BRAND IDENTITY GUIDE

PORTLAND PUBLIC SCHOOLS

A graduate of Portland Public Schools

will be a **compassionate** critical thinker, able to collaborate and **solve** problems, and be prepared to **lead** a more socially just world.

Visual identity defines who we are as a district. Successful identity programs get to the heart of an organization's uniqueness and express it across the full range of visual communications.

A cohesive identity program conveys an image of distinction and strength, building awareness and pride among those connected to the District. Applying these simple guidelines enables decisions to be made quickly, efficiently and cost-effectively.

Always remember that the Communications department has experienced staff who are happy to aid you. If you have a project that could benefit from design help don't hesitate to contact us: *pubinfo@pps.net*.

District Logo

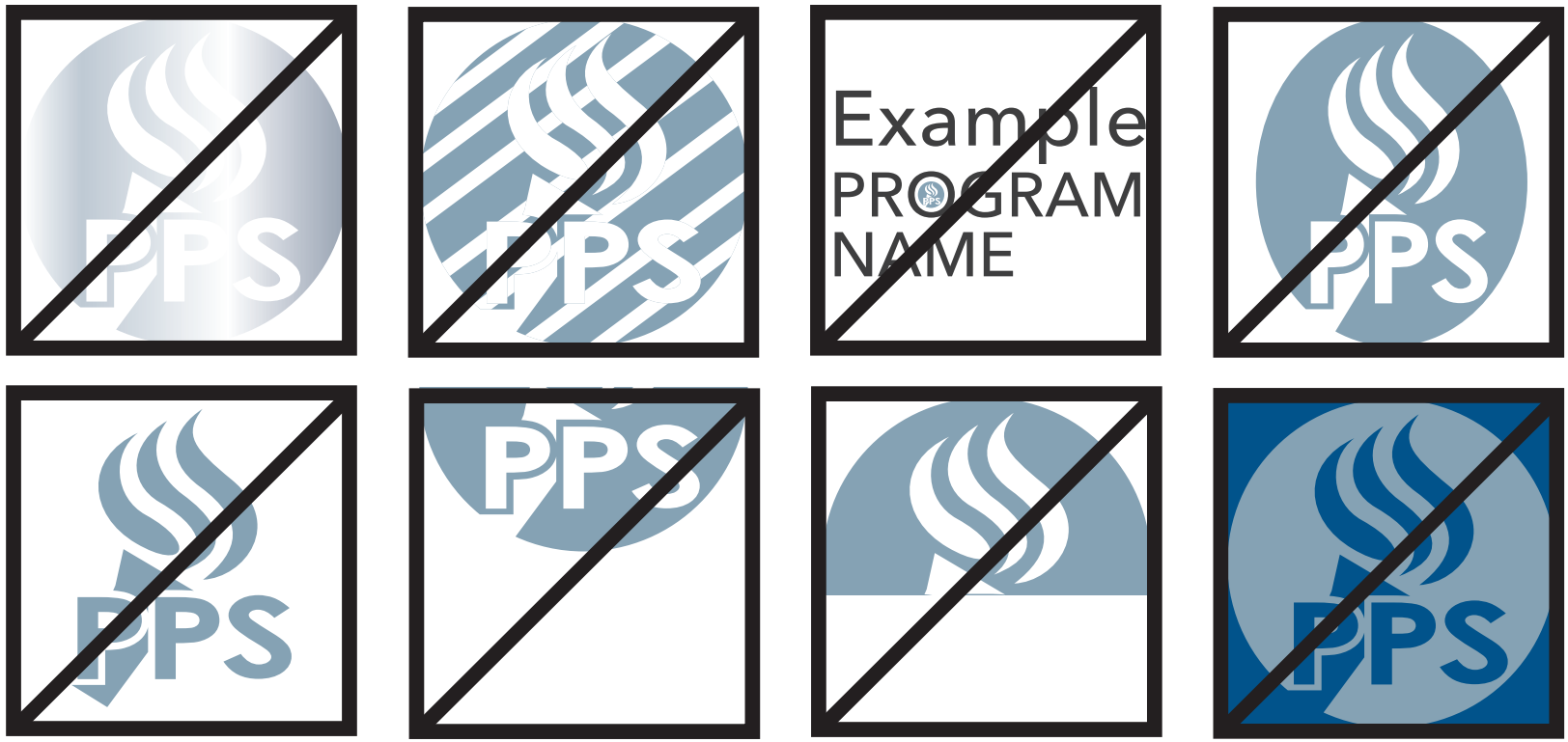
As a rule of thumb, give the logo a margin of white space that is the width of the P from "PPS". Apply this margin to all sides of the logo. Check if the logo is stretched in any way- the width and the height should always be the same length. The Portland Public Schools logo should never be placed smaller than 1" in length.

