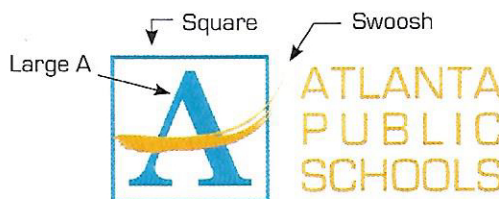


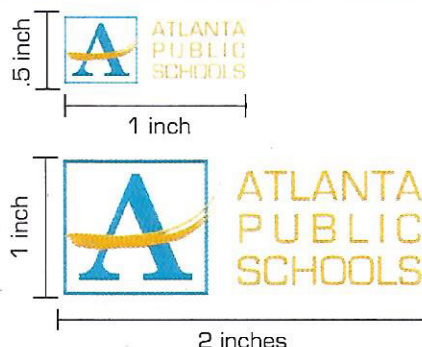
Official Logo and Appearance

The official district logo no longer includes the wordmark, or tag-line. The APS swoosh should never be used alone as a logo, though it may be used as an artistic element. The logo should never be rotated in any way. However, the logo may be re-oriented so that the square with large A is above the district name. The full district name must always be displayed in printed designs.



Protected Area & Proper Scale

The APS logo has been designed for readability over a wide range of sizes from banner-size prints to business cards. The standard dimensions for the logo are 2 inches x 1 inch, however, for uses where space is constrained the logo may be reduced to as small as 1 inch by half an inch. The logo must never be smaller than the minimum allowed dimensions and should never appear distorted. If you need to resize the logo, hold down the shift key while pulling the corner handles. This will ensure that proper proportions are maintained.






When resizing, hold shift to maintain proportions.

Color

The Atlanta Public School's official colors are teal blue, orange and yellow. These colors must not be altered or changed in any way. PMS 314c, PMS 7413c and PMS 129c (for coated paper-stock) are the specific colors from the Pantone Color Match System (PMS) that have been selected for reproducing on all publications and multimedia applications.

The square and large "A" should always appear in teal blue. The swoosh and words "Atlanta Public Schools" should always appear in orange (a black and white version of the logo is acceptable). Gradient and shading effects should never be applied to the logo.

	PMS 314c	R: 0
	C: 100	G: 131
	M: 4	B: 169
	Y: 14	Web: 0083A9
	K: 18	
	PMS 7413c	R: 212
	C: 1	G: 123
	M: 62	B: 34
	Y: 95	Web: DA7B22
	K: 2	
	PMS 129c	R: 243
	C: 0	G: 207
	M: 11	B: 69
	Y: 70	Web: F3CF45
	K: 0	

Type

Only use these approved APS fonts.

Arial is the preferred district font, but Century School Book may be employed for secondary uses.

Standard APS fonts

Arial

Century Schoolbook