

# 2. CREATIVE FOUNDATION

Graphic standards are non-negotiable components of an organization's brand. Logos and their use on property and materials represent Poudre School District in the community and beyond as documents, website content and marketing materials are shared across platforms. The Poudre School District logo and supporting graphic materials are foundational and important visual representations of its brand. This section provides standards for use of the Poudre School District logos, brand colors and Poudre School District fonts to ensure accurate and consistent implementation.

These files should be shared with internal and external staff and vendors who need to apply the logo to material or create new communication collateral. As part of the Poudre School District brand quality control process, staff initiating orders are advised to consult with these standards to assure adherence to graphic standards. Please see the following pages for detailed examples of the Poudre School District logo, brand colors, and the Poudre School District fonts and brand in use.



## 110 CP

c2 m22 y100 k8

r218 g170 b0

#DAAA00

## 278 CP

c45 m14 y0 k0

r139 g184 b232

#8BB8E8

## 281 CP

c100 m85 y5 k36

r0 g32 b91

#00205B

## Museo 700

Consistent, strategic branding

Consistent, strategic branding

**CONSISTENT, STRATEGIC BRANDING**

## Myriad Pro Regular

Consistent, strategic branding

Consistent, strategic branding

**CONSISTENT, STRATEGIC BRANDING**

## 2.f BRAND COLORS

Pantone Coated	Pantone Uncoated	CMYK Formula	RGB Formula/PPT	Web Hex
<b>110 CP</b>	7405 UP	c2 m22 y100 k8	r218 g170 b0	#DAAA00
75%		50%		25%
<b>278 CP</b>	278 UP	c45 m14 y0 k0	r139 g184 b232	#8BB8E8
75%		50%		25%
<b>281 CP</b>	2757 UP	c100 m85 y5 k36	r0 g32 b91	#00205B
75%		50%		25%

## SECONDARY SUPPORT COLORS

<b>2975 CP</b>	2975 UP	c34 m0 y5 k0	r153 g214 b234	#99D6EA
75%		50%		25%
<b>373 CP</b>	373 UP	c21 m0 y48 k0	r205 g234 b128	#CDEA80
75%		50%		25%
<b>377 CP</b>	376 UP	c50 m1 y100 k20	r122 g154 b1	#7A9A01
75%		50%		25%
<b>716 CP</b>	716 UP	c0 m61 y99 k0	r234 g118 b0	#EA7600
75%		50%		25%
<b>200 CP</b>	200 UP	c3 m100 y70 k12	r186 g12 b47	#BA0C2F
75%		50%		25%
<b>7532 CP</b>	7532 UP	c23 m37 y45 k65	r99 g81 b61	#63513D
75%		50%		25%

# 2.f BRAND COLORS

## SECONDARY SUPPORT COLORS

Pantone Coated	Pantone Uncoated	CMYK Formula	RGB Formula/PPT	Web Hex
Cool Gray 11 CP		c44 m34 y22 k77	r83 g86 b90	#53565A
Cool Gray 9 CP		c30 m22 y17 k57	r117 g120 b123	#75787B
Cool Gray 6 CP		c16 m11 y11 k27	r167 g168 b170	#B9BBBD