Our brand / For tomorrow

BRAND GUIDELINE BOOK

Positioning

DESCRIPTION

We provide innovative education to all of our students with opportunities that inspire them, enhance their skills and open doors for a successful future.

POSITION

We extend opportunities to every student.

We promote and accept diversity within our community.

We are confident in our abilities as educators.

We stay positive.

DNA

Inspiring

Welcoming

Proud

TAGLINE

Educating For Tomorrow

Educating for Tomorrow

Pickerington Schools strives to stay up-to-date with the most recent developments in primary and secondary teaching methods and educational technology. As a district devoted to offering every student the opportunity to excel, we are constantly reevaluating the ways in which we approach education.

We understand that in today's technological age, everything is interconnected. So in order to give our students the skill sets they need to succeed in such a rapidly advancing society, we offer a diverse range of classes that expose them to the growing fields in science and technology. We aren't just educating; we're **Educating For Tomorrow.**

Logo

It's a known fact that first impressions make all the difference. The Pickerington Schools logo is simple, yet memorable, and expresses the overall message that Educating For Tomorrow is the district's mission. It's easily recognizable and able to be broken down into further segments that still capture the overall theme of the logo. The versatility of the logo also allows a system to be established. Parents, teachers and students will be able to identify each segment of the logo as something connected to Pickerington Schools.
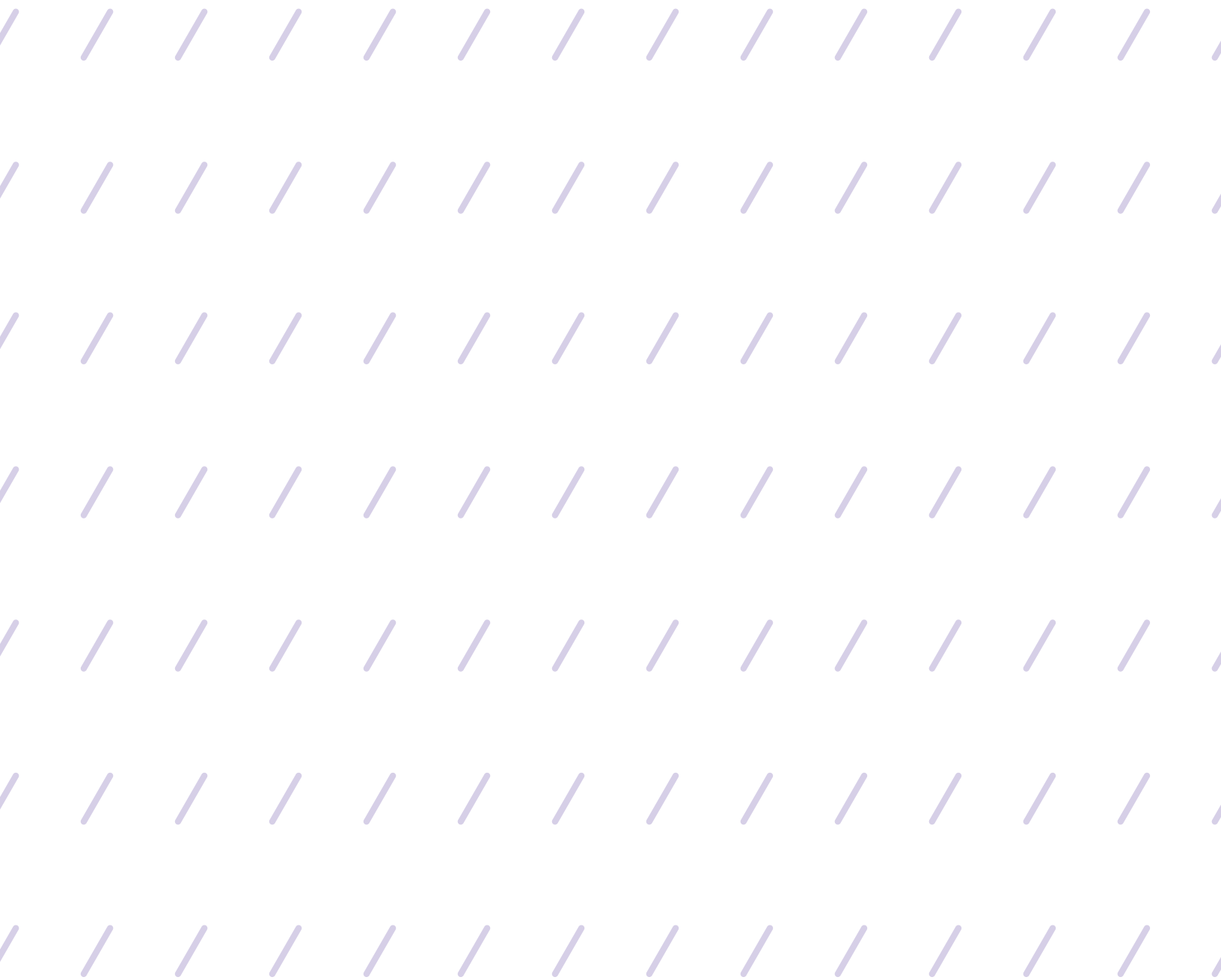
PRIMARY

