



# Brand Guidelines

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*The Visual Brandbook for Springfield Public Schools*

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# About SPS

Springfield Public Schools (SPS) is the public school system for most of the city of Springfield, Oregon. SPS services an area of approximately 185 square miles with a population of 67,000. There are approximately 9,700 students in the district, in grades K-12, served by 687 licensed teachers and support staff in 12 elementary schools (Grades K-5), four middle schools (Grades 6-8) and four high schools (Grades 9-12).

Visit [springfield.k12.or.us/our-district](https://springfield.k12.or.us/our-district) to learn more about our strategic plan and how Springfield Public Schools operationalizes our mission and values.

|                    |   |
|--------------------|---|
| We Care            | Our approach prioritizes our student’s well-being, safety, and learning experiences above all else. |
| We Strive          | We actively listen, work diligently, continuously improve, and deliver results.                     |
| We Are Responsible | We are purpose-driven, transparent, and committed to an open and honest approach.                   |

# Brand Logos

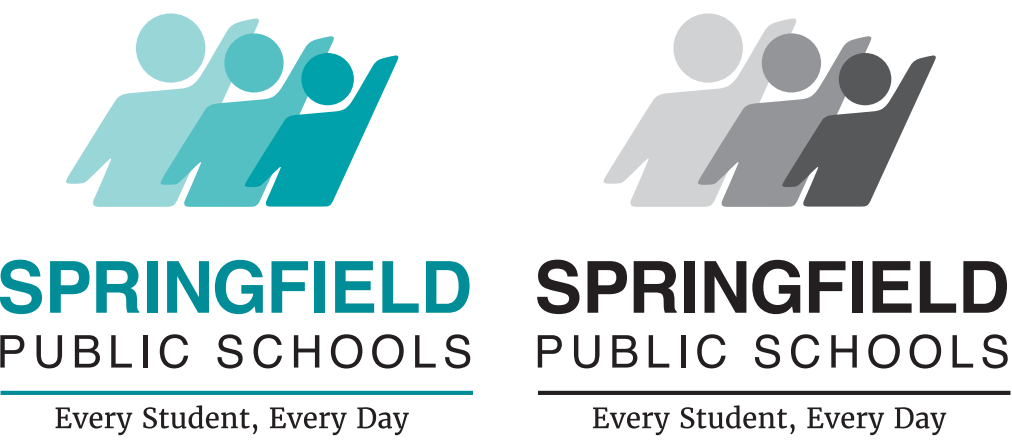
A logo is the simplest visual expression of the brand it represents. To ensure the brand is always presented at its most ideal, guidelines have been developed for each of the logos associated with the SPS brand.

The SPS logos may be used only by teachers, staff and units of the district when conducting departmental business.

Volunteers and staff organizations may not use these marks.

Student organizations or clubs may not use these marks.

**Any individual, organization or entity external to the district interested in using any of the SPS trademarks must contact SPS Communications and Community Relations to request permission for use and must be able to clarify the intent for the use of our district logo.**



# Area of Isolation

The protected area around the logo is called the “area of isolation.” No graphic elements, titles, text, background color changes or other design elements may occur in this protected space.

The SPS logo relies heavily on a clear white or black background. Do not place use heavy textures or backgrounds that make the logo impossible to read.

The area of isolation is an area equal to the base width of our first human icon. This buffering area of the SPS Signature extends out on all four sides of the logo. In the example below, “X” equals the width of one icon of the SPS logo, and this square X space on each side is considered the minimum area of isolation.

Our logo can be interpreted as having a parallelogram outline, followed by a traditional rectangular wordmark. Because of the unique shape of our signature, it is always best practice to leave enough breathing room on all fours sides of our logo, whether in horizontal or vertical format.



# Color Palette

The colors of our district are green teal and turquoise. These two colors have been derived from our legacy teal colors and have been selected and adjusted to better serve accessibility needs. Color should be the most recognizable way we can express our branded presence. When using color builds, always use the color values listed here. They’ve been adjusted for the best reproduction in print and on screen. They will not match Pantone® Color Bridge breakdowns. To help serve people with impaired vision, some of our web color values have been altered slightly from the print color values. Always use the hex color values listed here to ensure they meet accessibility standards.

