PADUCAH PUBLIC SCHOOLS

Hello!

Welcome to the Paducah Public Schools brand style guide.
In the following pages you will find the meaning behind who we are and
what we stand for — our brand — as well as our brand expression, including our
primary identity and how it should be used. There are many assets and
considerations included, and we appreciate you following them closely.
More importantly, these guidelines are to build from, so have fun with them.
We are glad you're here.

Brand Positioning

Our Paducah Public Schools Purpose

We focus on the little details.
Little details that make a difference.

To understand and know each student.
Their needs and wants.
For them to grow and thrive.

To create a safe and collaborative space.
We know what questions to ask.
To find out what really matters.

We go beyond academics and athletics.
To celebrate their victories, big and small.
For them to realize their full potential.

We focus on what matters.
We are Paducah Public Schools.
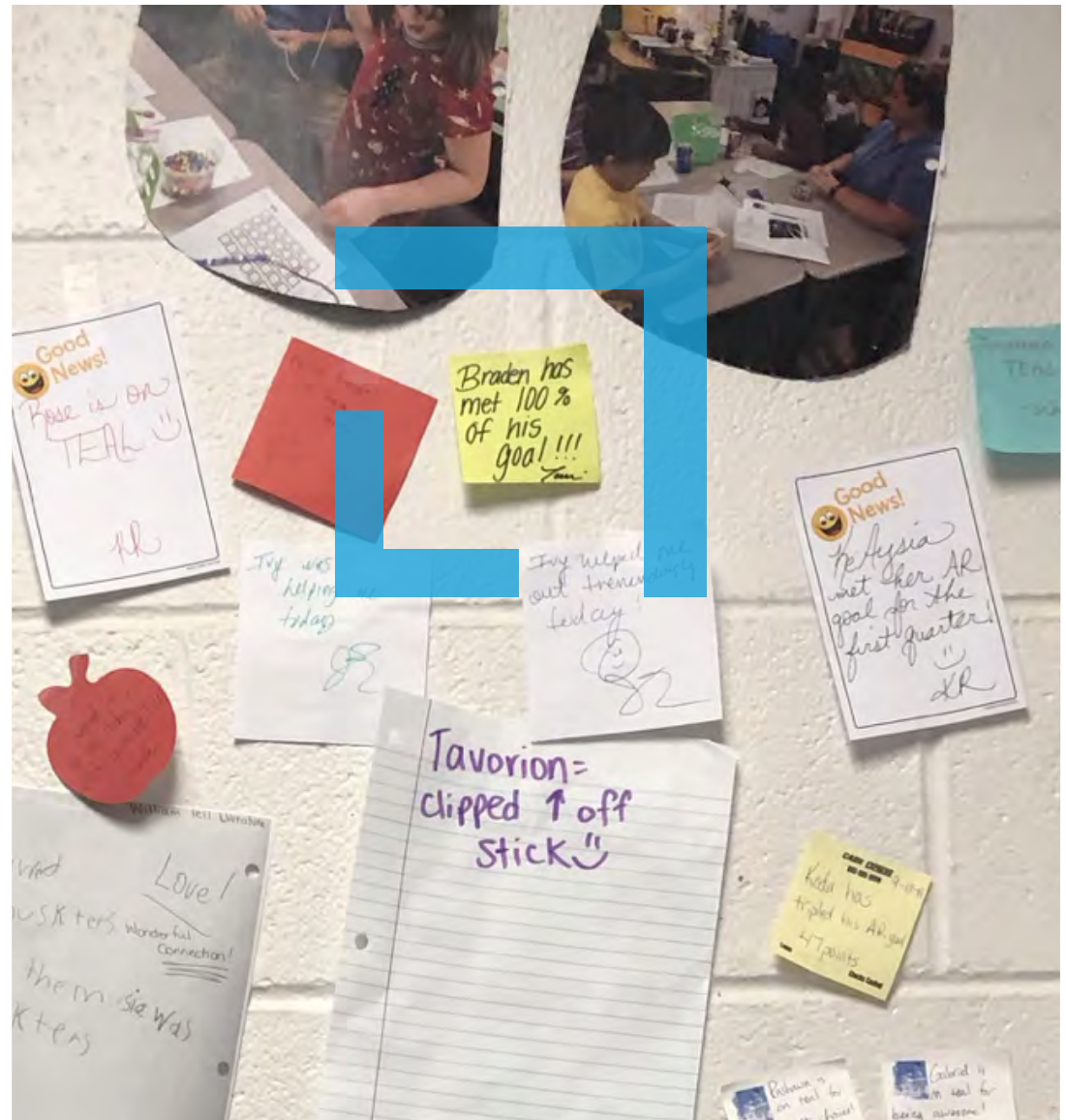
Our Fundamentals — This is who we are

All of these elements, when added together, create our unique and ownable brand. They are not necessarily consumer facing; however, it's our job as brand stewards to create our communication informed by these fundamentals and let them guide everything we do.

Brand Vision

To know each and every student by name and need.

Brand Mission

To inspire all students to achieve excellence, explore opportunities, and realize their full potential with the goal of preparing each and every one of them to be college or career ready upon graduation.

Brand Values

Collaboration, Relationships, Personalized, Data driven, Strategic

Brand Benefits

Students that reach their full potential to impact the greater community.