Pickerington
SCHOOLS

EDUCATING FOR TOMORROW

REVERSED

Pickerington
SCHOOLS

EDUCATING FOR TOMORROW

Pickerington
SCHOOLS

EDUCATING FOR TOMORROW

LOGO WITHOUT TAGLINE

Pickerington
SCHOOLS

MINIMUM SIZE

If logo is 3/4" or smaller, remove the tagline.

Pickerington
SCHOOLS

½"

The forward slash

The Pickerington Schools forward slash not only represents the district's devotion to Educating For Tomorrow, but also represents its connection to innovative approaches and technology.

School lockup

We've shortened the Pickerington logo to just a P / as a way to encapsulate thoughts, ideas or values that we hold as a school district. This shortened version connects back to the main Pickerington logo and gives parents, teachers and students something to recognize as belonging to and endorsed by the district.

P / Harmon Middle School

P / Fairfield Elementary

P / Tussing Elementary

P / Ridgeview Junior High

P / Heritage Elementary

P / Pickerington High School North

P / Violet Elementary

P / Sycamore Creek Elementary

P / Lakeview Junior High

P / Pickerington High School Central

P / Preschool

P / Toll Gate Elementary

P / Diley Middle School

P / Pickerington Elementary

P / Toll Gate Middle School

P / Pickerington Community School

P / Harmon Middle School

12410 Harmon Road
Pickerington, OH
(614) 751-3570
pickerington.k12.oh.us

P / Harmon Middle School

Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

Pickerington
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Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

P / Harmon Middle School

Lorem ipsum dolor sit amet, consectetur adipiscing elit!

Quisque ultrices tincidunt vestibulum. Fusce tellus lorem, tempor ac turpis vitae, molestie pharetra est. Vestibulum nisl nunc, pretium quis pretium nec, viverra eget sem. Ut interdum gravida turpis sed euismod. Fusce lacinia condimentum turpis non pulvinar.

Pellentesque ultricies accumsan elit in vestibulum. Nullam eget elit sed arcu sodales aliquam. Praesent condimentum diam eget elit posuere fringilla. Fusce vel facilisis diam. Aliquam nunc purus, egestas fermentum turpis sed, maximus commodo ante. Mauris elit sem, tempor fermentum urna ut, sagittis dapibus mauris. Pellentesque pretium, sem cursus mattis consequat, leo dolor malesuada mi, nec rutrum orci nisl vel ex. Aenean mollis scelerisque tincidunt. Aliquam erat volutpat. Vivamus maximus, leo eu tristique laoreet, leo tortor ultricies urna, eu rhoncus lectus lacus id odio. Integer vulputate efficitur nibh eget tincidunt. Duis in ante sed metus tempor lacinia. Curabitur vitae metus eget dolor ultrices aliquam nec eget sapien. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pretium, felis vitae

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Unacceptable use

Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

❌ Don't use unapproved colors on logo.

Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

❌ Don't change the color of the elements.

Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

❌ Don't add a drop shadow or gradient to the logo.

Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

❌ Don't alter the size of elements in the logo.

Pickerington
SCHOOLS

❌ Don't remove elements from the logo. Only the tagline can be removed.

Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

❌ Don't recreate logo in a different typeface.

Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

❌ Don't stretch the logo.

Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

❌ Don't rotate or warp the logo.

