



ADAMS CENTRAL

PUBLIC SCHOOLS

Engaging Community. Empowering Students.

Branding Guidelines

Adams Central Public School logomarks

Always use the approved master art for the Adams Central Public Schools logomarks. The logomarks serve as both a corporate and brand identifier, and therefore must be used in strict accordance with these standards.

Logomarks



ADAMS CENTRAL
PUBLIC SCHOOLS

Engaging Community. Empowering Students.



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PUBLIC SCHOOLS



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ADAMS CENTRAL
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ADAMS CENTRAL
PATRIOTS



Black & White Logomark Selection

In applying the Adams Central Public Schools logomark to a background, the grayscale value of the background must be determined in order to select the black or white use of the logomarks. Backgrounds include printed or applied color and imagery.

The Adams Central Public Schools logomark must always appear in white on backgrounds that fall above 50% on the grayscale, and must always appear in black on backgrounds that fall below 50% on the grayscale.

Compare a background's relative color value to the grayscale chart below when determining black or white use of the logomarks.

Grayscale comparison chart

Logomarks in white

Use logomarks in white for backgrounds with a relative grayscale value above 50%.



ADAMS CENTRAL
PUBLIC SCHOOLS

90%



ADAMS CENTRAL
PUBLIC SCHOOLS

80%



ADAMS CENTRAL
PUBLIC SCHOOLS

70%



ADAMS CENTRAL
PUBLIC SCHOOLS

60%



ADAMS CENTRAL
PUBLIC SCHOOLS

50%

Logomarks in black

Use logomarks in black for backgrounds with a relative grayscale value below 50%.



ADAMS CENTRAL
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40%



ADAMS CENTRAL
PUBLIC SCHOOLS

30%



ADAMS CENTRAL
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20%



ADAMS CENTRAL
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10%

Positive Color Usages

When shown in positive, the Adams Central Public Schools logomark appears in one of the following ways: 1. Red & Blue, 2. Red. 3. Blue 4. Black.

The table below provide color formats for all media. Be sure to use the correct artwork for desired media, i.e. PMS and CMYK for printing, RGB for electronic media.



Red	PMS	CMYK	RGB
	Pantone	C 8	R 0
	193	M 100	G 116
		Y 77	B 150
		K 1	



Blue	PMS	CMYK	RGB
	Pantone	C 100	R 0
	282	M 87	G 33
		Y 37	B 71
		K 51	



Black	PMS	CMYK	RGB
	Pantone	C 0	R 0
	Black	M 0	G 0
		Y 0	B 0
		K 100	

Note:

The colors shown on this page may not match the Pantone Color Standards because of varying print devices and color calibrations.

Logomark Fonts

The Adams Central Public Schools logomark utilizes two fonts.

- Gotham
- Adobe Garamond Pro

ADAMS CENTRAL

Gotham Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

PUBLIC SCHOOLS

Adobe Garamond
Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ENGAGING COMMUNITY. EMPOWERING STUDENTS.

Gotham Book

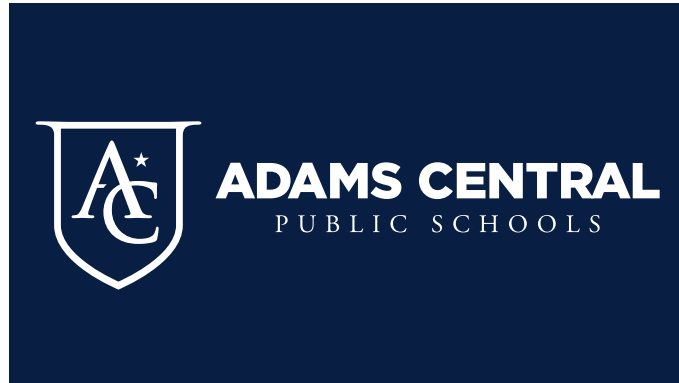
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

White Color Usages

The Adams Central Public Schools logomark always appears in white when used on backgrounds darker than 50% on the grayscale. On photos or patterned backgrounds make sure the logomark is easily readable.

Solid Background

On solid backgrounds, use a white logomark.