Point of Difference

Diversity, Community, Family, Tradition

Brand Character

Helpful, Informative, Optimistic, Curious
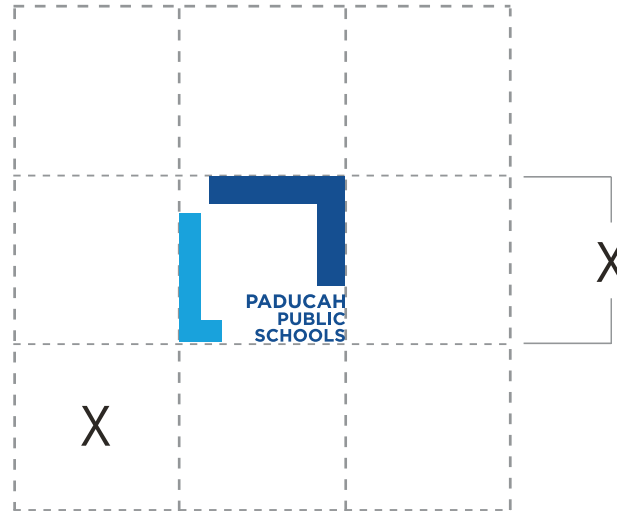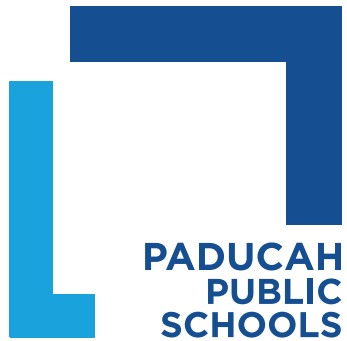
Tone of Voice

Simple, Informative, Personal

Excellence, Tradition, Pride

Our brand starts with a foundation of excellence, tradition and pride, upon which everything else is built.

Our Logo

Our Logo

PADUCAH
PUBLIC
SCHOOLS

X

X

PADUCAH
PUBLIC
SCHOOLS

PADUCAH PUBLIC SCHOOLS	PADUCAH TILGHMAN	PADUCAH MIDDLE
McNABB ELEMENTARY	MORGAN ELEMENTARY	CLARK ELEMENTARY

PADUCAH PUBLIC SCHOOLS	PADUCAH TILGHMAN	PADUCAH MIDDLE
McNABB ELEMENTARY	MORGAN ELEMENTARY	CLARK ELEMENTARY

PADUCAH PUBLIC SCHOOLS	PADUCAH TILGHMAN	PADUCAH MIDDLE
McNABB ELEMENTARY	MORGAN ELEMENTARY	CLARK ELEMENTARY

The Logo
The position, size, color, spatial and proportional relationships of the elements of the logo have been carefully determined and may not be altered.

Clear Space
Clear space is the area that surrounds the logo and maximizes the visual impact of the identity. The clear space may be white, the natural color of the background, a photo or a color from the palette. It should be free of any other element including text, graphics, borders or other logos.

Minimum Size (1/2 inch)
There will be instances when you need to use the identity smaller than 1/2 inch, in which case please use the word mark without the frame (see above).
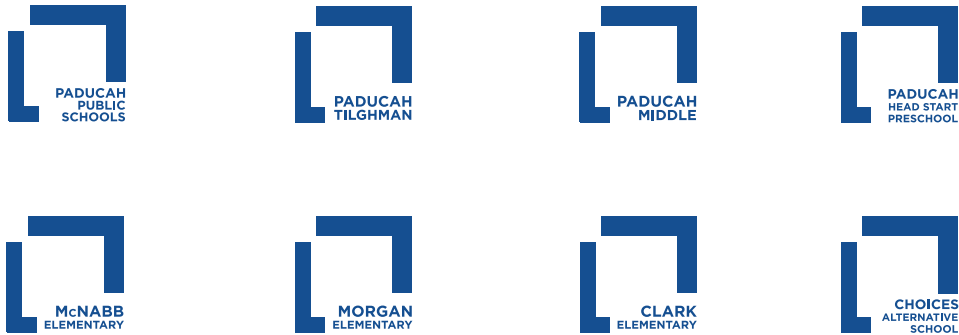
Our Paducah Public Schools Primary Logos (2 Color)