Pickerington
SCHOOLS
PICKERINGTON PANTHERS

❌ Don't add elements to the logo.

Pickerington
SCHOOLS
EDUCATING FOR TOMORROW

❌ Don't place logo on a busy image.

Placement on an image is acceptable but image area should be a solid color.

Tussing Elementary / **P**

❌ Don't remove or alter elements in the lockup.

Clear space

Ensure that minimum lockup and clear space is
obtained to keep our logo clear from clutter.
Do not recreate P / — it is an asset that should
be provided.

X

Height of P = X

Pickerington
SCHOOLS

EDUCATING FOR TOMORROW

X

X

Height of P = X

P / Harmon Middle School

X

X

Typography

Pickerington Schools embraces both serif and sans serif typography as a way to express its roots in traditional education as well as the value of modernity.

ROBOTO SLAB REGULAR

ABC abc 123

ROBOTO REGULAR

ABC abc 123

If you are unable to use Roboto Slab, both Georgia Regular (serif) and Arial Regular (sans serif) are available on most Macs.

GEORGIA REGULAR

ABC abc 123

ARIAL REGULAR

ABC abc 123

Typography

Roboto Slab Regular should be used for all text used in headlines, posters and large titles. It can appear in black or purple.

Roboto Regular should be used for body copy. It is most most suitable at 8, 9, 10, 11 and 12 pt size. Type should never appear below 5pt. It should appear in black color only.

This is a headline

This is body copy using Roboto Regular. It is 10 point type. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin consequat, ipsum ut pretium hendrerit, augue ligula tristique ligula, ac auctor ex quam at metus. Morbi id auctor metus, vel feugiat nisl. Sed tincidunt felis sed nisl congue scelerisque. Sed interdum libero justo, dictum accumsan orci tristique et. Sed sed luctus mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Maecenas sit amet enim pellentesque, placerat ligula eget, venenatis ligula. Duis sodales mauris a convallis feugiat.

Nulla condimentum facilisis porttitor. Nulla nibh velit, sagittis aliquet auctor et, aliquet quis est. Pellentesque nec eros bibendum, bibendum turpis scelerisque, viverra justo. Phasellus porta luctus arcu, at pulvinar

justo malesuada id. Vestibulum nisl sem, vestibulum a purus quis, mollis pellentesque orci. Etiam ornare et tortor vitae fermentum. Sed ullamcorper lorem at urna feugiat, quis pellentesque augue lobortis. Nam a egestas nibh, eu cursus diam. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam convallis pharetra nunc et rhoncus. In commodo venenatis vulputate. Duis gravida luctus erat vitae tincidunt.

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tellus tincidunt eget. Cras non ante malesuada, ornare risus nec, efficitur magna. Pellentesque pharetra id ligula sed cursus. Phasellus aliquam molestie felis, ut condimentum lorem gravida eget. Donec placerat ligula sed ante dignissim ultricies. Vestibulum convallis pretium nisl, id venenatis sem eleifend ut. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse eleifend sodales dolor vel aliquam. Nullam nec malesuada est. Suspendisse nibh tortor, condimentum et euismod eget, dignissim a odio. Sed eget condimentum diam.

Tortor libero, convallis consequat convallis a, gravida finibus nibh. Proin vel ante sed quam lobortis dictum vel sollicitudin nisl. Curabitur quam mi, tincidunt nec diam ut, fringilla ullamcorper orci. Vivamus ac finibus mi.

Alternate typography

This is an example of what typography would look like without the availability of Roboto.

This is a headline

This is body copy using Arial Regular. It is 10 point type. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin consequat, ipsum ut pretium hendrerit, augue ligula tristique ligula, ac auctor ex quam at metus. Morbi id auctor metus, vel feugiat nisl. Sed tincidunt felis sed nisl congue scelerisque. Sed interdum libero justo, dictum accumsan orci tristique et. Sed sed luctus mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Maecenas sit amet enim pellentesque, placerat ligula eget, venenatis ligula. Duis sodales mauris a convallis feugiat.

