

QUICK REFERENCE STYLE SHEET

Highland City Elementary School

863-648-3540 | hce.polkschoolsfl.com

HIGHLAND CITY LOGO - HORIZONTAL

Minimum Width: 2"



HIGHLAND CITY LOGO - VERTICAL

Minimum Width: 1.25"



HIGHLAND CITY ICON AND TEXT ONLY LOGOS

Minimum Width: .75"

Minimum Width: 1.25"



Highland City 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 Highland City Elementary School at 863-648-3540 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

COLOR PALETTE



PANTONE: 7479 C
CMYK: C 64 | M 0 | Y 71 | K 0
RGB: R 38 | G 208 | B 124
HEX: 26D07C



PANTONE YELLOW C
CMYK: C 0 | M 1 | Y 100 | K 0
RGB: R 254 | G 221 | B 0
HEX: FEDD00



PANTONE: 7733 C
CMYK: C 87 | M 3 | Y 84 | K 39
RGB: R 0 | G 112 | B 65
HEX: 107041

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 Highland City Elementary at 863-648-3540 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708 for review and approval.

FONTS

Folders
Folders Regular

Dosis

Dosis ExtraLight
Dosis Light
Dosis Regular

Dosis Medium
Dosis SemiBold

Dosis Bold
Dosis ExtraBold

Fonts shown are recommended to be used in marketing materials, documents or electronic media/communications but not required. If you have questions or need additional guidance, please contact Highland City Elementary at 863-648-3540 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

Highland City 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 Highland City 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 Highland City 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 Highland City Elementary School at 863-648-3540 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.



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PUBLIC SCHOOLS

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