PADUCAH PUBLIC SCHOOLS

PADUCAH TILGHMAN

PADUCAH MIDDLE

PADUCAH HEAD START PRESCHOOL

McNABB ELEMENTARY

MORGAN ELEMENTARY

CLARK ELEMENTARY

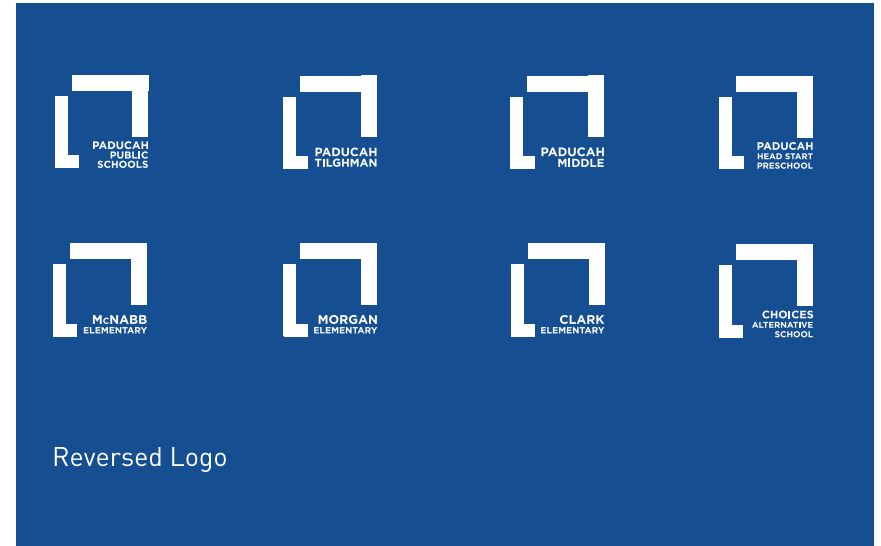CHOICES ALTERNATIVE SCHOOL

PADUCAH PUBLIC SCHOOLS

The Logo
The position, size, color, spatial and proportional relationships of the elements of the logo have been carefully determined and may not be altered.
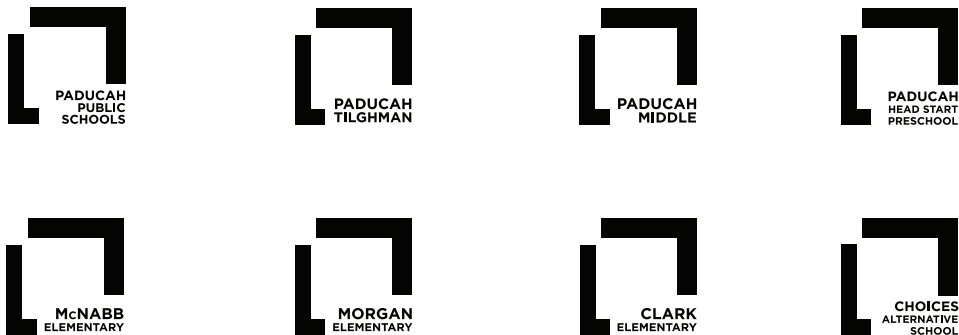
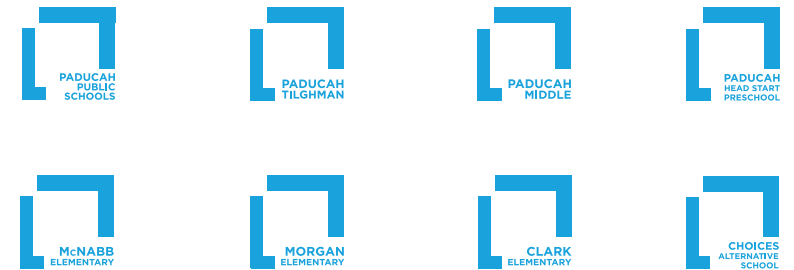# One Color/Reversed Logo Usage

Preferred One-Color Logo

PADUCAH PUBLIC SCHOOLS

PADUCAH TILGHMAN

PADUCAH MIDDLE

PADUCAH HEAD START PRESCHOOL

McNABB ELEMENTARY

MORGAN ELEMENTARY

CLARK ELEMENTARY

CHOICES ALTERNATIVE SCHOOL

One Color
PMS 293

Reversed Logo

PADUCAH PUBLIC SCHOOLS

PADUCAH TILGHMAN

PADUCAH MIDDLE

PADUCAH HEAD START PRESCHOOL

McNABB ELEMENTARY

MORGAN ELEMENTARY

CLARK ELEMENTARY

CHOICES ALTERNATIVE SCHOOL

Black Logo

PADUCAH PUBLIC SCHOOLS

PADUCAH TILGHMAN

PADUCAH MIDDLE

PADUCAH HEAD START PRESCHOOL

McNABB ELEMENTARY

MORGAN ELEMENTARY

CLARK ELEMENTARY

CHOICES ALTERNATIVE SCHOOL

PMS Black

Secondary One-Color Logo

PADUCAH PUBLIC SCHOOLS

PADUCAH TILGHMAN

PADUCAH MIDDLE

PADUCAH HEAD START PRESCHOOL

McNABB ELEMENTARY

MORGAN ELEMENTARY

CLARK ELEMENTARY

CHOICES ALTERNATIVE SCHOOL

One Color
PMS 299

Examples

Utilizing our identity to depict our brand purpose:

To Focus on What Matters.

**PADUCAH
PUBLIC
SCHOOLS**

Logo Lockups

All associations and affiliations must be pre-approved by the Superintendent's office/designee.

Associations

Affiliations

PADUCAH PUBLIC SCHOOLS

PADUCAH HEAD START PRESCHOOL

PADUCAH PUBLIC SCHOOLS FOUNDATION
FOUNDATION
Cap Height X

PADUCAH PUBLIC SCHOOLS
FOUNDATION

PADUCAH PUBLIC SCHOOLS
FOUNDATION

There will be occasions when the Paducah Public Schools identity needs to be associated with another organization who has an identity of their own. In this case, observe a minimum clear space of 1/2x.

The clear space may be white, the natural color of the background, a photo or a color from the palette. It should be free of any other element including text, graphics, borders or other logos. The measurement "1/2x" represents one half the height and width of the Paducah Head Start Preschool logo and is used as the basis for the clear space requirements in the diagram above.

There will be occasions when the Paducah Public Schools identity needs to be affiliated with another organization within the system (think of the Foundation or PTA) which does not have an identity of its own. In this case create the affiliation by using a complementary type treatment that neither detracts from nor complicates the identity. Place it below the identity at a distance equal to the height of the affiliation name and right justified. The example above (Foundation) was created using Gotham Light in all caps.
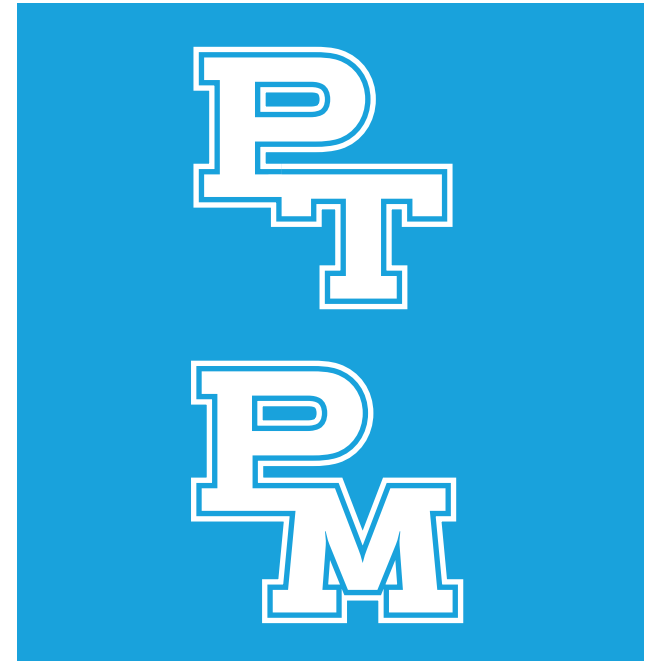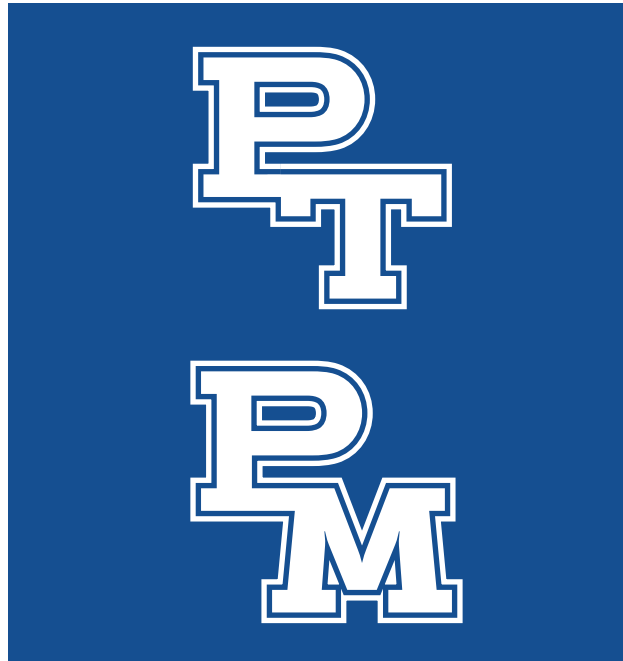
IOS Icon
Use this icon for any IOS app icons.

