

QUICK REFERENCE STYLE GUIDE

Citrus Ridge House of Adventure

863-259-4001 | citrusridge.polkschoolsfl.com

HOUSE LOGOS

Minimum Width: 1"



HOUSE ICON

Minimum Width: 0.25"



HOUSE CREST

Minimum Width: 1.125"



Citrus Ridge house logos, icons and crests may 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/icon/crest elements, adding additional elements or resizing individual logo/icon/crest elements separate from the whole logo (even if done so proportionally). If you have questions regarding proper use, please contact Citrus Ridge at 863-259-4001 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

COLOR PALETTE



PANTONE: Orange 021c
CMYK: C 0 | M 65 | Y 100 | K 0
RGB: R 254 | G 80 | B 0
HEX: FE5000



BLACK
CMYK: C 0 | M 0 | Y 0 | K 100
RGB: R 0 | G 0 | B 0
HEX: 000000

Additional colors may be used in marketing materials, documents and electronic media/communications, however house logos/icon/crest may only appear in their official palette colors, black (if not already an official palette color) or white. White versions of the logos/icons/crest are available upon request. In cases of 1-color printing where the logo/icon/crest has to appear in a specific ink color (other than an official palette color, black or white), please contact Citrus Ridge at 863-259-4001 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708 for review and approval.

FONTS

Montserrat

Montserrat Thin

Montserrat Thin Italic

Montserrat ExtraLight

Montserrat ExtraLight Italic

Montserrat Light

Montserrat Light Italic

Montserrat Regular

Montserrat Italic

Montserrat Medium

Montserrat Medium Italic

Montserrat SemiBold

Montserrat SemiBold Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat ExtraBold

Montserrat ExtraBold Italic

Montserrat Black

Montserrat Black Italic

Fonts utilized in Citrus Ridge's logos/crests include **Montserrat SemiBold** and **Montserrat Black**. It is preferred that Montserrat font family be used for marketing materials, documents and/or electronic media/communications, but it is not a requirement. If you have questions or need additional guidance, please contact Citrus Ridge at 863-259-4001 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

Citrus Ridge: A Civics Academy 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 Citrus Ridge house logos/icons/crests, 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 Citrus Ridge logo/crest use. Not all of the guidelines may apply and there may be special situations where logos/icons/crests need to be utilized in a way outside of our standard acceptable use guidelines. If you have questions regarding proper use, please contact Citrus Ridge at 863-259-4001 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.



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