRICT



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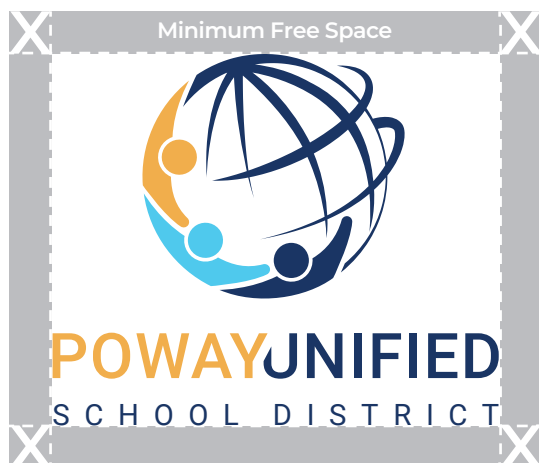
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QUICK REFERENCE GUIDE

Main Stand Alone



Primary Colors



Pantone 2955 C
HEX #003366
R: 213 G: 28 B: 41
C: 100 M: 87 Y: 33 K: 22



Pantone 305C
HEX #54C8EB
R: 84 G: 200 B: 235
C: 58 M: 0 Y: 4 K: 0



Pantone PQ 804 C
HEX #F0AD4E
R: 240 G: 173 B: 78
C: 5 M: 35 Y: 80 K: 0

Main Font: Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Font: Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Accent Font: Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO

Main Stand Alone



Minimum Size



Variations

Positive



Negative



LOGO

Restrictions

Do NOT alter proportions



Do NOT place objects on logo



Do NOT rotate logo



Do NOT change logo colors



Do NOT use full color logo on dark background or add strokes around it.



Do NOT use previous logo



TYPOGRAPHY

Main Font: Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Font: Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Accent Font: Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Example #1

TITLE SUBTITLE

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat nibh.

Example #2

TITLE

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat nibh.

CALL TO ACTION >

COLOR

Primary colors



Pantone 2955 C
HEX #003366
R: 213 G: 28 B: 41
C: 100 M: 87 Y: 33 K: 22



Pantone 305 C
HEX #54C8EB
R: 84 G: 200 B: 235
C: 58 M: 0 Y: 4 K: 0



Pantone PQ 804 C
HEX #F0AD4E
R: 240 G: 173 B: 78
C: 5 M: 35 Y: 80 K: 0

Secondary colors



Pantone 270 C
HEX #A8AFD8
R: 168 G: 175 B: 216
C: 33 M: 27 Y: 0 K: 0



Pantone P Process Black C
HEX #000000
R: 0 G: 0 B: 0
C: 0 M: 0 Y: 0 K: 100



Pantone Cool Gray 11 C
HEX #53565A
R: 88 G: 89 B: 90
C: 8 M: 4 Y: 0 K: 64



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