

QUICK REFERENCE STYLE SHEET

Pinewood Elementary School

863-298-7977 | pinewood.polkschoolsfl.com

PINEWOOD LOGO - HORIZONTAL

Minimum Width: 1.5"



PINEWOOD LOGO - VERTICAL

Minimum Width: 1.25"



PINEWOOD ICON AND TEXT ONLY LOGOS

Minimum Width: 0.5"

Minimum Width: 1.25"



Pinewood 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 Pinewood Elementary School at 863-298-7977 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

COLOR PALETTE



PANTONE: 301 C
CMYK: C 100 | M 51 | Y 0 | K 34
RGB: R 0 | G 70 | B 131
HEX: 004683



PANTONE: 432 U
CMYK: C 60 | M 42 | Y 31 | K 40
RGB: R 102 | G 108 | B 117
HEX: 666C74



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 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 Pinewood Elementary School at 863-298-7977 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708 for review and approval.

FONTS

Alegreya Sans

Alegreya Light
Alegreya Light Italic
Alegreya Regular
Alegreya Italic

Alegreya Medium
Alegreya Medium Italic
Alegreya Bold
Alegreya Bold Italic

Alegreya ExtraBold
Alegreya ExtraBold Italic
Alegreya Black
Alegreya Black Italic

Roboto

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic

Roboto Regular
Roboto Italic
Roboto Medium
Roboto Medium Italic

Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black 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 Pinewood Elementary School at 863-291-5353 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

Pinewood 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 Pinewood 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 Pinewood Elementary School at 863-298-7977 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.



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