

Logos are the most visible form of an organization's brand identity and equity. Our logo identifies the values and qualities associated with Tulsa Public Schools and represents growth through knowledge. Logo usage should be managed carefully to ensure the integrity of our overall image.

Colors and Usage. When the logo is reproduced in two-color or four-color process printing on a white background, the logo and typeface must match the designated PMS colors.

One color logos may be 100 percent black. The logo may be reversed to all white when used on a dark background. In addition, the logo may be used as a graphic element either in a screen percentage or as a background object.

The Tulsa Public Schools logo must be reproduced only from authorized logo originals.

Symbol Usage. The symbol may be separated from the typeface and used as a one-color graphic element screened back as a background object or reversed on a dark background.

Clear Space. The clear space is defined as the area surrounding the logo. No written information or other logos should appear within this space.

- Do not attempt to create the Tulsa Public Schools logo from ordinary type.
- Do not use the Tulsa Public Schools type with, or as a part of, another logo or symbol.
- Do not grant permission to another organization/ company to use the Tulsa Public Schools logo without first getting approval from the Tulsa Public Schools Marketing Department.
- The Tulsa Public Schools logo should not be positioned at an angle.
- Do not place the Tulsa Public Schools type too close to other type or graphic elements. To allow for maximum impact, follow the clear space rule.
- The Tulsa Public Schools logo should never be outlined.

Logo Components and Usage

Definitions:

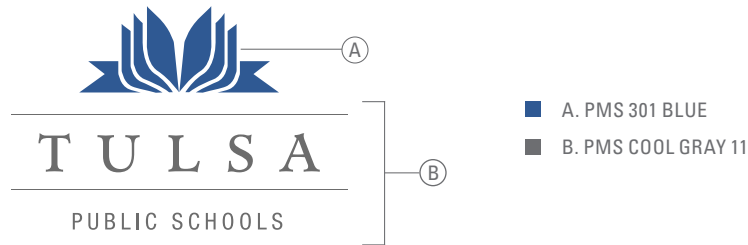
Logo. The entire piece of artwork including both the symbol and type.

Symbol. The icon which represents specific characteristics of the company.

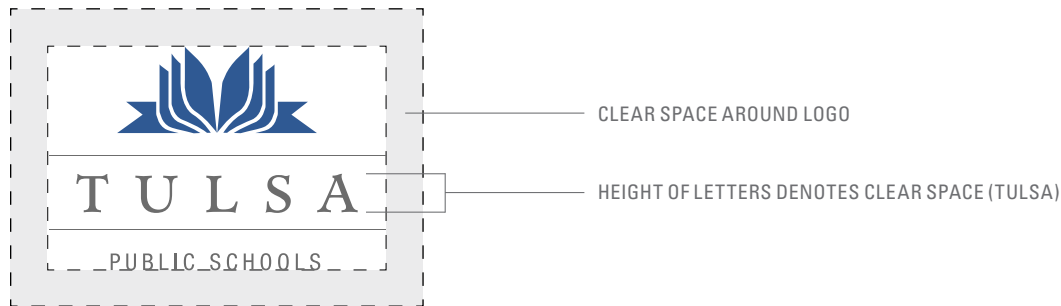
Type. The custom-created body of type that represents the company name.

PMS. Pantone Matching System (color matching).

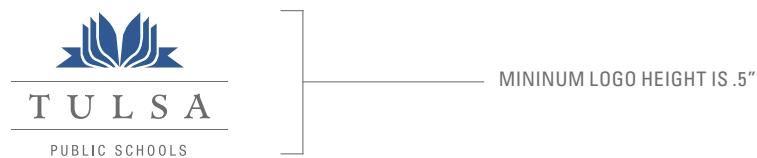
PREFERRED LOGO CONFIGURATION:



CLEAR SPACE AROUND LOGO:



MINIMUM LOGO SIZE:



Preferred Logo Configuration

The 2-Color logo of PMS 301 and Cool Gray 11 is the preferred logo for all print materials. Alternative logo configurations have been provided on the following pages for circumstances when 2 PMS colors cannot be used.

Clear Space: The clear space is defined as the area surrounding the logo. The minimum distance of this space consists of the height of the letters TULSA. No written information or other logos should appear within this space.

Size & Proportions: The logo should be used in a size large enough to ensure clarity and legibility when reproduced on a document. This size was determined to be greater than or equal to .5" tall.

