

PEORIA UNIFIED SCHOOL DISTRICT LOGO REQUIREMENTS



Use of the District Logo by External Organizations or Businesses

The Peoria Unified School District Communications and Public Relations Department maintains and protects the district's branding. This includes the use of the district's logo. Businesses, organizations or persons may not use, display, print or reproduce the logo without specific authorization. The authorization to use the logo is granted through the Communications and Public Relations Department.

Permission to use or reproduce Peoria Unified's official logo is granted on a case-by-case basis and involves the consideration of many relevant factors including:

- Cost or benefit to the district.
- Potential for misuse.
- Reputation of the business, organization or persons.
- Extent of control the district has in what it is being used for.
- A cosponsor or partner with the organization, business or persons for an activity, program or service.

Peoria Unified's logo may not be used to imply endorsement or support of any external organization, program, business or persons without authorization. Peoria Unified's logo may not be used for the purpose of advertising or promoting the sale of any article of merchandise without explicit permission.

Under the direction and guidance of the Communications and Public Relations Department, those that have been approved to use the logo, must follow the standards and restrictions below:

LOGO USE

Style

- Two styles of the district logo are available: horizontal and vertical.
- Either style may be used and is an appropriate representation of the district.



HORIZONTAL



VERTICAL

Restrictions

- The logo may not be altered in its proportions. For example:



- No element may be removed or added to the logo.
- The logo may not be merged into another illustration or modified in any other way.

- Businesses, organizations or persons may not suggest that use of the logo implies endorsement.
- Peoria Unified may require that the logo be accompanied by an appropriate disclaimer.
- Deviations from the approved names of the district, Peoria Unified School District or Peoria Unified, such as PUSD are highly discouraged. They distort the district’s correct name both visually and aurally and compete with the district logo.
- All materials using the logo such as flyers, banners, websites, t-shirts, must be sent to the Communications and Public Relations Department for review before being available to the public.

Size

To maintain the legibility of the logo, never reproduce the logo at widths smaller than the following dimensions shown here. There is no maximum size limit, but the logo should not be pixelated or seem out of focus (blurry). Use discretion when sizing the logo.

- Recommended Minimum Print Size:

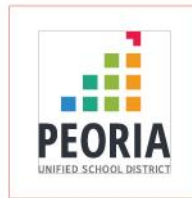
Horizontal:

1.2 inches wide x 0.31 inches tall
 Must have at least 0.51 inch space surrounding the logo (red box)



Vertical:

0.68 inches wide x .0.73 inches tall
 Must have at least 0.51 inch space surrounding the logo (red box)



- Recommended Minimum Digital Size (web, social, email, etc.):

Horizontal:

86 pixels wide x 22.2 pixels tall
 Must have at least 0.51 pixel space surrounding the logo (red box)



Vertical:

0.68 inches wide x .0.73 inches tall
 Must have at least 13 pixels space surrounding the logo (red box)



Color

- The logo colors cannot be changed or altered. Logo colors are as follows:

Color	Hex	RGB	CMYK	Pantone
Light Gray	#DDDBDC	221.219.220	12.10.9.0	PMS Cool Gray 3
Medium Gray	#6D6C6B	109.108.107	57.50.50.17	PMS 423
Dark Gray	#2E323A	46.50.58	21.14.0.77	PMS 446
Purple	#A525A2	165.37.162	43.93.0.0	PMS 254
Red	#E50E47	229.14.71	3.100.68.0	PMS 206
Orange	#F29808	242.152.8	2.46.100.0	PMS 1375
Green	#90B718	144.183.24	50.9.100.0	PMS 2301
Teal	#068462	6.132.98	86.25.74.10	PMS 3295
Blue	#007BC2	0.123.194	85.45.0.0	PMS 3005
Dark Blue	#1943BA	25.67.186	91.80.0.0	PMS 293

- Solid black or solid white are also appropriate



Authorization for Use Requests

Requests for permission to use the district logo must be made in writing to the Communications and Public Relations Department, either in a letter or an e-mail. The request should include the following:

- The name of the person or entity making the request.
- Contact information for the person or entity making the request.
- Specific details on how the image will be used and for what purposes.
- The length of time the logo will be utilized.

The Communications and Public Relations Department may be reached at the following:

District Administration Center
6330 W. Thunderbird Rd., Glendale AZ 85306
pusdpr@pusd11.net
623-486-6100

If permission is granted, the logo must be obtained from the Communications and Public Relations Department. Logos copied from the website, district materials and other locations