

# Logo Style Guide

The purpose of this style guide is to enable all Arlington Public Schools employees creating communications materials to help deliver the APS brand consistently and accurately, in order to reinforce with the community our professionalism and commitment to high-quality education.

**LOGO**



The APS logo should be used on all school district communications, publications, and websites (the logo is part of the website template).

The APS logo comprises the graphic A (with starburst and bounding box) and the logotype "Arlington Public Schools." You may use either the full logo or just the boxed A, depending on your needs.



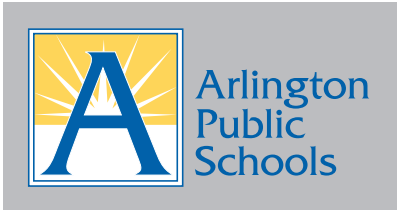
**MINIMUM SIZE REQUIREMENTS**

To ensure the logo's integrity, clarity and impact, it should never be reproduced so that it is smaller than 1.5" wide (logotype version) or 0.75" wide (just the A). Always maintain the aspect ratio of the graphic and logotype; do not distort it taller or wider.



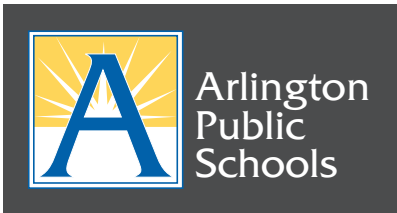
**CLEAR SPACE**

Clear space is used to help define and maintain the integrity of the APS logo. Do not allow any distracting graphic elements, such as copy, photography, or background patterns to occupy the clear space.



**COLORS**

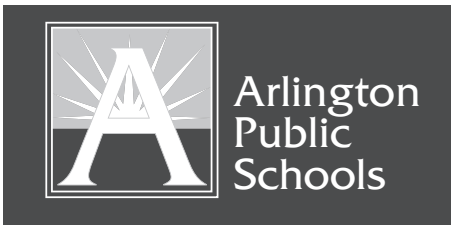
The APS logo should normally be used in its full color version. If it is being produced on a background other than white, a white square should be placed behind the A logo so that it always appears as blue/yellow on white (see example). The logotype ("Arlington Public Schools") may be in either blue or white, depending on the background, but no other color when used with the color A.



The blue and yellow colors are PMS 286 and PMS 129, respectively.



The logo may be used in black and white as well. There are grayscale and 1-color versions to use on a white or light background, and a "reversed" version for use on a dark background.



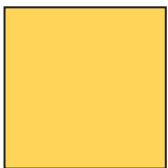
## COLORS

The official colors for the logo are shown below. These spot colors may be converted to process for printing, but do not use any variations on the blue and yellow hues.



**Blue: Pantone Matching System (PMS) 286**

C: 100      R: 0  
M: 75       G: 51       Hex: #0033a0  
Y: 0        B: 160  
K: 0



**Yellow: Pantone Matching System (PMS) 129**

C: 0         R: 243  
M: 14       G: 208       Hex: # f3d03e  
Y: 74       B: 62  
K: 5

## FONTS

For standard communications, choose a common serif font (like Times New Roman or Minion) or sans-serif font (like Myriad or Calibri) so that your messages will be viewable across all platforms.

### LOGOTYPE

The font used in the logotype is a serif font called Fritz Quadrata. It is a copyrighted font and should only be used for the logotype.

**Fritz Quadrata**

Abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789\$%&(.,:;"'?!?)

### WEBSITE

The font used on the current website is a sans-serif font called Open Sans. It is a standard, free font installed on most computers. It is the default font in the website template.

**Open Sans**

Regular

Abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789\$%&(.,:;"'?!?)

*Italic*

*Abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*123456789\$%&(.,:;"'?!?)*

**Bold**

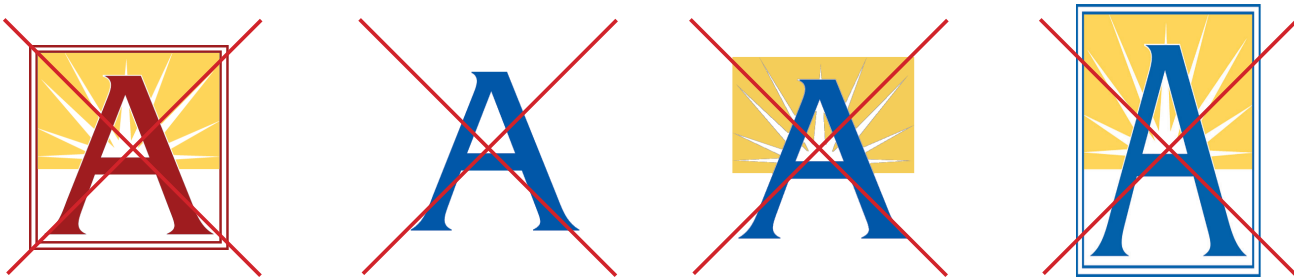
**Abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789\$%&(.,:;"'?!?)**

## LOGO VIOLATIONS

Do not change the colors of the elements, or add additional colors within the logo itself.



Do not take apart the logo or recombine it in any way to create new artwork. Do not change the aspect ratio of the logo to distort its proportions.



Do not use any other font for the logotype.



Do not add a background into the logo, or place it on a colored background without a white square behind the logo image.



## IMAGE QUALITY

If the image file you are using becomes pixellated or looks fuzzy, please contact School & Community Relations for a high-res version. They can create a copy specifically suited to your particular sizing needs.



## FILE TYPES

For professional printing jobs, especially logos on promotional items (e.g., pens, tchotchkes, embroidery for t-shirts, etc.), please contact School & Community Relations to obtain a vector file to give to the manufacturer.

## QUESTIONS?

If you have questions about logo usage, general design guidelines or communications principles, please contact School & Community Relations at x6005.

Asst. Superintendent: Linda Erdos, x6002  
Director of Communications: Jennifer Harris, x6003  
Webmaster & Design Services: Sara Daniel, x6185  
Media Relations: Frank Bellavia, x6004