CMYK LOGO:



■ A: C 100 M 30 Y 2 K 24 ■ B: 70% BLACK

GRAYSCALE LOGO:



■ A. 35% BLACK ■ B. 70% BLACK

1-COLOR LOGO OPTION A:



■ PMS 301 BLUE

1-COLOR LOGO OPTION B:



■ PMS COOL GRAY 11

1-COLOR LOGO OPTION C:

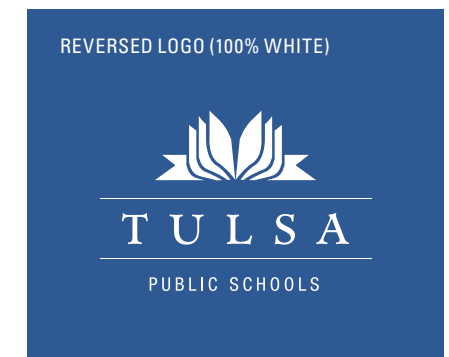


■ 100% BLACK

Secondary Logo Configurations for Print Media

When the logo is reproduced in one-color or four-color process printing on a white background, the logo and typeface must match the designated PMS colors.

One-color logos may be PMS 301 Blue, PMS Cool Gray 11 or 100% Black. For black and white reproductions or materials such as newspaper advertisements or internal black and white printouts, the grayscale logo should be used. The logo may be reversed to white when used on a dark background (see below), but never outlined. The 100% black logo was designed to be used for all legal documents, fax cover sheets and checks.



RGB LOGO:



■ A: R 0 G 82 B 147 ■ B: R 115 G 115 B 115

HEXADECIMAL VALUES:



■ A: # 005293 ■ B: #666666

AVERY VINYL LOGO:

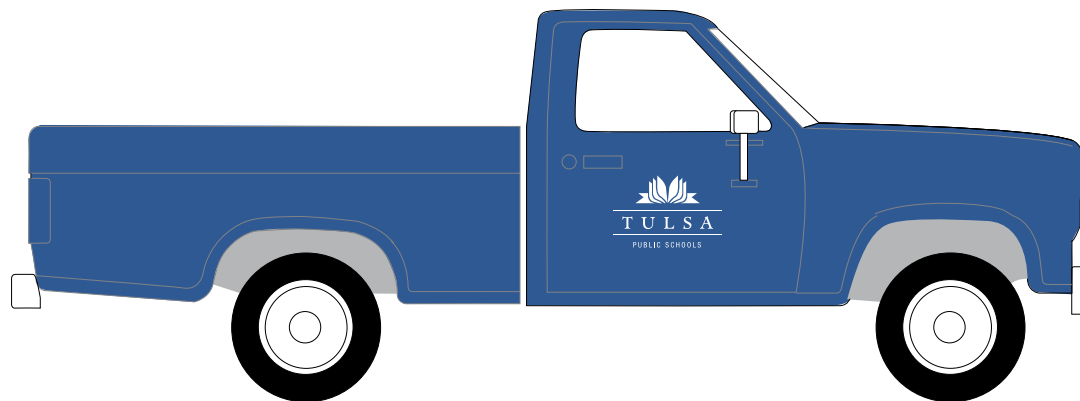
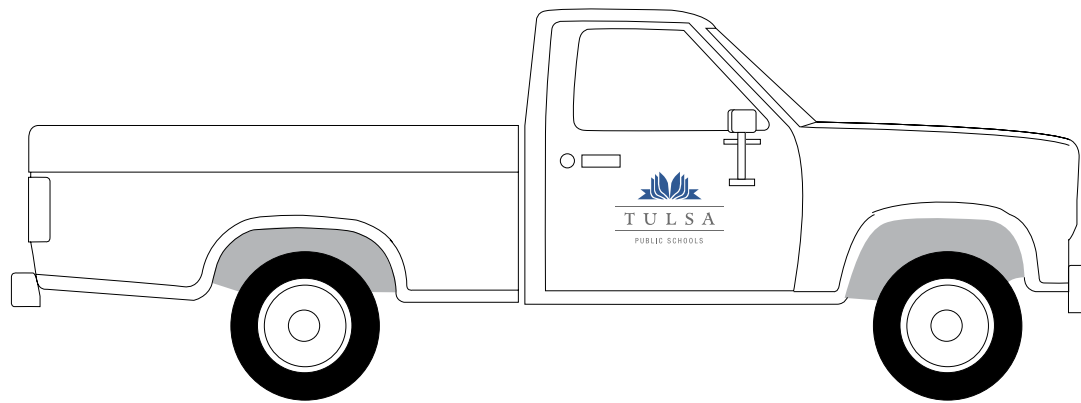


■ A. MEDIUM BLUE A6573-0 ■ B. DARK GRAY A6055-0

Logo Configurations for Unique Applications

Screen-specific colors have been designated for the Tulsa Public Schools logo to match as closely as possible to their PMS equivalent. RGB equivalents should be used for all digital media and Hexadecimal values (web-safe colors) for Internet applications.

Avery vinyl colors were selected for the Tulsa Public Schools logo to match as closely as possible to their PMS equivalent. These vinyl color equivalents should be used for non-printed signage applications like vehicle signage.



Logo Configurations for Vehicle Signage

Usage of the Avery vinyl colors that were selected are preferred. The two-color logo and the 100% white reversed logo should be used in vehicle signage situations.