



# BRAND GUIDE AND GRAPHIC STANDARDS MANUAL

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# CONTACT INFORMATION

**PREPARED BY THE PUBLIC INFORMATION  
OFFICE OF ASCENSION PUBLIC SCHOOLS**

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# DEAR READER,

Thank you for taking the time to read the guidelines for using the Ascension Public Schools logo and seal. The Ascension Public Schools name and logo are registered with and protected by the Louisiana Secretary of State's Office. It is important that these products of our branding efforts are used to officially represent the District.

Ascension Public Schools has multiple variations and color schemes of the logo that are specific for public viewing. Those who wish to utilize these branding icons are required by law to use the proper colors, formats and other guidelines documented in this publication.

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## OUR BRAND REPRESENTS OUR MISSION, VISION, PURPOSE AND CORE VALUES.

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### OUR MISSION

To provide every child the high-quality education necessary to succeed in an ever-changing world

### OUR VISION

A world in which every child is prepared to successfully pursue postsecondary opportunities of their choice

### OUR PURPOSE

Ascension Public Schools will work in unison to provide daily, quality experiences for students so they have every opportunity to attain high levels of academic development and grow in emotional maturity. This will enable students a successful pursuit of a quality life and an opportunity to contribute to the quality of the lives of others in their community.

### OUR CORE VALUES

Teamwork | Leadership | Service | Learning

# TAGLINE

## EXCELLENCE. ASCENDING TOGETHER.

Our tagline is not mere words at the end of an advertisement, but rather a short description designed to leave a long-lasting impact. It communicates our school district's brand, illustrates the big picture, entice our audience and leave them wanting more.

### Excellence. Ascending Together.

- Communicates best-in-class offerings at every interaction (faculty, staff, facilities, technology, sports, etc.).
- Leverages the unique breadth and depth of programs and services that only Ascension Public Schools can offer to the community.
- Exemplifies our commitment to working as one. We are united for every goal we set and for every endeavor we achieve.



# LOGO & SEAL

PRIMARY LOGO:



SECONDARY LOGO:



SEAL:



# LOGO FONTS & COLOR GUIDE

## FONTS:

**ASCENSION:** Avenir 85 Heavy  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

**PUBLIC SCHOOLS:** Avenir 45 Book  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

**TAGLINE:** Vista Sans OT Book  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

## MAIN COLORS:



**PANTONE:** 200 C  
**RGB:** R 186; G 12; B 47  
**HEX/HTML:** BA0C2F  
**CMYK:** C 3% M 100% Y 70% K 12%



**PANTONE:** 7660 C  
**RGB:** R 153; G 145; B 164  
**HEX/HTML:** 9991A4  
**CMYK:** C 37% M 37% Y 17% K 0%

## ACCENT COLORS:



**PANTONE:** 7447 C  
**RGB:** R 93; G 71; B 119  
**HEX/HTML:** 5D4777  
**CMYK:** C 77% M 85% Y 6% K 18%



**PANTONE:** 5473 C  
**RGB:** R 17; G 94; B 103  
**HEX/HTML:** 115E67  
**CMYK:** C 86% M 20% Y 32% K 51%

# LOGO VARIATIONS

The Ascension Public Schools logo consists of the stylized letter "A" with "ASCENSION PUBLIC SCHOOLS" formatted horizontally to the right of it. "Ascension" is placed above "public schools" in a thick, red font matching the upward arrow section of the stylized "A". "Public Schools" is typed in a regular, light purple font matching the bottom section of the stylized "A."

The tagline is not included in the primary logo, which is our preferred logo for printed documents and materials. The secondary logo differs from the primary logo in that the tagline is included, preceded and followed by red lines, containing the phrase: "Excellence. Ascending Together." in red.

DO NOT use this logo in colors other than those pictured below (see color specifications on page 3). A reversed, grayscale or black and white logo MAY be used on any color shirt.

Ex.) If school colors are green and white, a green shirt can contain a reversed or black and white logo. If school colors are green and white, a white shirt CANNOT contain a green and white Ascension Public Schools logo.



**REVERSED**



**GRAYSCALE**



**BLACK  
& WHITE**



**COLOR**



# SEAL VARIATIONS WITH TAGLINE

The Ascension Public Schools seal consists of the stylized "A" in red and purple surrounded by the new tagline, "EXCELLENCE. ASCENDING TOGETHER." The outer and background colors of the circular seal include red, dark purple, light purple and white. "Excellence" is bolded and red while "Ascending Together" is in a regular, gray font.



Using the same color specifications as the Ascension Public Schools logos, the seals must be used with the same guidelines. The seal must ONLY be portrayed with the above colors (refer to the color specifications on page 6).



# DEPARTMENTAL OPTIONS

Ascension Public Schools would like all of its faculty and staff to be able to add their department name beneath the primary logo. The preferred font for the tagline below the logo is Vista Sans OT Book.

Be sure to use an approved logo font and color to add a department name under the primary logo. When in doubt, contact the Public Information Office for approval.



The example shown above contains the name of an Ascension Public Schools department beneath the primary logo in one of the approved District colors, specifically red. Refer back to page 6 for different color options.



# UNACCEPTABLE USE

When using the logo or seal, one cannot change the color scheme of the lettering, the font, or the basic format. Ascension's goal is to have a consistent appearance for the district's branding so that the community can recognize official affiliations.

## DO NOT:

- Change colors from any of those specified on page 5
- Change fonts from any of those specified on page 5
- Stretch or Lengthen the logo unevenly
- Reformat the placement of each word or graphic in the logo/seal
- Separate the stylized "A" from the logo/seal

## UNACCEPTABLE USE OF LOGO:



Each variation of Ascension's logo and seal is registered as trademarked and service marked under Louisiana Secretary of State guidelines. For more information on when and how the logo and seal can be used, visit <https://www.sos.la.gov>.

## REPORTING MISUSE:

If you come across an individual or organization misusing the Ascension Public Schools logo, please file a report including the name of the individual or organization, a photo of the misused logo if applicable, and a description thereof to the Public Information Office.

# INTERNAL RESOURCES

## EMAIL SIGNATURE:

Ascension Public Schools has designed a signature template for all Ascension Public Schools employees to use for their district email address. This signature template includes the name of the employee, position, office address, phone number(s), email address, and the district website. A photo on the signature is optional, and can be removed via the interactive Adobe Acrobat template. The primary logo is placed at the bottom center of the signature template, and should remain in that position. Colors of the signature should remain in the district colors as used in the template.

Example:



## POWERPOINT TEMPLATES:

The Public Information Office has built a branded PowerPoint template for the district including the district colors and the primary logo. This PowerPoint template is also created through Google Slides, and is optional for employee use. Contact the Public Information Office for a copy.

The slides reflect the branding of the district and maintains a formal look for the district. This is an optional tool and not required for use by employees. However, logo guidelines should be applied in all presentations.

The template includes a cover page, body, charts, visualizations and a closing page.



# ACCEPTABLE OPTIONS



The logo created prior to the logo options introduced in this branding booklet is still acceptable. It contains the stylized "A," "Ascension Public Schools," and Ascension's mission statement: "Every Child Successful In An Ever-Changing World."



The Teach Ascension Academy logo is also still acceptable. It contains a stylized "A" in the TAA section of the logo to the left the words "Teach Ascension Academy". As the stylized represents Ascension, this is allowable.

## THANK YOU

Thank you for taking the time to properly use the Ascension Public Schools logos and seal. For further information, please visit [www.apsb.org](http://www.apsb.org) .

