

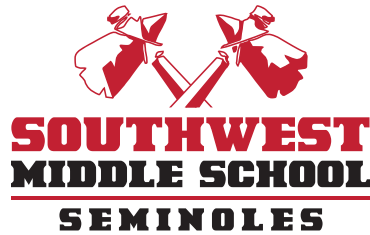
QUICK REFERENCE STYLE SHEET

Southwest Middle School

863-499-2840 | swms.polkschoolsfl.com

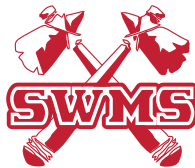
TEXT LOGOS

Minimum Width: 1"



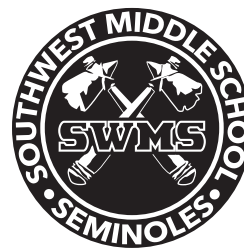
ACRONYM LOGOS

Minimum Width: 0.5"



SEAL LOGOS

Minimum Width: 1.25"



Southwest Middle 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 Southwest Middle School at 863-499-2840 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

COLOR PALETTE



PANTONE: 200
CMYK: C 3 | M 100 | Y 70 | K 12
RGB: R 186 | G 12 | B 47
HEX: BA0C2F



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, black (if not already an official palette color) or white. White versions of the logos are available upon request. In cases of 1-color printing where the logo has to appear in a specific ink color, please contact Southwest Middle School at 863-499-2840 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708 for review and approval.

FONTS

LAREDO TRAIL

LAREDO TRAIL REGULAR
LAREDO TRAIL ITALIC
LAREDO TRAIL CONDENSED

LAREDO TRAIL CONDENSED ITALIC
LAREDO TRAIL EXPANDED
LAREDO TRAIL EXPANDED ITALIC

Avenir Next

Avenir Next Ultralight
Avenir Next Ultralight Italic
Avenir Next Thin
Avenir Next Thin Italic
Avenir Next Light
Avenir Next Light Italic
Avenir Next Regular
Avenir Next Italic
Avenir Next Medium
Avenir Next Medium Italic
Avenir Next Demi

Avenir Next Demi Italic
Avenir Next Bold
Avenir Next Bold Italic
Avenir Next Heavy
Avenir Next Heavy Italic
Avenir Next Condensed Ultralight
Avenir Next Condensed Ultralight Italic
Avenir Next Condensed Thin
Avenir Next Condensed Thin Italic
Avenir Next Condensed Light
Avenir Next Condensed Light Italic

Avenir Next Condensed
Avenir Next Condensed Italic
Avenir Next Condensed Medium
Avenir Next Condensed Medium Italic
Avenir Next Condensed Demi
Avenir Next Condensed Demi Italic
Avenir Next Condensed Bold
Avenir Next Condensed Bold Italic
Avenir Next Condensed Heavy
Avenir Next Condensed Heavy Italic

Fonts utilized in Southwest Middle Schools' logos include **LAREDO TRAIL CONDENSED** and **Avenir Next Bold**. 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 Southwest Middle School at 863-499-2840 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

Southwest Middle 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 Southwest Middle 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 Southwest Middle 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 Southwest Middle School at 863-499-2840 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.



POLK COUNTY
PUBLIC SCHOOLS

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