Nulla condimentum facilisis porttitor. Nulla nibh velit, sagittis aliquet auctor et, aliquet quis est. Pellentesque nec eros bibendum, bibendum turpis scelerisque, viverra justo. Phasellus porta luctus arcu, at pulvinar justo malesuada id. Vestibulum nisl sem, vestibulum a purus quis,

mollis pellentesque orci. Etiam ornare et tortor vitae fermentum. Sed ullamcorper lorem at urna feugiat, quis pellentesque augue lobortis. Nam a egestas nibh, eu cursus diam. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam convallis pharetra nunc et rhoncus. In commodo venenatis vulputate. Duis gravida luctus erat vitae tincidunt.

Morbi et consequat odio. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec dolor est, semper in aliquam in, consectetur ut tortor. Nullam lorem quam, elementum sed turpis laoreet, tempor varius justo. Donec vitae viverra elit, vel sagittis enim. Curabitur pretium finibus sapien, vel fringilla tellus tincidunt eget. Cras non ante malesuada, ornare risus nec, efficitur magna. Pellentesque pharetra id ligula sed

cursus. Phasellus aliquam molestie felis, ut condimentum lorem gravida eget. Donec placerat ligula sed ante dignissim ultricies. Vestibulum convallis pretium nisl, id venenatis sem eleifend ut. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse eleifend sodales dolor vel aliquam. Nullam nec malesuada est. Suspendisse nibh tortor, condimentum et euismod eget, dignissim a odio. Sed eget condimentum diam.

Tortor libero, convallis consequat convallis a, gravida finibus nibh. Proin vel ante sed quam lobortis dictum vel sollicitudin nisl. Curabitur quam mi, tincidunt nec diam ut, fringilla ullamcorper orci. Vivamus ac finibus mi.

Color palette

Since 1785, Pickerington Schools has been known for its purple color, being a part of Violet Township. Now, over 200 years later, the purple remains. With a black colored font that the district now owns, Pickerington Schools has reestablished itself with bold colors that truly boast educational excellence.

PRIMARY PALETTE

PICKERINGTON PURPLE

CMYK	68 / 83 / 0 / 0
RGB	109 / 76 / 159
HEX	#6D4C9F

PICKERINGTON BLACK

CMYK	73 / 69 / 62 / 74
RGB	31 / 29 / 33
HEX	#1F1D21

TINT & SHADE PALETTE

SECONDARY PALETTE

CMYK	CMYK	CMYK	CMYK	CMYK
0 / 68 / 67 / 0	0 / 74 / 39 / 0	47 / 2 / 70 / 0	62 / 0 / 25 / 0	16 / 3 / 76 / 0
RGB	RGB	RGB	RGB	RGB
243 / 116 / 88	64 / 135 / 199	144 / 198 / 120	80 / 195 / 199	221 / 221 / 98
HEX	HEX	HEX	HEX	HEX
#F37458	#4087C7	#90C678	#50C3C7	#DDDD62

Messaging

The forward slash is used to express a positive advancement or progression of an idea, message or value that Pickerington Schools believes is important. This is a simple way to reinforce our approach to academic excellence.

New friends / New future

Inspired / Prepared

2016-2017 / Welcome back

/ Go Tigers

/ Be sharp

/ Science fair

/ Excellence Expo

Tone of Voice

The Pickerington Schools tone of voice is simple, inspirational and humble. It helps to further establish the school district as being Inspiring, Welcoming and Proud.