Green Teal

RGB: 0-97-99  
CMYK: 91-44-55-24  
Hex: #006163

Turquoise

RGB: 0-184-180 |  
CMYK: 74-1-35/0 |  
Hex: #00B4B8

Legacy Cyan

RGB: 48-192-210  
CMYK: 67-0-18-0  
Hex: #30C0D2

Legacy Aqua

RGB: 60-188-165  
CMYK: 69-0-45-0  
Hex: #3CBCA5

Legacy Orange

RGB: 235-143-40  
CMYK: 5-51-99-0  
Hex: #EB8F28

Dark Gray

RGB: 77-88-89  
CMYK: 63-53-55-30  
Hex: #4D5859

Medium Gray

RGB: 162-170-173  
CMYK: 18-10-10-26  
Hex: #A2AAAD

Light Gray

RGB: 216-220-218  
CMYK: 0-0-0-17  
Hex: #D8DCDA

# Typography

A clear typographic system is critical to the effective communication of the SPS brand. Type treatments should reflect SPS as an approachable, friendly and trustworthy organization. SPS's typographic system includes several fonts designed for legibility and can beautifully adapt to a variety of visual styles. Our typographic system also takes into consideration different production needs and how user experience is different in print than in digital formats. Our two key fonts are Merriweather and Helvetica. These fonts are clean, modern and very responsive.



In addition, SPS brand supports the use of certain display fonts and alternatives. For example, we highly recommend the use of Baskerville and Cormorant Garamond in any formal documents representing the interest of our district.

If you do not have access to Helvetica, feel free to use a robust san serif font like Arial and Arial Black as a substitute in any document or design.

Avoid the use of cursive display fonts or fonts that have rough edges, these can be hard to read. If you are looking to create a more informal document, consider the use of fonts like Lora and Museo, both can adapt to various types of presentations and designs.

## Primary Font: Merriweather

Aa Bb Cc Dd

Merriweather, size 55

## Headings and Titles

Merriweather, size 34

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Merriweather, size 21

## Primary Font: Helvetica

Aa Bb Cc Dd

Helvetica, size 55

## Subheadings and Body

Helvetica, size 34

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Helvetica, size 21

## Secondary Fonts

### Display Titles

Museo 900, size 34

### Display Titles

Lora Bold, size 34

### Display Titles

Cormorant Garamond, size 34

### Display Titles

Baskerville, size 34



# Photography

Our photography direction embraces a diversity of smiles across our district. We use photography to illustrate our commitment to serve every student, every day. In our aim to capture the actions supporting this mission, we also aim to honor and celebrate the different people that work hard behind the scenes, throughout our different departments, contributing to the well-being of our district. Images connect with people in ways that words cannot. Our story is one inevitably connected with the community we serve—its families, its children, and for that matter, its future.

## Our Images Are

Sincere

Warm

Happy

Caring

Engaging





# Brand Visuals

Whether you are thinking of creating a basic handout, an advertisement or digital presentation, there are ways to ensure your branded collateral looks its best. The following examples reflect different needs and audiences for each project.

Pay attention to the way we have used official colors, fonts, the size of titles, illustrations, photos and organized the information on these examples.



Remember that you can download many assets, official fonts, and templates for your projects from the online Brand Guide inside our SPS Intranet. You will find the SPS Brand Guide located in the Communications Department webpage.



**Project:** SPS Athletics Coach Handbook.  
**Design Approach:** Pee Chee aesthetics and illustrations applied to SPS brand and colors.



**Project:** SPS News Social Media Card.  
**Design Approach:** Use of illustrations and icons to create branded social media announcement graphic.



**Project:** SPS TV slides  
**Design Approach:** Adjust SPS brand and logos to different celebration needs, aesthetics, and colors when necessary.



**Project:** CTE Cosmetology Handout.  
**Design Approach:** Use of photos and SPS brand adjusted to GHS school colors and program needs.

# Communications Team

If you have questions about the Springfield Public Schools Brand Guide or best practices for an upcoming project, please contact our Communications Team.

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**SPRINGFIELD**  
PUBLIC SCHOOLS

Every Student, Every Day