Android Icon
Use this icon for any Android app icons.

Social Media
Use this icon.

School Letters

Our School Letters (PMS 293)

Our School Letters (Reversed)

These are our school letters. They are available for Paducah Tilghman and Paducah Middle. They can only be used as prescribed by these guidelines, in the colors shown, and no other letters should be created. They are to be used when spelling out the full school name is inappropriate or not an option. They can be used to create affiliations with an organization within those schools (think Football or Band of Blue).

Our Tornado
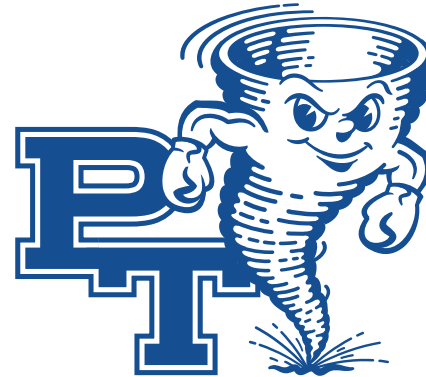
Our tornado (1 Color), Preferred

This is the version that should be used in applications. If this version cannot be used there is a two color and reversed option that are available.

Our tornado
(2 Color and reversed)

Our tornado is a unique and powerful symbol. It represents tradition, pride, and our competitive spirit. It should only be used to represent school sanctioned athletics or the spirit of athletics. It can be used independently or combined with our school letters. There are two variations of color to select from to provide flexibility.
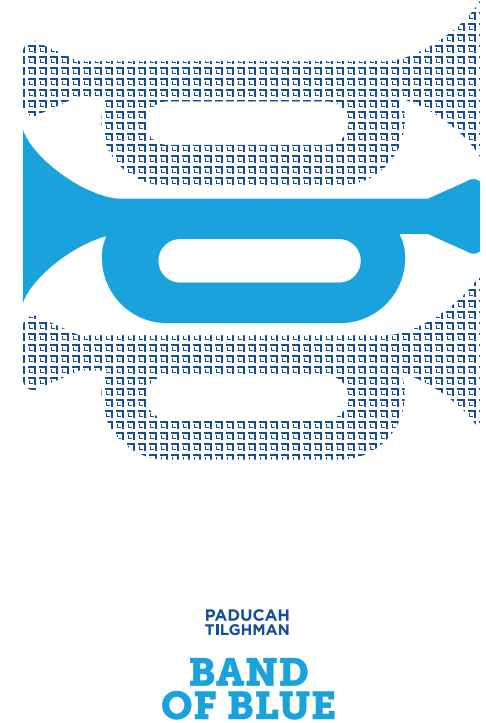
Our School Organizations and Athletics. Examples
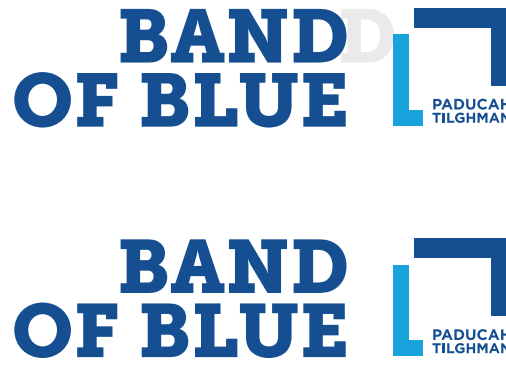
These are a few examples to inspire and show what's possible. But, they are not the only way to use the assets in this style guide. Feel free to create your own following the guidelines in this document.
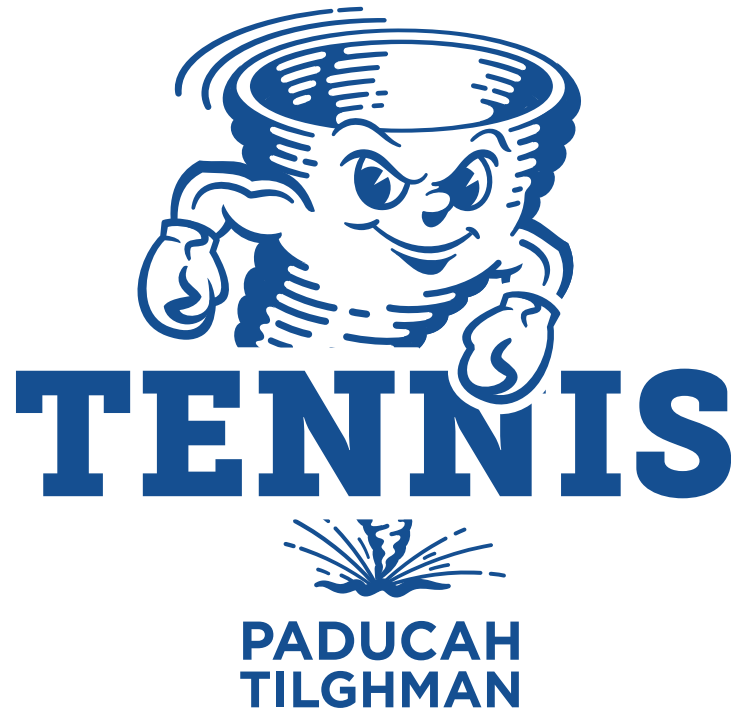
School organizations may be locked-up with the identity or the school letters. We recommend using the secondary font.