New friends / New future

First phrase {results in} Second phrase

First phrase {leads to} Second phrase

First phrase {creates} Second phrase
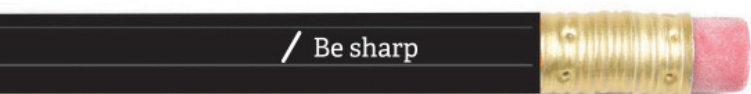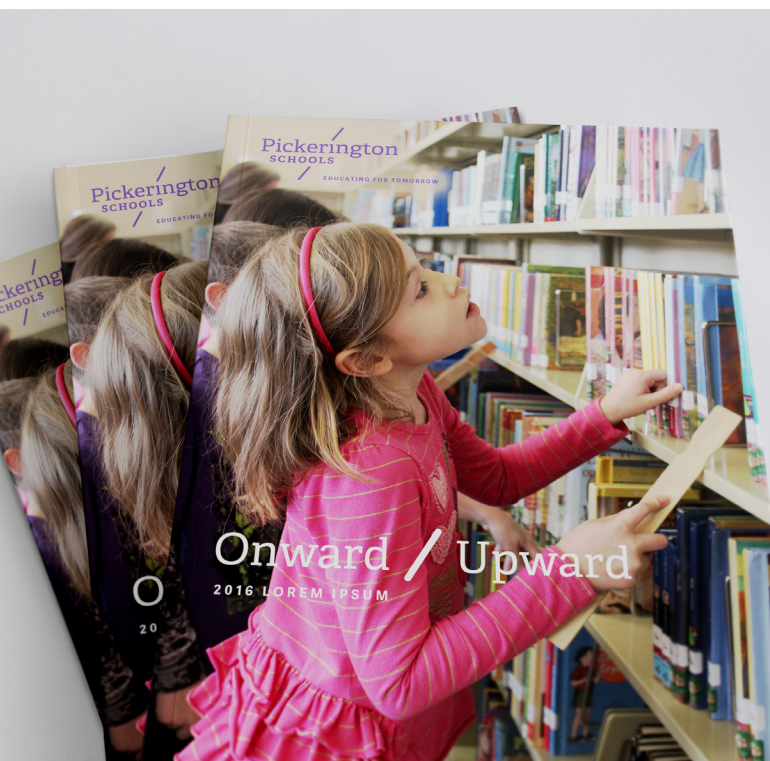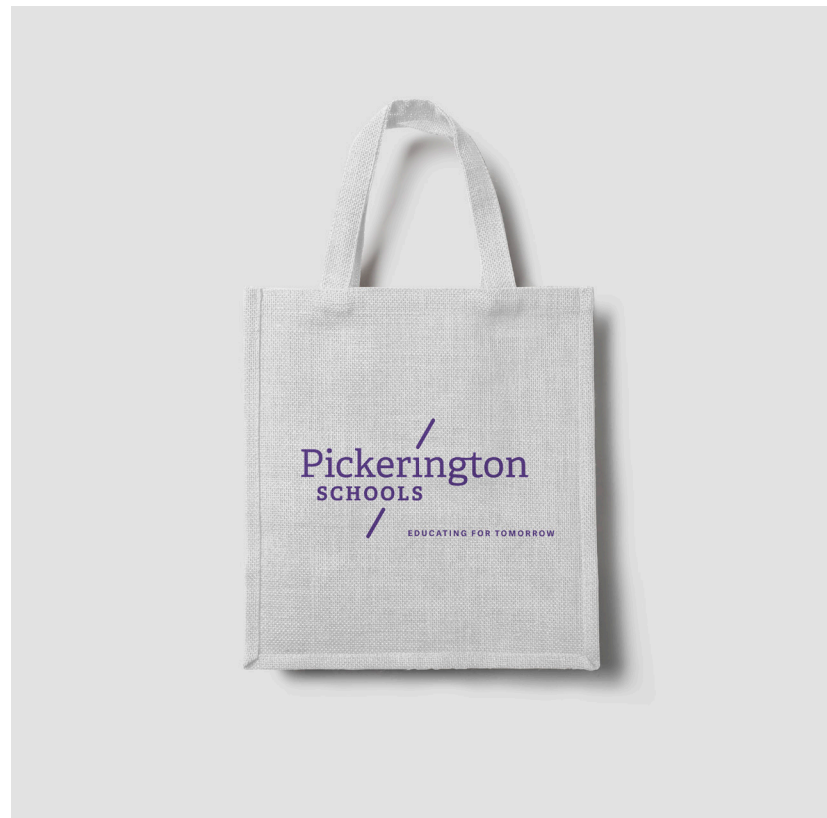
Future-ready / Caring staff

✗ First phrase doesn't cause second

High quality learning environments / High performance school district

✗ Too long
Not friendly

Touchpoints

The new Pickerington logo and its versions are showcased on banners, reports, notebooks and tote bags as a way to brand the district and promote school spirit.

/ Pickerington

/ Go Tigers

Pickerington
SCHOOLS

EDUCATING FOR TOMORROW

Pickerington
SCHOOLS

EDUCATING FO

Onward / Upward

2016 LOREM IPSUM

O
20

2015-2016 / Great Plans

/ Be sharp

We are
Pickerington