



VISUAL BRANDING GUIDE

WORKING AS ONE FOR THE SUCCESS OF ALL

WWW.SARASOTACOUNTYSCHOOLS.NET/BRANDING



OFFICIAL SCS LOGO GUIDELINES

- Use the Official SCS Logo on:**
 - Printed collateral, letterhead, Cards
 - Signage and all official communications
- 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
- 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

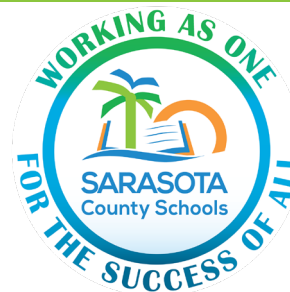
EMAIL SIGNATURES

SOCIAL MEDIA EDITOR GUIDE

VIDEO PRODUCTION GUIDE

PARTNER / VENDOR GUIDE

VISION LOGO



Vision logo could be used on employee email signatures, documents, vision magnets and other various training presentations

DEPARTMENT LOGO OPTIONS



HUMAN RESOURCES



HUMAN RESOURCES

OFFICIAL SCSPD LOGO



INTEGRITY • SERVICE • EXCELLENCE



INTEGRITY • SERVICE • EXCELLENCE