The torch of knowledge—an ancient symbol of education—has been an integral part of the PPS brand since the district's founding in 1851.

"Education is the kindling of a flame, not the filling of a vessel." — *Socrates*

District Logo Proper Use

We are proud of the work that we do at the district. Every piece that has our logo is an endeavor in a patchwork of effort that fosters our students growth. When the logo is used it needs to be purposeful, clear, and bold. It represents the connection to the district and should not be pushed out of the way, cut apart, or subdued. To make it show clearly, refrain from placing the district logo on a dark background without making the logo white, as is shown on the right. Do not distort the logo by squishing it or resizing it to less than 1" in length. Finally, leave the filling of the logo as a solid color without patterns to distract or confuse the original image the logo needs to convey- PPS and the torch of knowledge.



Portland Public Schools Department Logos

We are united as a school district and work together to give children the best education they can receive. After all, despite doing different jobs, we share a common goal of delivering graduates who are prepared to thrive in their lives and career. Our departments have hundreds of important endeavors happening simultaneously throughout the district to achieve this, and each reflect the goals of our district as a whole. This is why departments have a unified look and feel, they are proud branches of our district.

PORTLAND PUBLIC SCHOOLS

Head Start

PORTLAND PUBLIC SCHOOLS

Office of Technology
and Information Systems

PORTLAND PUBLIC SCHOOLS

STEAM

School Logos

Each school has its own logo and color scheme that they chose based on the families they serve.

Program and Event Text Treatment

Events and programs hosted by Portland Public Schools use the district font colors on their text treatment, use the PPS logo, and if "Portland Public Schools" is not spelled out in the primary text treatment or the header it must be added elsewhere on the page to clarify to families what the letters "PPS" on our logo mean and to alleviate abbreviations and jargon wherever possible.

THIS IS REAHL

Recovery Education & Action for Healthy Living

PORTLAND PUBLIC SCHOOLS

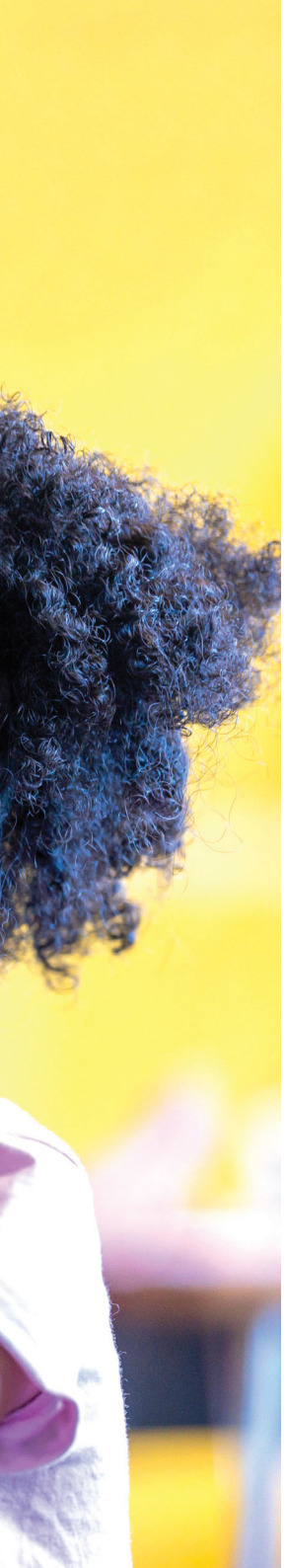
INDIAN EDUCATION

TOGETHER WE WILL

Typography

typography: the art and technique of arranging type

1. **Aim to use two typefaces or less** (heading and body text) in any document or web page.
2. **Save italic and bold text for emphasizing important parts**. Avoid bolding or italicizing entire paragraphs, it takes away the **impact** of the text treatment.
3. **Only center short pieces of text, such as headers.** A centered paragraph is not clean to read, because the eye looks for patterns and follows them. It will focus on the message instead of how you designed its text if every line of text starts at the same predictable point- to the left.
4. **Avoid use of all-capitalized text.** We recognize common words by their shape; capitalizing text removes that shape and forces us to read letter by letter. While all caps may occasionally be a legitimate choice for titles and headings it should not be used for body text.
5. **Use headlines and subheads.** Break up your body text with headlines and subheadings. This will improve the look of your pages and allow readers to scan for relevant content.
6. **On a website, avoid underlining text for emphasis.** Underlining on a web page denotes a hyperlink; underlining for emphasis creates confusion as people assume it will link somewhere.