Our School Organizations and Athletics. Examples

In addition, use the patterns depicted (covered later) to create unique and compelling graphics for your particular group.

Our School Organizations and Athletics. Examples

PADUCAH TILGHMAN

WRESTLING TEAM

PADUCAH TILGHMAN

TENNIS

TENNIS

PADUCAH TILGHMAN

PT

FOOTBALL

40

School sanctioned athletics may be locked-up with the identity, the school letters or the tornado. We recommend using the secondary font.

Logo Usage. Do Nots

Our identity is never to be depicted in colors other than those within this style guide. Consistency is what helps build a strong brand. Never change the proportions of the mark nor its aspect ratio, and it should never be used smaller than 1/2 inch.

Our tornado should never be combined with the Paducah Public Schools identity. The tornado is a unique a powerful symbol and should only be used to represent school sanctioned athletics. It too, should only be used in the colors outlined in these guidelines, and the proportions and aspect ratio should never be altered. Do not combine our tornado with any other letters or identity except as outlined in these guidelines.

Visual Assets

Primary, Secondary and Tertiary Color Palettes

Color is recalled an average of 80% of the time, even more than taste. It's therefore critical to use our color palette as prescribed. Our primary color is PMS 293 C with a secondary color of PMS 306 C. You are encouraged to use these when creating branded communication. Our tertiary colors consist of white, PMS 299 C and PMS Black C. These can be used sparingly, such as accents or highlights. The "C" stands for coated, and while there will be instances when uncoated is unavoidable (think t-shirts), please select coated for all printed material.

Primary

● PMS 293 C
#003DA5

C: 100 R: 000
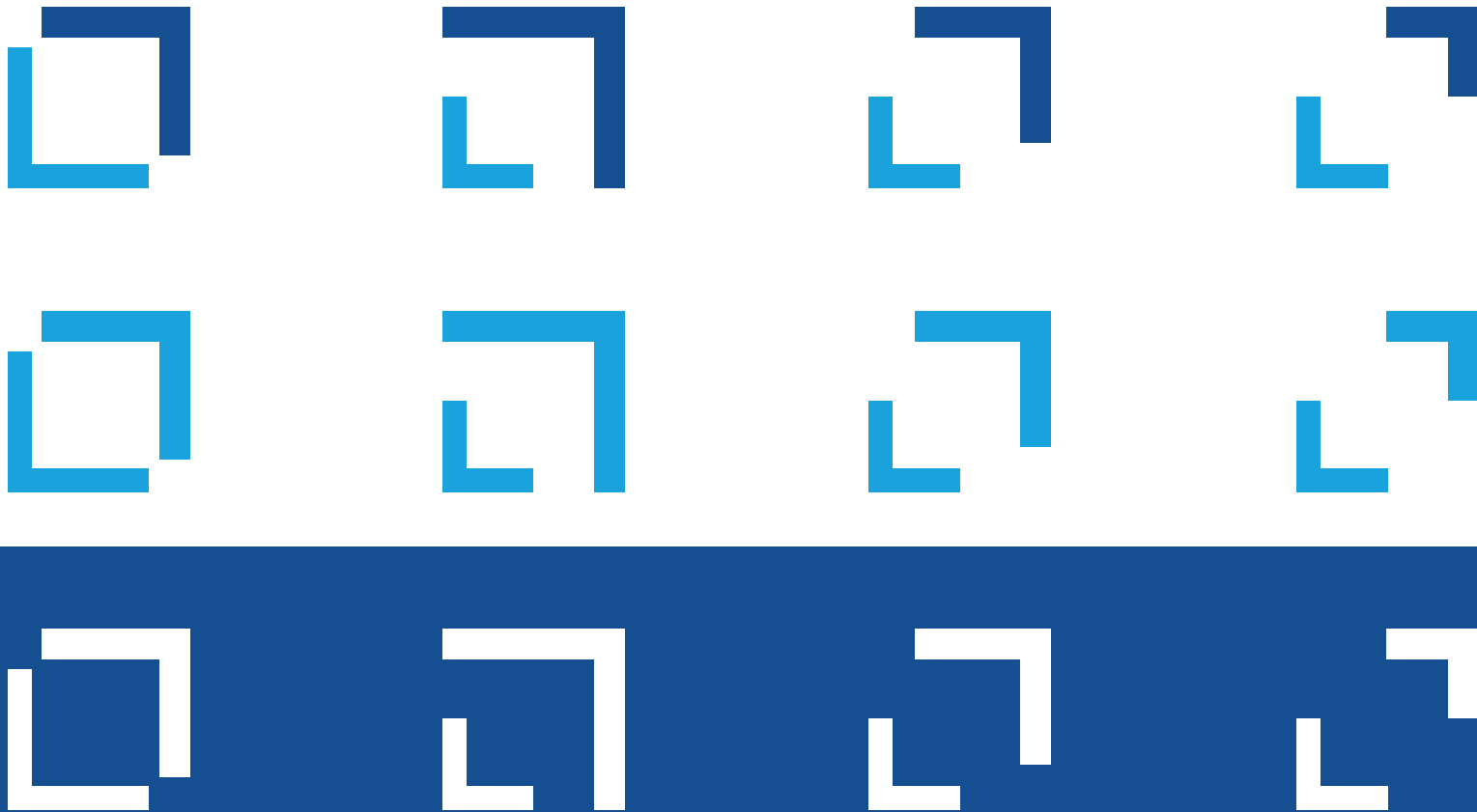M: 076 G: 061
Y: 000 B: 165
K: 009
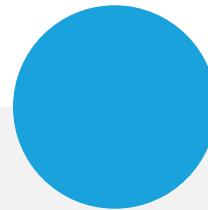
Secondary

● PMS 299 C
#00A3E0

C: 079 R: 000
M: 007 G: 163
Y: 000 B: 224
K: 000

Tertiary

○ White
#FFFFFF

C: 000 R: 255
M: 000 G: 255
Y: 000 B: 255
K: 000

● PMS 2190 C
#56B7E6

C: 061 R: 086
M: 005 G: 183
Y: 000 B: 230
K: 000

● PMS Black C
#2D2926

C: 065 R: 045
M: 066 G: 041
Y: 068 B: 038
K: 082

Our Focus Graphic (EBU)

This is our Extractable Branding Unit (EBU). There are several options to select from and they should be used to communicate our brand purpose - to help our brand participants Focus on What Matters. Use it in photography and to build patterns. It should never be used in place of the primary identity, and the primary identity should always be present when the EBU is used.