Pattern Background

On pattern backgrounds, make sure the pattern is of relatively even value and allows the logomark to be easily read. The overall value of the pattern must be within 50%-100% on the grayscale.

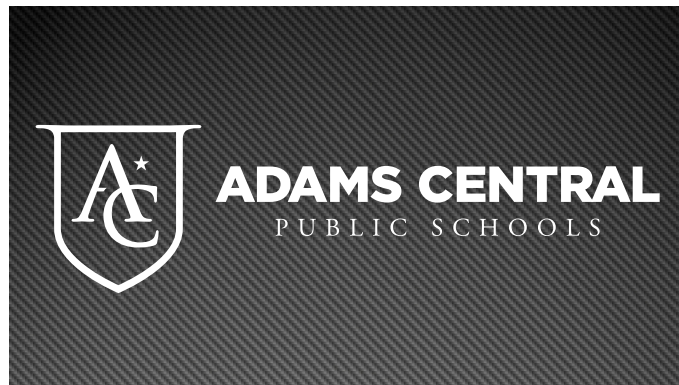


Photo Background

On photo backgrounds, make sure the background color value is darker than 50% on the grayscale.

DO NOT USE high-contrast photographs that will interfere with readability of the logomarks.



Clear Area and Size

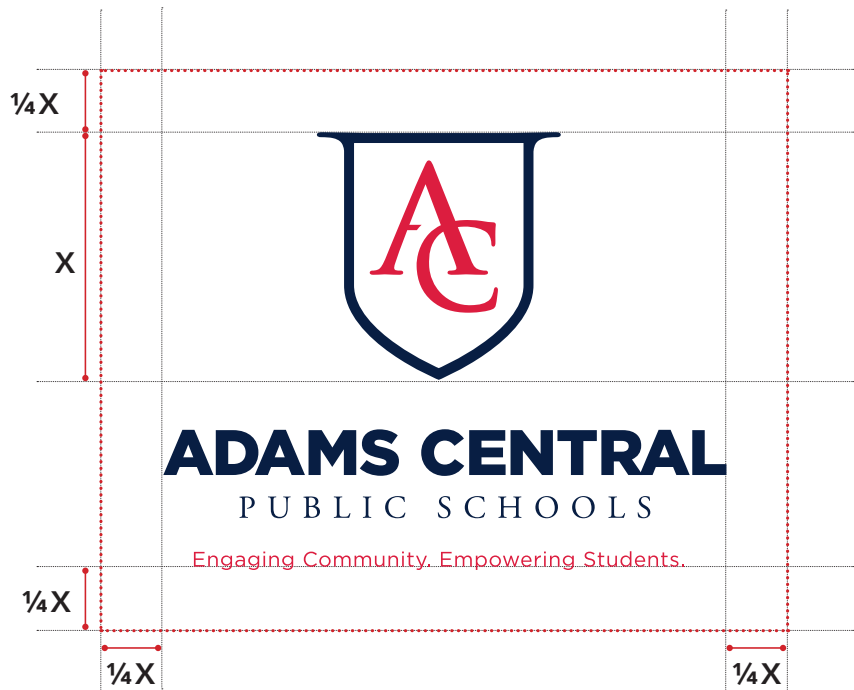
The space around the logomark, called the clear area, is a protected zone. No other typographic material or spot art should intrude into this zone.

The clear area can be calculated by taking the cap height of the Adams Central Public Schools logomark and calling it "X." Refer to the table below for rules of usage. The red box surrounding the logomarks below describes the limits of the clear area.

It is permissible to enlarge the logomark to any size required. However, there is a minimum size limit.

Minimum clear area

X = cap height of the H symbol. Please use these guidelines on all versions of the logomark.



Unauthorized Usages

The integrity of the logomarks must always be respected. It should not be altered or reinterpreted in any way.

Use only the approved master art for the Adams Central Public Schools logomarks provided to you by the Adams Central Public Schools. Below are some examples of unauthorized usages.



Do not distort logomarks.



Do not apply unapproved colors to logomarks.



Do not apply pattern to logomarks.



Do not apply logomarks to high contrast backgrounds that will interfere with readability.



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