

# BRAND GUIDE

**PENINSULA  
SCHOOL  
DISTRICT**

LAST UPDATED JUNE 14, 2024

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# PURPOSE

The purpose of this Brand Guide is to help secure a professional and consistent use of the Peninsula School District brand. This includes the district logos, color scheme, typography and other elements, all of which are exemplified in this guide.

All persons who work or volunteer creating materials for Peninsula School District should receive a digital copy of this Brand Guide, along with the fonts and logos.

Please follow these guidelines closely to ensure the brand is consistent across all communications. Only use logos that are complete and provided for that purpose. There are numerous logo files to ensure that the brand is flexible and usable in the many different mediums needed.

If you have any questions or have a special need, please contact:

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# TYPOGRAPHY

## LOGO & HEADER TYPEFACE:

Aa

### Josefin Sans

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
1 2 3 4 5 6 7 8 9 0

Josefin Sans is modern geometric, elegant font with a vintage feeling, inspired by the geometric sans serif designs from the 1920s. There are 26 balanced weights, from thin to light to a beautiful bold.

All 26 are in tune with seven display solutions. Peninsula School District uses Josefin Sans Bold for its name and in all heading text. Available free from:

[fonts.google.com/specimen/Josefin+Sans](https://fonts.google.com/specimen/Josefin+Sans)

## BODY TEXT TYPEFACE:

Aa

### Josefin Slab

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
1 2 3 4 5 6 7 8 9 0

Josefin Slab is the body text used for Peninsula School District. Following the 1930s trend for geometric typefaces, it is the perfect pairing to Josefin Sans, highly legible at smaller sizes because of its slab serif and typewriter style attributes. Available free from:

[fonts.google.com/specimen/Josefin+Slab](https://fonts.google.com/specimen/Josefin+Slab)

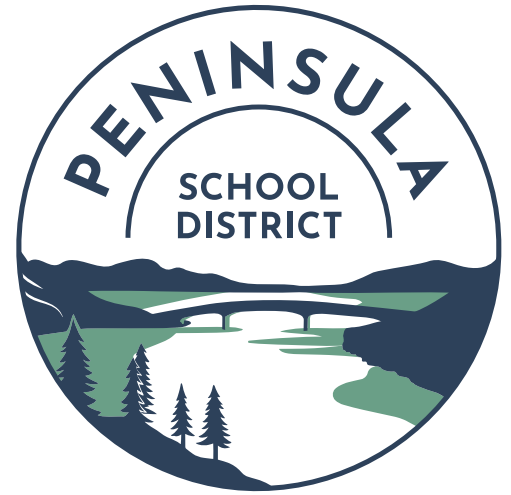
# LOGO OPTIONS

## FULL LANDSCAPE LOGO

The full landscape Peninsula School District logo features a bridge connecting our beautiful peninsula landscape. The district name is contained within the logo. In this landscape version, the bridge blends into the landscape when reduced, so all other versions are “zoomed in” to make the bridge more prominent. They are available in 2-color and single-color options (page 4) to allow for design flexibility and account for printing constraints.

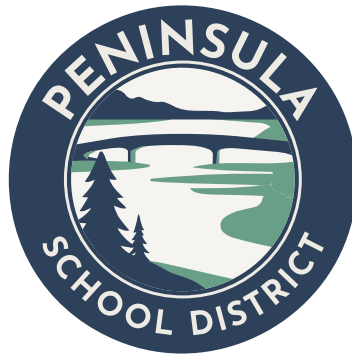
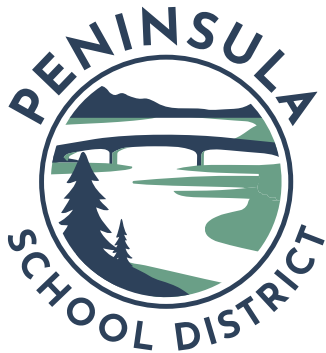


**PENINSULA**  
**SCHOOL**  
**DISTRICT**



## HORIZONTAL LOGO

For use when the name, tagline and bridge details become too small to make out easily.



## EMBLEM LOGOS

These highly versatile round versions of the logo are perfect for square spaces or tight fits with the name wrapping around the brandmark to make a tidy self-contained stamp.

## STACKED LOGO

For use when space allowance is vertical. In this version, the name is separated from the brandmark.



