

QUICK REFERENCE STYLE SHEET

Alta Vista Elementary School

863-421-3235 | ave.polkschoolsfl.com

ALTA VISTA LOGO - HORIZONTAL

Minimum Width: 2"



ALTA VISTA LOGO - VERTICAL

Minimum Width: 1.25"



ALTA VISTA ICON AND TEXT ONLY LOGOS

Minimum Width: .75"

Minimum Width: 1.25"



ALTA VISTA
ELEMENTARY

ALTA VISTA
ELEMENTARY

ALTA VISTA
HORNETS

Alta Vista Elementary Schools' logos must not be manipulated or edited in any way other than proportional resizing. This includes, but is not limited to, substitution of colors or fonts, stretching/distorting, cropping, outlining, separating logo element, adding additional elements or resizing individual logo elements separate from the whole logo (even if done so proportionally). If you have questions regarding proper logo usage, please contact Alta Vista Elementary School at 863-421-3235 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

COLOR PALETTE



PANTONE: 295 C
CMYK: C 100 | M 63 | Y 0 | K 67
RGB: R 0 | G 40 | B 85
HEX: 002855



PANTONE: 7549 C
CMYK: C 0 | M 22 | Y 100 | K 0
RGB: R 255 | G 182 | B 0
HEX: FFB600



PANTONE: 3115 C
CMYK: C 70 | M 0 | Y 13 | K 0
RGB: R 0 | G 193 | B 212
HEX: 00C1D4



PANTONE: 7543 C
CMYK: C 40 | M 24 | Y 15 | K 3
RGB: R 152 | G 164 | B 174
HEX: 98A4AE

Additional colors may be used in marketing materials, documents and electronic media/communications, however logos may only appear in their official palette colors and black (if not already an official palette color). In cases of 1-color printing where the logo has to appear in a specific ink color, please contact Alta Vista Elementary at 863-421-3235 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708 for review and approval.

FONTS

Mitga

Mitga Light
Mitga Regular

Mitga Bold
Mitga Black

Arkibal

Arkibal Thin
Arkibal Thin Italic
Arkibal Light
Arkibal Light Italic

Arkibal Regular
Arkibal Italic
Arkibal Medium
Arkibal Medium Italic

Arkibal Bold
Arkibal Bold Italic
Arkibal Heavy
Arkibal Heavy Italic

Fonts shown are for reference only and are **not required** to be used in marketing materials, documents or electronic media/communications. If you have questions or need additional guidance, please contact Alta Vista Elementary at 863-421-3235 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

Alta Vista Elementary School is part of Polk County Public Schools in Polk County, Florida. For additional information about the district, please visit polkschoolsfl.com. For additional guidance on proper use of Pinewood Elementary Schools' logos, please refer to the Polk County Public Schools' Brand Guidelines by visiting polkschoolsfl.com/brandguidelines. The guidelines, as outlined in the ACCEPTABLE USE EXAMPLES and INCORRECT USE EXAMPLES sections, may be used as a base for Alta Vista Elementary Schools' logos use. Not all of the guidelines may apply and there may be special situations where logos need to be utilized in a way outside of our standard acceptable use guidelines. If you have questions regarding proper use, please contact Alta Vista Elementary School at 863-421-3235 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.



POLK COUNTY
PUBLIC SCHOOLS

STUDENTS FIRST