



BRAND QUICK SHEET

PORTLAND PUBLIC SCHOOLS



District Logo



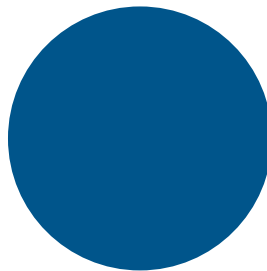
As a rule of thumb, give the logo a margin of white space that is the width of the P from "PPS". Apply this margin to all sides of the logo. Check if the logo is stretched in any way- the width and the height should always be the same length.

District Colors



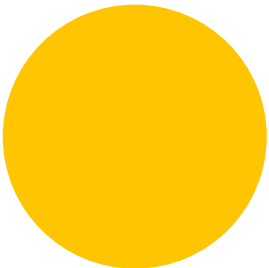
Slate

Pantone: PMS 5425
CMYK: 53, 29, 25, 0
RGB: 124, 153, 171
Hex: #7c99ab



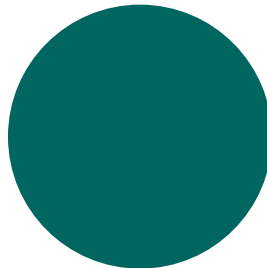
Blueberry

Pantone: PMS 7462
CMYK: 100, 72, 20, 5
RGB: 1, 83, 139
Hex: #00538b



Gold

Pantone: PMS 7548
CMYK: 0, 22, 100, 0
RGB: 255, 200, 0
Hex: #ffc800



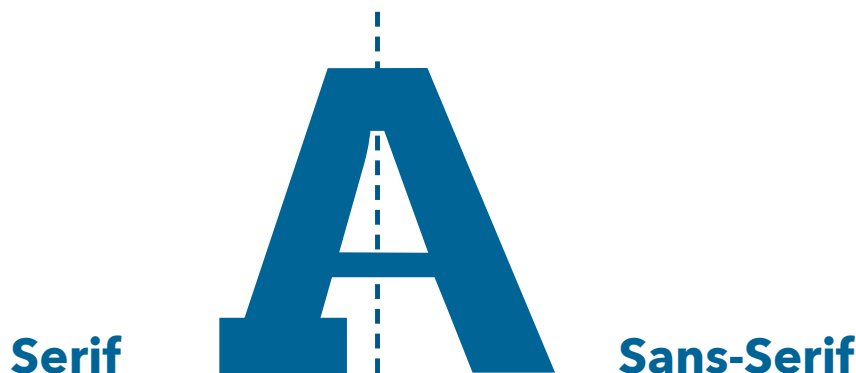
Mint

Pantone: PMS 329
CMYK: 100, 31, 60, 27
RGB: 0, 104, 97
Hex: #006861

Typefaces

Within today's constantly shifting technological environment setting up and enforcing strict typeface rules for all district communications is challenging. One rule for all settings seems too restrictive and unlikely to be widely adopted.

Therefore we have come up with several guidelines adapted to a range of use-case scenarios.



The official district **serif** font is Museo Slab, this can be used for **heading** or **emphasis**:

Regular When you learn, teach,
when you get, give.
— Dr. Maya Angelou

Bold **When you learn, teach,
when you get, give.**
— **Dr. Maya Angelou**

Italic *When you learn, teach,
when you get, give.*
— *Dr. Maya Angelou*

The official district **sans-serif** font is Avenir Next, this can be used for both heading and **body** text:

Regular When you learn, teach,
when you get, give.
— Dr. Maya Angelou

Bold **When you learn, teach,
when you get, give.**
— **Dr. Maya Angelou**

Italic *When you learn, teach,
when you get, give.*
— *Dr. Maya Angelou*

If you don't have access to the above fonts or they are not installed on your computer, there are fonts that every computer has included in their system. We encourage the use of:

Cambria: A **serif** font, for **headings**
Cambria Bold

Calibri: A **sans-serif** font, for **body** text
Calibri Bold

Written Style

For any official communication, we recommend using a conversational tone. Avoid using educational jargon whenever possible, even in internal communication. Write as if your audience is the families you serve.

The Communications team uses the Associated Press Stylebook, with a few local exceptions.

Here are preferred styles for common phrases in the district:

Portland Public Schools is acceptable on first reference. No need to add “district” to the name. Treat as a singular noun.

Correct: Portland Public Schools is the largest school district in Oregon.

Incorrect: Portland Public Schools are the largest school district in Oregon.

PPS is acceptable on second reference. For possessives, add an apostrophe and small s.

Example: PPS’s oldest school is Lincoln High, which opened in 1860.

Also, **district** is an acceptable way to refer to PPS. No need to capitalize.

Board of Education is preferred over Board of Directors. On second reference, board, lower case, is acceptable.

Superintendent and other formal titles should only be capitalized directly in front of an individual’s name, but should be lower case in other instances.

Example: Superintendent Guadalupe Guerrero will throw out the first pitch at Cleveland’s baseball game.

Example: Stephanie Soden is beginning her second year as chief of staff.

Elementary school should be used for schools with students in kindergarten or pre-kindergarten to fifth grade.

Middle school designates schools with students in sixth to eighth grade.

Schools with students in K-8 or PK-8 can be called either Arleta School or Arleta K-8 School.

For grades, follow the usual AP numerical rules in spelling out numbers under 10. Hyphenate in combining forms:

Eighth-grade student

Fourth-grader

But, he is in the fifth grade

For high school students, preference is to use freshman, sophomore, junior or senior instead of numbered grades.

The district office is formally the **Blanchard Education Service District** (not services), with BESC used on second reference. However, district office or central office is fine on any reference as the building’s name might not be widely known.

Athletics in PPS are contested in the **Portland Interscholastic League**. On second reference, **PIL** is fine (no periods) as the name is commonly used.

Acronyms are commonly used in education, but you should not assume people know what they stand for, no matter how common. Always spell out the full name on first reference.

Example: Mutli-Tiered Systems of Support is MTSS