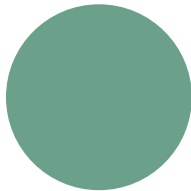
**PENINSULA**  
**SCHOOL DISTRICT**

# COLOR PALETTE

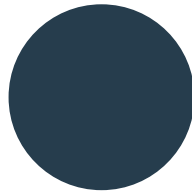
The Peninsula School District's logo colors reflect the stunning beauty of the Pacific Northwest, especially the Puget Sound. These natural hues capture the subtle interplay of light on our landscapes, creating a sense of place and belonging for students, staff, and the community. In honor of the region's first peoples, we've named one of our blue shades 'Whulge,' a Coast Salish word that evokes the sound of waves. This thoughtful detail highlights our deep connection to the land and waters that sustain us.

If adding colors when designing branded materials, choose natural, complementary colors to ensure they harmonize with our official palette and reflect our landscape's natural tones.

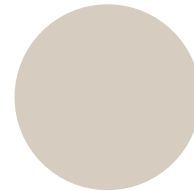
## LOGO COLORS



SEA GLASS  
#6CA18A

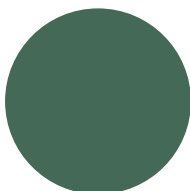


PACIFIC  
#25424C

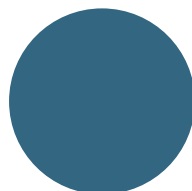


DRIFTWOOD  
#D7CDBE

## SUPPORTING BRAND COLORS



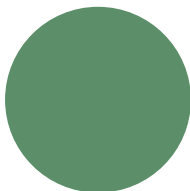
CEDAR  
#466857



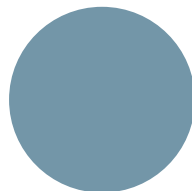
WHULGE  
#346780



SEA FOAM  
#EEEEBE4



MEADOW  
#5D9068



OCEAN  
#7396A9



SKYLIGHT  
#FFFAEC

# LOGO USAGE RULES

## LOGO FILE TYPE EXPLAINED:

Each of the logo styles are available in two file types: EPS (vector) and PNG (raster). The file names are the same between the two formats, so if you cannot open EPS files, just use the PNG files for reference on what they look like. For those unfamiliar with these graphic formats, here is a quick guide for when to use each:

### EPS (VECTOR)

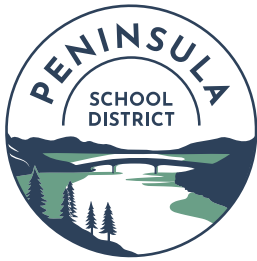
- ✔ Sending to a professional printer or vendor
- ✔ Scaling very large
- ✔ Using in an Adobe design program

### PNG (RASTER)

- ✔ Using within Microsoft Office programs
- ✔ Placing on a website or social media
- ✔ Placing in an email signature

## GENERAL LOGO USAGE RULES:

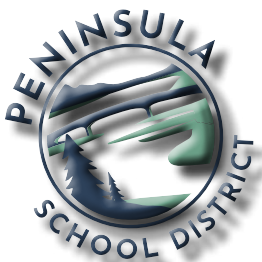
The following pages shows examples of how to properly use the different Peninsula School District logos. Many versions are provided so as to avoid the examples of what NOT to do below.



DO NOT shrink the full landscape logo smaller than 1.5" wide on a printed piece or 300 pixels wide online. Use the emblem or stacked logo.



DO NOT choose a logo that doesn't have enough contrast with the background.



DO NOT rotate the logo or apply effects like drop shadows, mirroring, etc.



DO NOT use a non-brand font with the logo stamp.



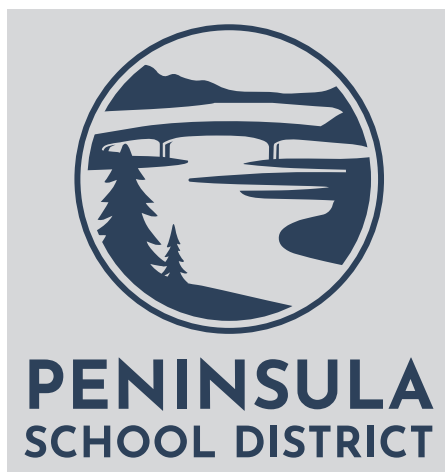
DO NOT stretch or squish the logo. Always keep the original proportions.