Our Focus Graphic (EBU) in use

We at Paducah Public Schools focus on what really matters. Select the best, most appropriate EBU for the purpose of your creation. It should not detract nor blend into the environment in which it's used. It is used to draw the readers' attention to what really matters in the subject you are depicting.

The EBU should be used in context of the Paducah Public Schools identity. See examples above. In social media such as Facebook, Instagram and Twitter, the EBU can be used in an image without the school identity because the participant is already seeing or within the schools' feed.

Our Focus Graphic (EBU) in use

Typography, Primary

ABCDEFGHIJK
0123456789

The DIN type family has been chosen
for its strong geometric, clean and modern structure.
DIN Light, Regular and Bold can be used for all
applications. The DIN type family can be purchased
at www.fontshop.com.

DIN Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&()

DIN Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&()

DIN Bold
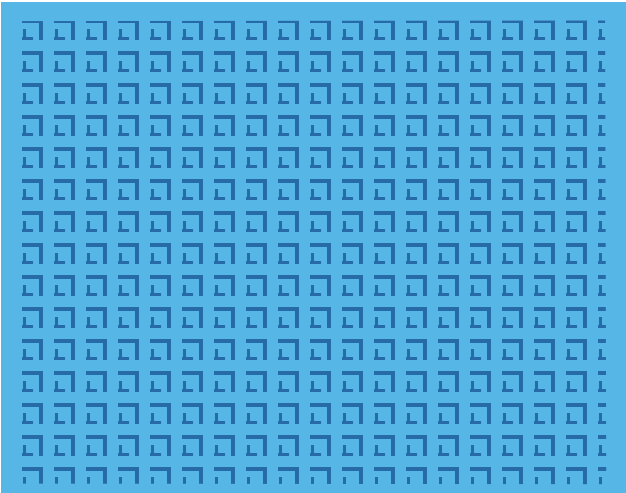ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&()

Typography, Secondary

ABCDEFGHIJK
0123456789

The Museo Slab type family has been chosen
for its bold and simple structure.
The Museo Slab type can be purchased
at www.fontshop.com.

Museo slab
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&()

# Patterns. Examples
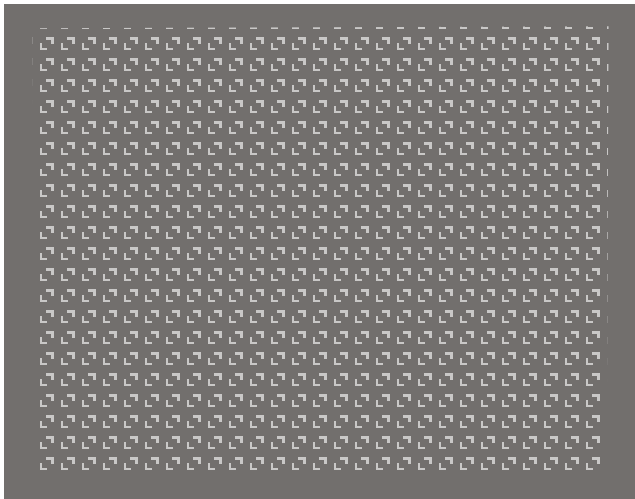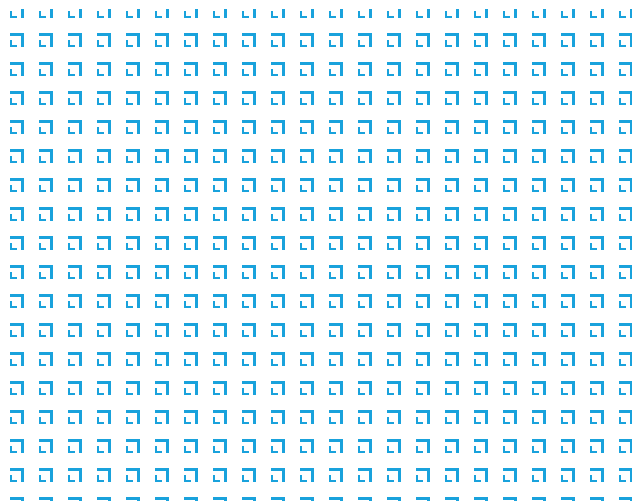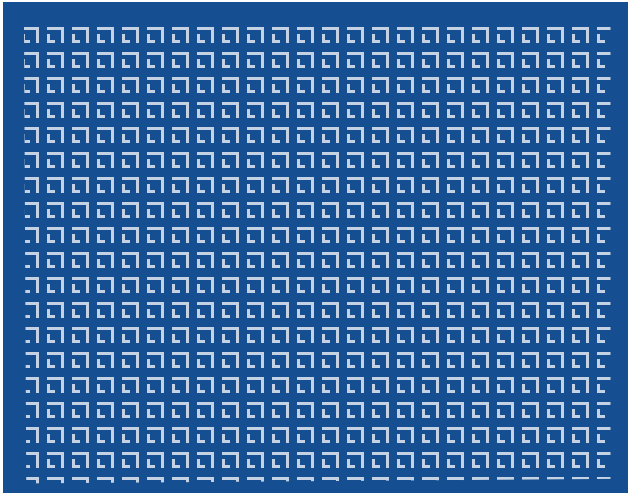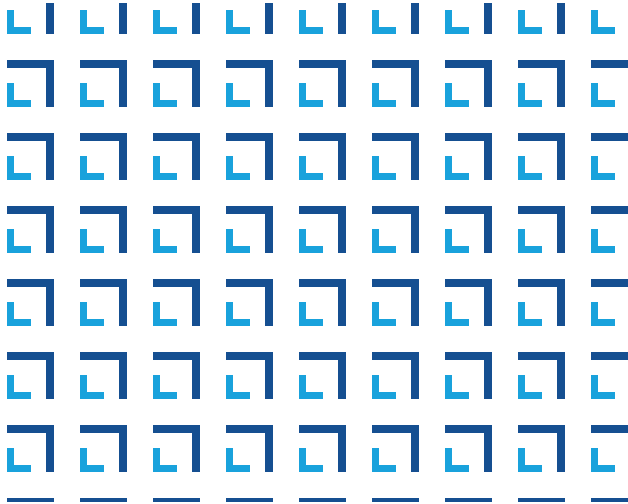
Patterns. Examples

