The Essence of Branding
The brand of Duval County Public Schools should promote a culture that reflects a commitment to the Strategic Plan focusing on student achievement, supporting teachers and administrators, demonstrating fiscal responsibility, and contributing to safety throughout our schools.

Adherence to basic style guidelines will help bring the new brand positioning and message strategy to life, promote the brand’s values, and align perceptions. Consistent compliance to simple guidelines is the essence of managing a brand, and in turn, will strengthen the overall brand equity throughout north Florida.

Phase Out & Implementation Plan
The old DCPS logo is being phased out; however, each department and/or school should use and deplete current stock before ordering new printed materials in order to remain fiscally responsible. Any new printed materials and/or electronically produced documents should be updated and adhered to the style guide reference information located within this document.

For additional identity standards not found in this guide or questions about phasing out old materials, please contact the Communications Department for clarification.

Using This Guide
Please use this guide as a basic outline when using the district logo. This quick reference guide is designed to provide brand users information for proper logo and tagline use, misuse, stationary templates, email signature blocks, typography, and exact color matching for RGB, CMYK and PMS. Any exception to these standards must be requested through the Communications Department.

Support
For questions and/or suggestions, please contact the Communications Department. We appreciate your support and willingness to adhere to our branding standards to ensure a consistent image for Duval County Public Schools.

The Communications Department
Duval County Public Schools
1701 Prudential Drive, Sixth Floor
904.390.2126
dcpsnews@duvalschools.org
Logos & Taglines

More Than Just An Image
Proper use of the logo ensures the overall brand integrity remains constant, and also provides the best opportunity to increase brand equity. The District logo should appear prominently in all communication materials created by district entities and all schools. In all applications, the logos should be reproduced at a size that maintains the integrity of the mark, and produces legible lettering and art detail. Please do not attempt to create new or additional art for Duval County Public School logos, insignias, or word-type for any application. All logos created in various electronic formats can be downloaded via www.duvalschools.org located under:

- Departments > Communications > Brand Identity & Guidelines.

District Logos

Logo Formats

<table>
<thead>
<tr>
<th>EPS</th>
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<tbody>
<tr>
<td>JPEG</td>
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<tr>
<td>TIF</td>
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<tr>
<td>PNG</td>
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</tbody>
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Logo Colors

- 3 Color (RGB)
- 4 Color (CMYK)
- PMS (exact match)
- Black & White
- Reverse (white)

District Tagline - 1 line & 2 line

EVERY SCHOOL. EVERY CLASSROOM. EVERY STUDENT. EVERY DAY.

EVERY SCHOOL. EVERY CLASSROOM.
EVERY STUDENT. EVERY DAY.
Misuse of Logos & Taglines

1. **Duval County Public Schools**
   - Do not use lowercase letters.

2. **Duval County Public Schools Communications Department**
   - Do not add sub-brand text.

3. **Duval County Public Schools**
   - Do not use small caps.

4. **Duval County Public Schools**
   - Do not add letter spacing.

5. **Duval County Public Schools**
   - Do not substitute another typeface for Gotham.

6. **Duval County Public Schools**
   - Do not use two different font types.

7. **Duval County Public Schools**
   - Do not tighten letter spacing.

8. **Duval County Public Schools**
   - Do not put text on one line.

9. **DCPS**
   - Do not abbreviate the text in the logo.

10. **Duval County Public Schools**
    - Do not set the logo in any secondary typeface.

11. **Duval County Public Schools**
    - Do not add sub-brand insignias.

12. **Duval County Public Schools**
    - Do not left or right justify the text.

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**EVERY SCHOOL, EVERY CLASSROOM, EVERY STUDENT, and EVERY DAY!**

Every school. Every Classroom.
Every Student, Every Day.

Do not change punctuation, cap style or change number of words per line.
Stationery & Signature Blocks

Business Cards, Letterhead and Envelopes
District stationery and letterhead are permitted only for official district business purposes and correspondence. Without prior consent, no district letterhead may contain the name of individuals in the header other than the superintendent. Logo and address placement must be retained, and no other insignias or wordmark should appear on the letterhead. Letterhead template files are available via the Communications Department. Business card and envelope template files are available via Consolidated Services - Print Services.

Signature Blocks - Email
E-mail signatures should appear with the following information for automatic signatures that appear in e-mail:

Text only (minimum)
Name
Title
Duval County Public Schools
1701 Prudential Drive
Jacksonville, Fl 32207-8182
Office: 904.390.xxxx
Fax: 904.390.xxxx
www.duvalschools.org

With Logo & tagline (social media icons optional)
Name
Title
Duval County Public Schools
1701 Prudential Drive
Jacksonville, Fl 32207-8182
Office: 904.390.xxxx
Fax: 904.390.xxxx
www.duvalschools.org
District Font Family
Below are the primary and secondary typography (fonts) to be used for desktop publishing, correspondence, and web-based communications. No other typefaces should be used.

**Primary Font - Sans Serif**
Century Gothic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&*()=+
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Secondary Font Sans Serif**
Gotham
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&*()=+
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Color Palette**

- **Blue**
  - Hex: #009ddc
  - RGB: 0, 157, 220
  - CMYK: 85, 19, 0, 0
  - PMS: 299 Blue

- **Red**
  - Hex: #ee3224
  - RGB: 238, 50, 36
  - CMYK: 0, 95, 100, 0
  - PMS: 485 Red

- **Yellow**
  - Hex: #fffc425
  - RGB: 255, 196, 37
  - CMYK: 0, 24, 94, 0
  - PMS: 123 Yellow

- **Green**
  - Hex: #00b259
  - RGB: 0, 178, 89
  - CMYK: 80, 0, 90, 0
  - PMS: 354 Green