



Adrian Public Schools

Logo & Brand Identity Guidelines

Contents

- 1 Logo Specifics
- 2 Typeface Details
- 3 Maple Leaf
- 4 Color Specifications
- 5 Logo Best Practices

1. Logo Specifics

The APS Seal

As the primary identity of Adrian Public Schools, this logo should appear within all marketing materials for the APS. It is available in two formats: horizontal and vertical. This logo should appear in its entirety as shown. The logo(s) should not be recreated, altered or modified in any way.



Maple PRIDE

This combination can be used when communication about a specific school or district wide. All fonts and placement should not be altered.



MAPLE PRIDE
Tradition of Opportunities
Future of Possibilities

Adrian Public Schools

The use of "ADRIAN PUBLIC SCHOOLS" is for district office use. All fonts and placement should not be altered.



ADRIAN PUBLIC SCHOOLS
Tradition of Opportunities
Future of Possibilities

2. Typeface Details

Typefaces Used

For the APS Seal, the typeface used is **Avenir 55 Heavy**

The Avenir family is a versatile and adaptable typeface which is easily applied to both web and printable materials.

When to Use:

Avenir 55 Heavy should be used when communicating the attributes of Maple PRIDE as seen here.

**PRODUCTIVITY
RESPECT
INTEGRITY
DETERMINATION
EXCELLENCE**

Typefaces Used

For the following text, the associated fonts should be used when communicating APS tag line.

MAPLE PRIDE and ADRIAN PUBLIC SCHOOLS - Varsity Regular
Tradition of Opportunities - Sandy Text Hmk Bold
Future of Possibilities - Open Sans

When to Use:

Proxima Nova Regular is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Varsity Regular

Sandy Text Hmk Bold

Open Sans

3. Maple leaf

The APS Maple Leaf

This is the official Maple Leaf of Adrian Public Schools. No other Maple Leafs will be accepted.



When to Use:

The Maple Leaf can be used with out the seal when applied to hats, signage, and uniforms as long as another form of Adrian Schools is being represented.

Color Variations

The Maple Leaf can be used with out the seal when applied to hats, signage, and uniforms as long as another form of Adrian Schools is being represented.



4. Color Specifications

Pantone P 99-16 C



PROCESS C100 M94.83 Y11.04 K1.61
SCREEN R36 G51 B138
WEB HTML #24338a



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5. Logo Best Practices

Acceptable Uses

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo. Please take note of the acceptable uses.



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