The Grid

Our grid is based on the rule of thirds, a simple composition technique that helps create dynamic, visually pleasing arrangements. The grid is divided into 9 vertical columns, separated by thin gutters and framed with uniform page margins. The margins, gutter sizes and horizontal guides can be adjusted to suit specific needs (design complexity, copy limits, print tolerances, etc.). See instructions for constructing the grid on the following page.
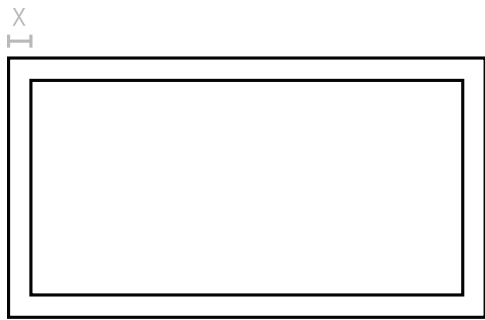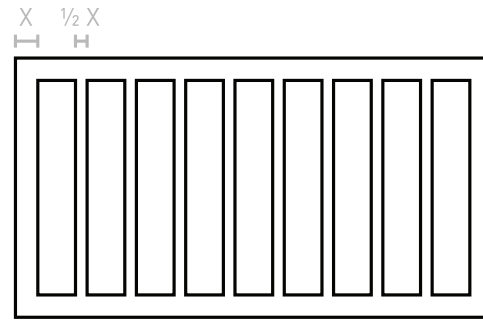
Vertical
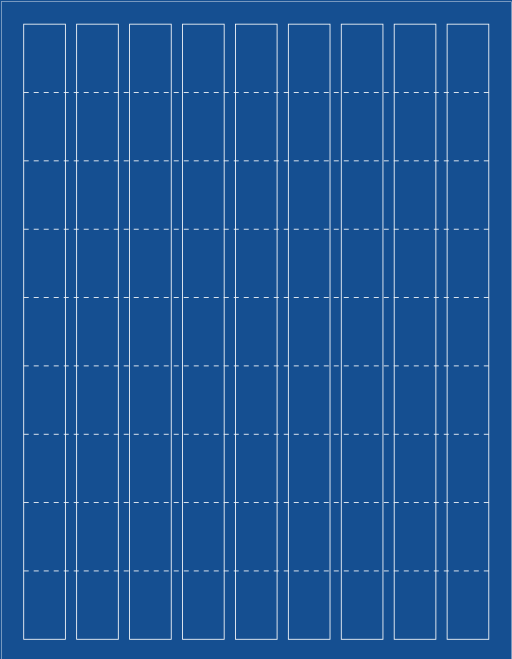
Horizontal
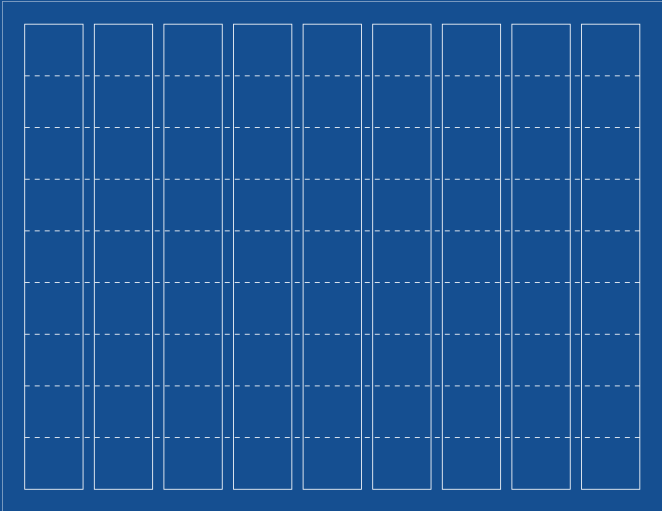
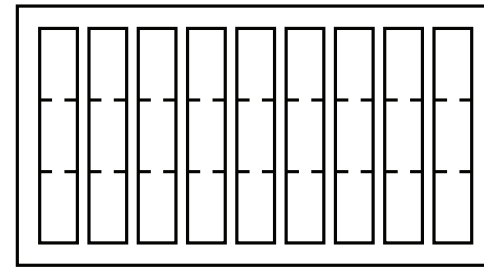# The Grid. Construction

1. Set the margin width (X) for your design.

2. Divide the space within the margins into 9 equal columns, with (½ X) gutters between them.

3. Create equally sized horizontal rows. The number of rows is up to you, but should always be a multiple of 3.

LET'S GO BLUE!

