## LOGO CLEARSPACE



Logo clear space = the height of "P" in Polk

## PRIMARY COLORS

PANTONE® **109 C**
CMYK **1  15  100  0**
RGB **255  210  1**
HEX **#FFD200**

PANTONE® **Black**
CMYK **0  0  0  100**
RGB **35  31  32**
HEX **#000000**

PANTONE® **109 C 70%**
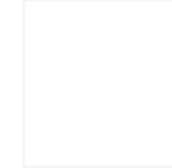CMYK **0  9  60  0**
RGB **255  226  128**
HEX **#FFE280**

## SECONDARY COLORS

PANTONE® **2454 C**
CMYK **80  37  20  1**
RGB **40  125  161**
HEX **#287DA1**

**Gray**
CMYK **0  0  0  30**
RGB **188  190  192**
HEX **#BCBEC0**

PANTONE® **White**
CMYK **0  0  0  0**
RGB **255  255  255**
HEX **#FFFFFF**

## PRIMARY FONT / [DOWNLOAD HERE](#)

### Nunito Sans

| | |
|---|---|
| Light / *Italic* | _ heads, call-outs |
| Regular / *Italic* | _ body, call-outs |
| SemiBold / *Italic* | _ heads, subheads |
| **Bold / *Italic*** | _ heads, body-bold |
| **ExtraBold / *Italic*** | _ heads, subheads |
| **Black / *Italic*** | _ heads, subheads |

ABCDEFGHIJKLMNOPQRSTUV-WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@"§$%&/()=?;,.:-_

## TEXT HIERARCHY EXAMPLE

# This is a headline

This is an example intro paragraph or a call to action.

### THIS IS A SUB-HEAD

This is body copy example. Eet a vellaut ipsam, si deratib eaquia ventendis dolorroreped quibus, sum et qui rerrum. Eet a vellaut ipsam, si deratib eaquia ventendis dolorroreped quibus, sum et qui rerrum.

- This is a bullet point
- This is a bullet point

## LOGO REVERSED ON BLACK



## SOCIALS

## DISTRICT LOGOS

**Southeast Polk**
ACTIVITIES

**Southeast Polk**
COMMUNITY SCHOOL DISTRICT

**Southeast Polk**
JUNIOR HIGH

**Southeast Polk**
TECHNOLOGY

**Southeast Polk**
ALTOONA ELEMENTARY

**Southeast Polk**
DELAWARE ELEMENTARY

**Southeast Polk**
MIDDLE SCHOOL

**Southeast Polk**
TRANSPORTATION

**Southeast Polk**
BUILDINGS AND GROUNDS

**Southeast Polk**
FOOD AND NUTRITION

**Southeast Polk**
MITCHELLVILLE ELEMENTARY

**Southeast Polk**
WILLOWBROOK ELEMENTARY

**Southeast Polk**
CENTENNIAL ELEMENTARY

**Southeast Polk**
FOUR MILE ELEMENTARY

**Southeast Polk**
RUNNELLS ELEMENTARY

**Southeast Polk**
CLAY ELEMENTARY

**Southeast Polk**
HIGH SCHOOL

**Southeast Polk**
SPECIAL EDUCATION

# The Activities Logo

**SEP ATHLETICS MARKS** - Other color variations are available by contacting the community relations office. Any use or alteration of these images not in accordance with Southeast Polk regulations is expressly prohibited.

# Activities Logo Standards and Violations

## ORIENTATION AND COLORING
There should be no rotation of any logo.



The logo should always retain its outside border. The color of the page or apparel should contrast the outermost border of the logo. No extra borders may be added



The logo should never be distorted in any way. If resizing is needed, hold down the shift key when dragging the corner. This will prevent the logo from being distorted.



## SIZE
To make the logo as recognizable and readable as possible, please follow the size minimums below.



1 inch    2 1/4 inches    2 3/4 inches    1 1/2 inches