*Peninsula  
School  
District*

# COLOR USAGE EXAMPLES

Every logo size comes in 1- and 2-color options for screen printing. When ordering for screen printing, keep in mind how well they contrast with the color of the product you are purchasing. Examples below show contrasts but work with your vendor for guidance. For example, if you want to print the logo on light gray shirts and can only print one color, "Pacific Blue" will contrast best. The EPS version of each logo file can be opened in Illustrator by the vendor if there is a need to change the color of a line or type for contrast purposes.

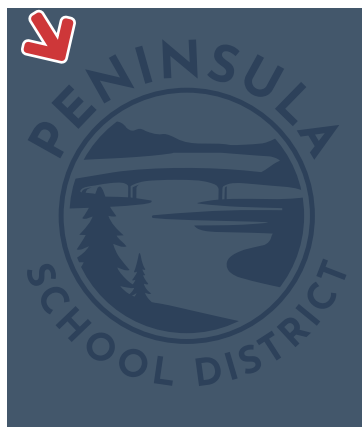
## PACIFIC BLUE:



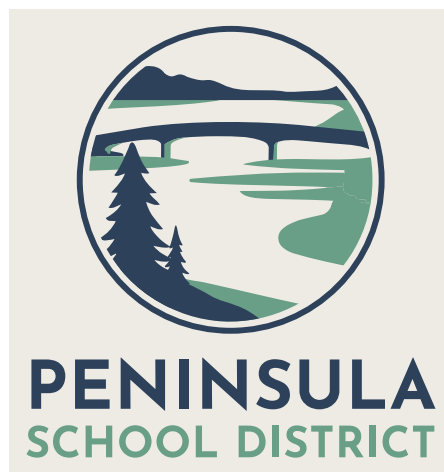
APPROPRIATE BACKGROUND  
COLORS: whites, creams, pale blues,  
pale grays



**Not recommended**  
for use on dark  
backgrounds.



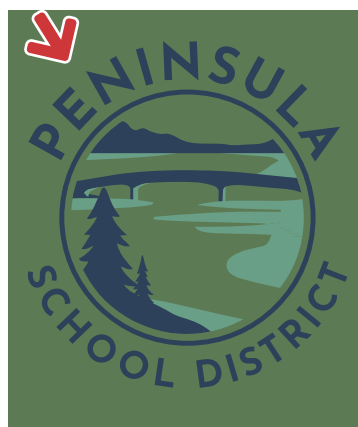
## TWO-COLOR:



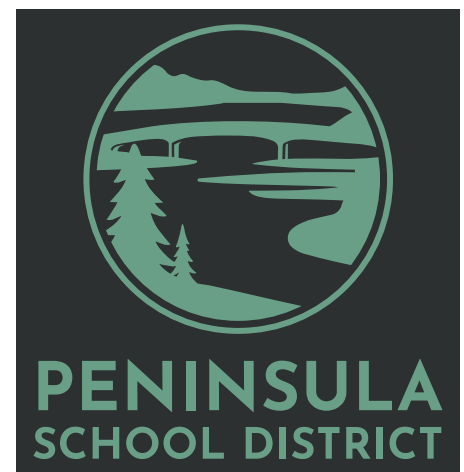
APPROPRIATE BACKGROUND  
COLORS: whites, creams, pale blues,  
pale grays



**Not recommended**  
for use on medium to dark  
backgrounds.



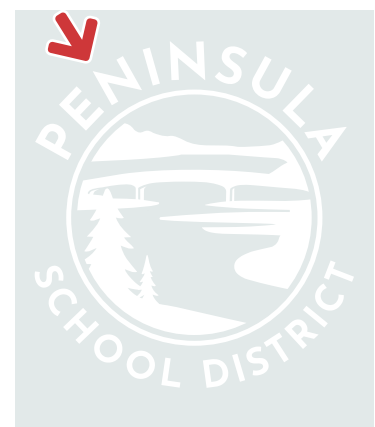
## SEA GLASS OR WHITE:



APPROPRIATE BACKGROUND  
COLORS: dark blues, gray, black



**Not recommended**  
for use on light to medium  
backgrounds.





# MERCH EXAMPLES

When choosing clothing for logo wear, try to choose color options that are as close to brand colors as possible. Most neutral colors are good choices and coordinate well with the logo. See *official color palette, page 4*.