PADUCAH PUBLIC SCHOOLS

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

PADUCAH PUBLIC SCHOOLS

Examples

While the identity and the tornado cannot be locked-up together, they can appear on the same communication piece, if done correctly. The piece should be athletically oriented, either promoting a specific sport (like a volleyball t-shirt) or reflecting the school spirit associated with an athletic event (like the signage shown here). In this case, the school or district identity is being used as an endorsement and must remain separate from the tornado.
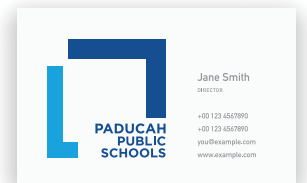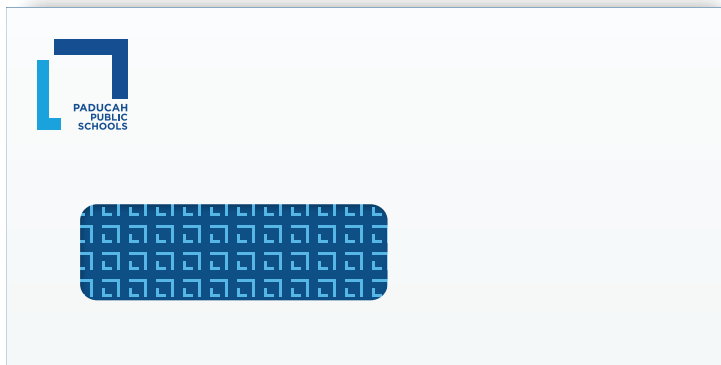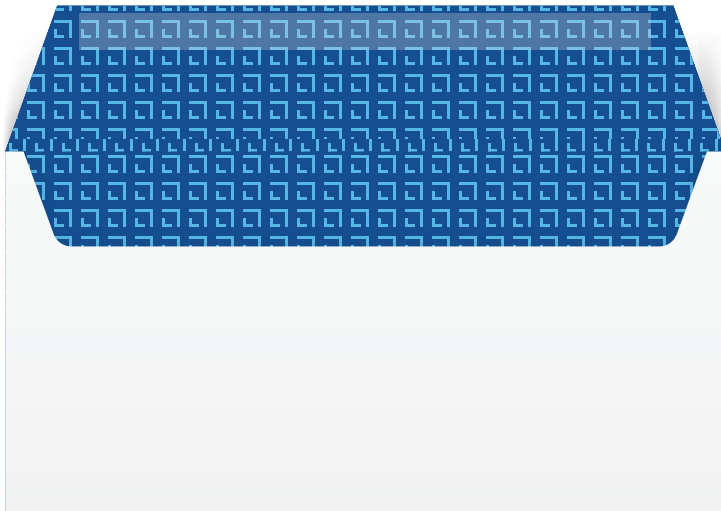
Examples

Examples

Jane Smith
DIRECTOR

Jane Smith
TEACHER

PADUCAH
TILGHMAN

Letterhead and Business Cards

PADUCAH PUBLIC SCHOOLS

ADDRESS TO:

John Smith
123 Street Name
City 123 4567
United States

LOREM IPSUM DOLOR SIT AMET

Cras mattis consectetur purus sit amet fermentum. Etiam porta sem malesuada magna mollis euismod. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Etiam porta sem malesuada magna mollis euismod. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nullam id dolor id nibh ultricies vehicula ut id elit.

Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur blandit tempus porttitor.

Jane Smith

Jane Smith
DIRECTOR

+00 123 4567890
+00 123 4567890

you@example.com
www.example.com

123 Street Name, City Name
State, Country 12345

Jane Smith
DIRECTOR
+00 123 4567890
+00 123 4567890
you@example.com
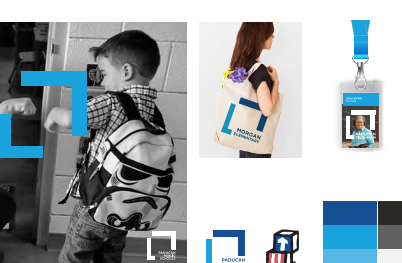www.example.com
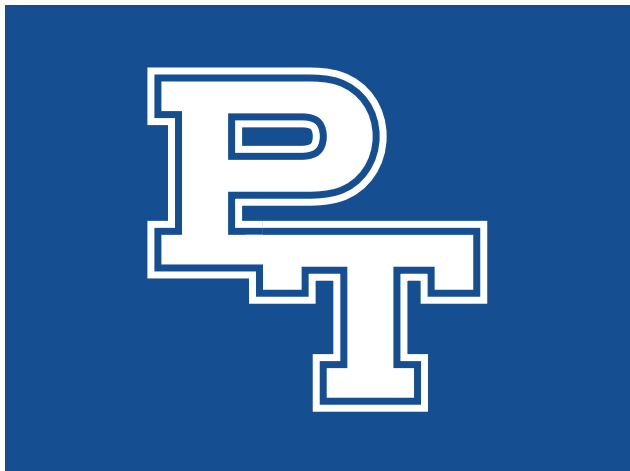
PADUCAH PUBLIC SCHOOLS

Examples

Brand Architecture

Brand Architecture — Driven by the WHO

This snapshot helps to organize our brand offerings by consumer segments.

	Student	Teacher/Staff	Parent/Guardian	Paducah Community
Consumer Need	I want to learn and thrive, have fun and be challenged.	I have the resources I need to make a difference in students' lives.	I need to know my kids are safe and learning in an enriching environment.	My tax dollars need to work hard and the schools need to equip the next generation to help build a better Paducah.
We Provide	Inspiration, Enlightenment	Empowerment	Expertise, Confidence	Accountability
Visual Equities				
Brand Character	Helpful, Informative, Optimistic, Curious	Helpful, Informative, Optimistic	Helpful, Informative	Informative
Tone of Voice	Simple, Informative, Personal	Informative	Informative, Personal	Simple, Informative

Our Universe
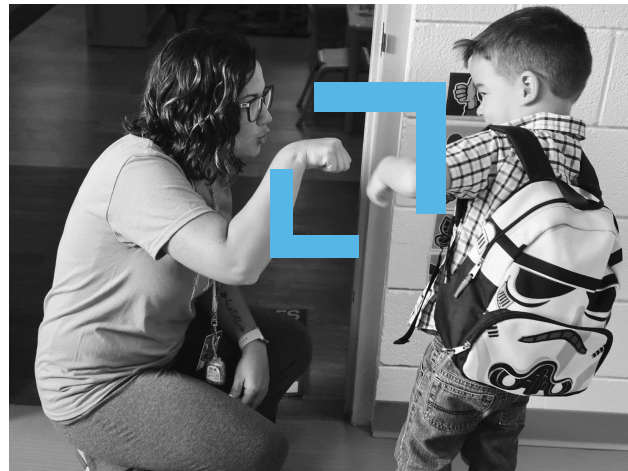
Questions?

Wayne Walden
Paducah Public Schools
Communications Coordinator

wayne.walden@paducah.kyschools.us

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(c) 270.217.1969