



ARLINGTON
COMMUNITY SCHOOLS

Think. Create. Achieve.

VISUAL IDENTITY & STYLE GUIDE
FALL 2018

BRAND ELEMENTS

PRIMARY DISTRICT LOGO

Horizontal: *Title Only, with Tagline, with Established 2014*

When using the district logo, it's suggested to use this horizontal version first. Additionally, this version should always be used on official documents, such as letterheads and forms.



BRAND ELEMENTS

(continued)

PRIMARY DISTRICT LOGO

Vertical: *Title Only, with Tagline, with Established 2014*

This vertical logo should be used when the horizontal version is not suitable for your needs. This version is ideal for tri-fold brochures and invitations.



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Established 2014

BRAND ELEMENTS

(continued)

SECONDARY DISTRICT LOGO

Circle Version: *Title Only, with Established 2014*

This alternative version of the district logo should only be used in certain applications, such as on a t-shirt/clothing pocket, car decal, or when a seal is needed.



ICON ONLY

The icon itself works very well as a stand-alone mark. It will be especially effective over time when the logo becomes more recognizable in the community. If you need advice on its usage, contact the ACS Communications Department.



BRAND ELEMENTS

(continued)

REVERSED OUT OPTIONS

For limited applications: *Horizontal, Vertical, Circle, Icon Only*

There are some instances which require the reversed-out version of the logo. However, this should be used sparingly and should not become the norm. It's recommended the reversed logo be used on a navy or black background. Consult with the Communications Department if you need assistance.



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BRAND ELEMENTS

(continued)

SCHOOL SITES

Vertical & Horizontal Versions



SIZE & SCALING

LOGO SIZE

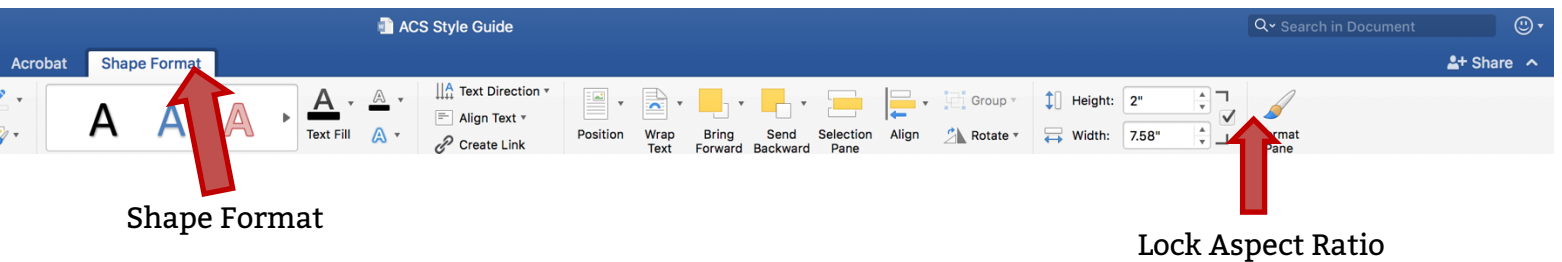
When sizing the logo, ensure it is still legible on the document. It is recommended that the horizontal logos are no smaller than 3-inches wide and no smaller than 2 inches wide for the vertical and circle logos.



SIZE & SCALING

SCALING LOGO

When scaling the logo, keep the same proportions to ensure legibility. In Microsoft Word, this can be achieved by locking the aspect ratio. To do this, click the logo, navigate to the “Shape Format” tab in the menu, and click the “Lock Aspect Ratio” located on the right of the sub menu. You can now size the logo proportionally by dragging and sizing from the four corners of the logo.



Do not stretch or crunch the ACS District Logo, such as in the examples below:



FONT & COLORS

PRIMARY FONT

The font used in the logo (and this style guide) is from the Bitter Font family, which is available by download on the ACS District website.

Bitter Regular

Bitter Bold

Bitter Italic

Bitter Italic Bold

Primary Logo Font: Bitter Bold

Tagline Font: Bitter Italic

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COLORS

PMS Colors
for Spot Color
Applications

PMS
7694
Blue

PMS
7751
Gold

PMS
542
Gray

CMYK Colors
for Printing
Applications

C=100
M=77
Y=34
K=21

C=23
M=24
Y=85
K=0

C=40
M=31
Y=32
K=0

RGB Colors
for Digital
Applications

R=0
G=65
B=107

R=202
G=181
B=75

R=158
G=161
B=162

Hex#: 00416b

Hex#: cab54b

Hex#: 9ea1a2

Do not change or manipulate the logo colors.

FILE FORMATS

FILE FORMAT GUIDELINES

EPS and AI (Adobe Illustrator): This is vector art and can be scaled infinitely without loss of quality. Use these file formats whenever possible in print applications. *

JPEG: This is a high-resolution digital file best used for online and other digital applications.

PNG: Digital file to use when you need a transparent background.

* Contact the ACS Communications Department to obtain an EPS or AI logo file.