



VISUAL BRANDING GUIDE

SCS VISION TAGLINE: Every Student. Every Day!

WWW.SARASOTACOUNTYSCHOOLS.NET/BRANDING



OFFICIAL SCS LOGO GUIDELINES

- 1. Use the Official SCS Logo on:**
 - Printed collateral, letterhead, Cards
 - Signage and all official communications
- 2. Do not alter the logo in any way or by:**
 - Changing the font or color of elements
 - Stretching, compressing, adding a stroke, shadow, rotating, embossing or 3D effects
- 3. SCS Primary Color Palette:**

HEX: 00A9E0	HEX: 0E3F65	HEX: F89A3A	HEX: 8DC63F	HEX: 20B24F
PANTONE 2202 U RGB: 0, 169, 224 CMYK: 91, 6, 4, 0	PANTONE 8483 C RGB: 14, 63, 101 CMYK: 100, 78, 36, 24	PANTONE 2012 U RGB: 248, 154, 58 CMYK: 0, 47, 87, 0	PANTONE 2292 U RGB: 141, 198, 63 CMYK: 50, 0, 100, 0	PANTONE 2271 U RGB: 32, 178, 79 CMYK: 78, 0, 97, 0

Communications can help!
For guides and downloads please visit:
sarasotacountyschools.net/BRANDING
There you will find:

TYPOGRAPHY + FONTS

Primary font to strive to use:
NEXA Bold or NEXA Light with uppercase font
for headers and body of publications.

NEXA BOLD
NEXA LIGHT

Secondary font:

CALIBRI BOLD
CALIBRI Light

LETTERHEAD + LOGOS

POWERPOINT TEMPLATES

EMAIL SIGNATURES

SOCIAL MEDIA EDITOR GUIDE

VIDEO PRODUCTION GUIDE

PARTNER / VENDOR GUIDE

DEPARTMENT LOGO OPTIONS



OFFICE OF
SUPERINTENDENT



OFFICE OF
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OFFICIAL SCSPD LOGO



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