

SCSQUICKBRANDGUIDE

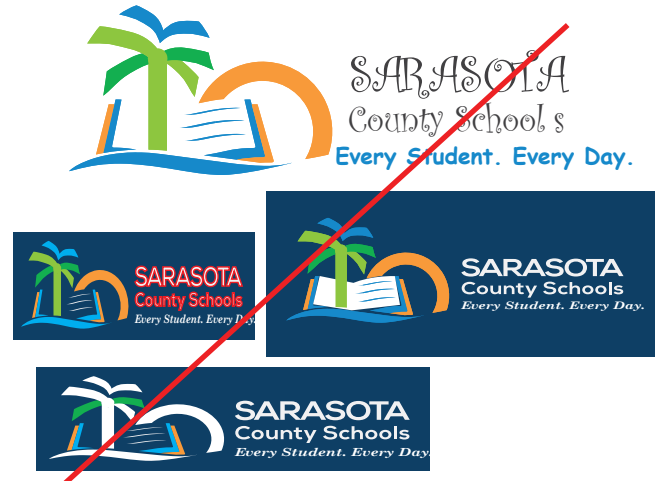
Are you a District employee who needs to use our logo and colors for consistency in all communications?

LOGO \ \



LOGOGUIDELINES \ \

1. Use .eps formats for printwork and .jpgs for digital work
2. Do not change the colors of the logo
3. Do not re-arrange the logo
4. Do not add a stroke around the letter of the logo
5. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way (Do not stretch or squash the logo)
6. Do not add a shadow to the logo
7. Do not change the direction of the logo
8. Do not add any extra effects to the logo such as bevel, emboss or 3D
9. Do not change the font on the logo
10. Pages in the book are transparent not opaque



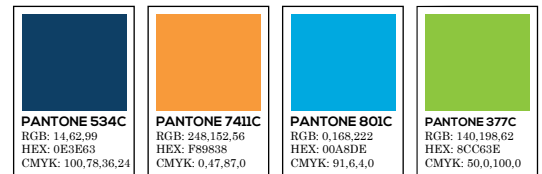
FONTS \ \

Please use the following fonts when possible. Fonts will be distributed District-wide in the near future.

| LOCATION | FONT | EXAMPLE |
|----------------------|---------------------------------------|---------------------------------------|
| HEADER/TITLE: | Nexa Bold: | SARASOTA COUNTY SCHOOLS |
| Subhead | Nexa Light: | UPDATE FROM Dr. Todd Bowden |
| Tagline: | Century Schoolbook Bold Italic | Every Student. Every Day. |
| Body Copy: | Century Schoolbook | Dear Dr. Bowden, Thank you, Sincerely |

PRIMARYFOUR COLORS \ \

Use the following four colors. Colors also include black and white and others.



EMAILSIGNATURES \ \

Your email signature should include your name, any degrees, job title, building name, address, email address, phone number, SarasotaCountySchools.net, and if applicable, any individual school logos.

NEEDHELP \ \

Visit: SarasotaCountySchools.net/branding
Contact the SCS Communications Office at 941-927-4009