Typefaces

Within today's constantly shifting technological environment setting up and enforcing strict typeface rules for all district communications is challenging. Here are several guidelines adapted to a range of use-case scenarios.

The official district **serif** typeface 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** typeface 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

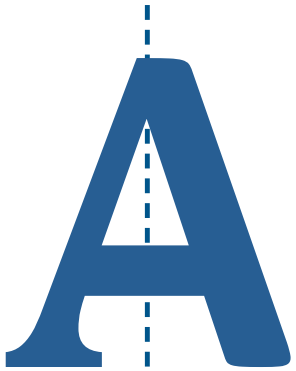
When you learn, teach,
when you get, give.

– Dr. Maya Angelou

If you don't have access to Museo Slab or Avenir Next, there are typefaces 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



Serif

The secondary district **serif** typeface is Cambria, 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

Sans-Serif

The secondary district **sans-serif** typeface is Calibri, this can be used for both heading and **body** text:

Regular

When you learn, teach,
when you get, give.

— Dr. Maya Angelou

Bold

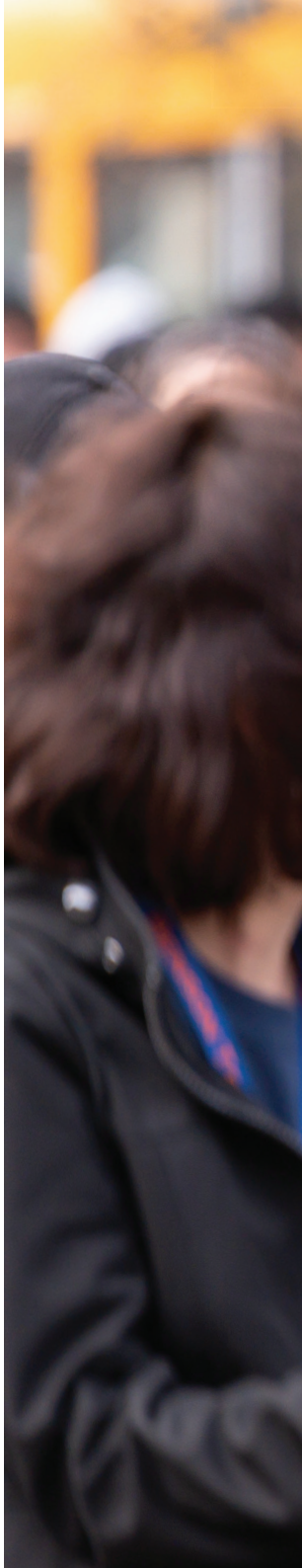
When you learn, teach,
when you get, give.

— Dr. Maya Angelou

Italic

When you learn, teach,
when you get, give.

— Dr. Maya Angelou



On Google Docs, Google Slides, etc. We encourage the use of:

Roboto Slab:
A **serif** font, for **headings**
Roboto Slab Bold

Source Sans Pro:
A sans-serif font, for body text
Source Sans Pro Bold

Brand:

Leadership
Hope
Innovation
Compassion

Primary district color: Slate

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

Optional color: Blueberry

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

Accent color:
Gold

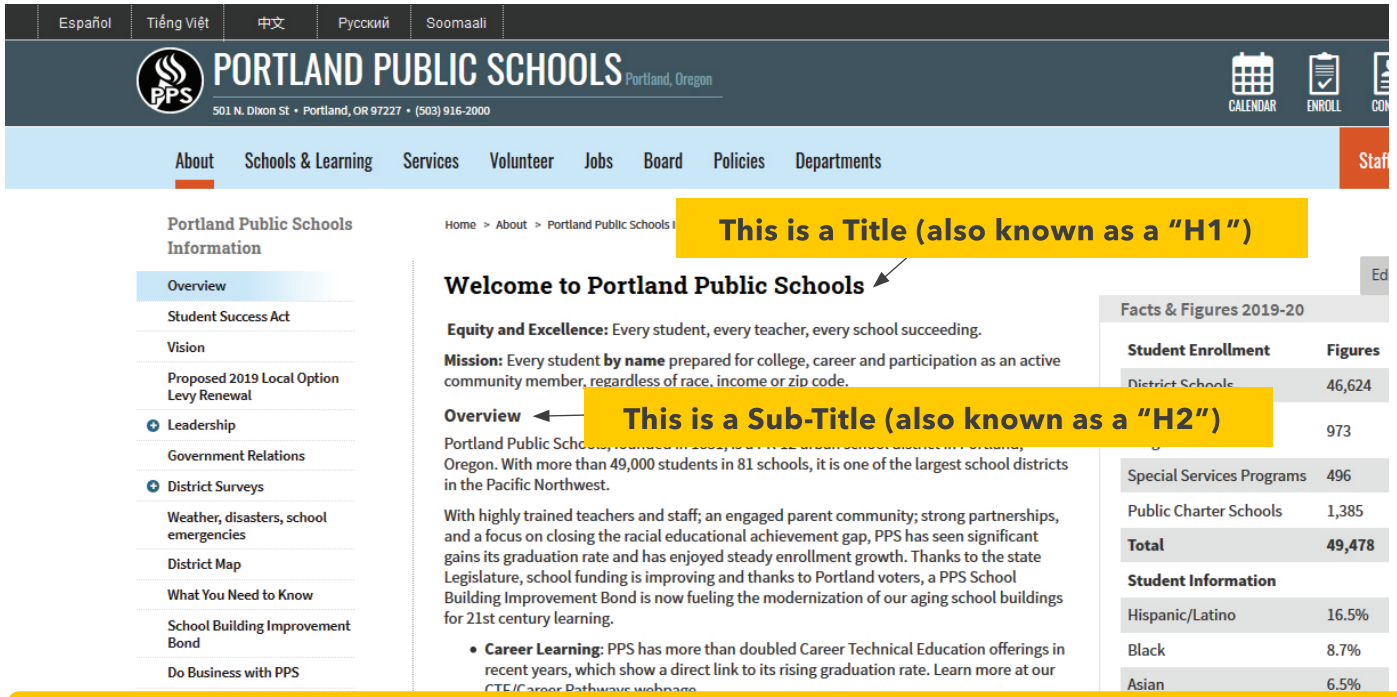
Pantone: PMS 7548
CMYK: 0, 22, 100, 0
RGB: 255, 200, 0
Hex: #ffc800

Optional color:
Mint

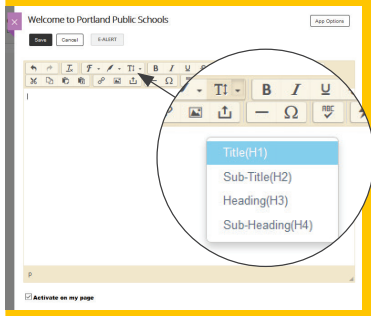
Pantone: PMS 329
CMYK: 100, 31, 60, 27
RGB: 0, 104, 97
Hex: #006861

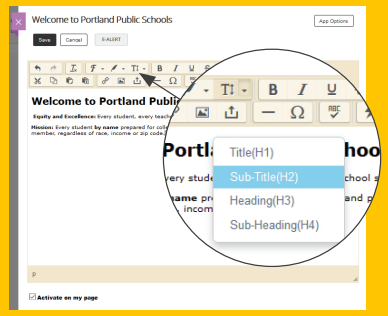
Font use on district web pages

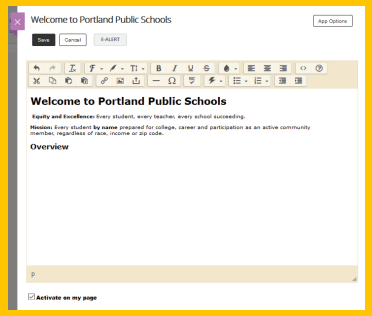
The district's web pages use a standard style of text that any department or school has access to. This is also true for titles and sub-titles that are used to divide information into new sections and to help a visitor skim the website for a specific topic.

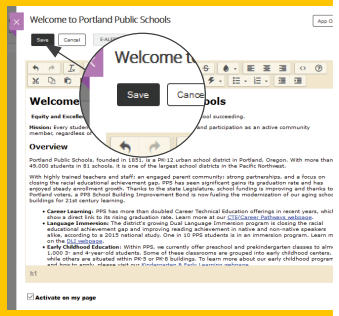


To use Titles and Sub-Titles on your web page:









Choose Title or Sub-Title from the T↕ drop-down menu. When you make a new paragraph the text will be regular sized again.

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*