

# Norfolk Public Schools Branding Guidelines

The following guidelines should be adhered to for all items representing Norfolk Public Schools. If you believe an exception should be made please contact the District Communications Director prior to use.

## Official School Colors: Maroon and White

## Approved Accent Colors: Gray, Black

Please do not vary from these colors.

Aggie Maroon™ is a custom Pantone® color created to offer a standard hue for all maroon used to promote or represent Texas A&M. Following are formulas for achieving Aggie Maroon™ for commercial printing and web:

### For 4-color Offset Printing

C=15 M=100 Y=39 K=69

### For Web

Hex: 500000

RGB: 80,0,0



### For spot-color Offset Printing:

#### Coated paper:

Pantone Yellow 012 - 9.00

Pantone Rubine Red - 36.00

Pantone Black - 25.00

Pantone Trans. White - 30.00

#### Uncoated paper:




Pantone Yellow 012 - 13.90

Pantone Rubine Red - 70.00





Pantone Black - 16.10

When printing items, if the custom pantone “Aggie Maroon” is not available, please request that the printer use the following standard color formulas:

If special formulas are not available, please use Maroon PMS# 505. It is the closest match.

Primary Color	Support Color
 PANTONE AGGIE MAROON C 15 M 100 Y 39 K 69	 PMS COOL GRAY 11 C 0 M 2 Y 0 K 68
Secondary/Accent Colors	
 PMS 422 C 0 M 0 Y 0 K 33	

For Electronic/Web design please use these formulas:

Primary Color	Support Color
 R 80 G 0 B 0 Hex 500000	 R 51 G 44 B 44 Hex 332c2c
Secondary/Accent Colors	
 Hex 8F8F8C R 143 G 143 B 140	 Hex 5F574F R 95 G 87 B 79

**NPS staff:** Please refer to these custom color codes when generating items in house:

In Word: Maroon = R 80, G 0, B 0      Gray = R 51, G 44, B 44

Google Docs: Maroon= 500000      Gray = 332c2c

Please refer to these custom color codes when painting facilities:

Paint (DV): Maroon = DS0574 16      Light Gray = DS1571 0539

## Approved Official Logos

*(Digital copies in a variety of resolutions are available. Also, black and white logos are available.)*

*Please do not vary from these logos.*

*No other panther or school logos should be used.*



District logo



Individual School Bldg logos



Activities/Athletics logo



Activities/Athletics logo

### Recommended Fonts:

Arial

Times New Roman

Cambria

Tahoma

Calibri

Century Schoolbook

### Specialty Fonts:

AVENIR (logo font)

Open Sans (website font)

*Please keep these font and color choices in mind when creating any items digitally, in print, etc.  
We want all NPS items to have a brand that is consistent and recognizable.*

*Any questions or concerns please contact the Director of Communications.*

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*Branding guidelines effective 11/2015.*