

Troup County School System

A Place For Every Kid

BRAND IDENTITY GUIDE





[IDENTITY OVERVIEW]

The Troup County School System (TCSS) identity celebrates an energetic synergy of unity, diversity, excellence in education and student success. The graphic identity and visual style defines our organization with a bold and dynamic freshness that visually states success.

The identity standards help to eliminate confusion for our target audiences while adding a connection to who we are. The purpose of this guide is to assist TCSS employees and students as they create brochures, newsletters, fliers, documents, T-shirts, and other marketing and communication pieces that include the TCSS name or logo.

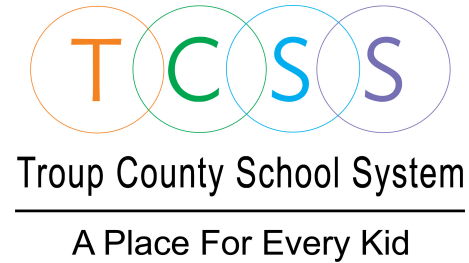
PRIMARY USAGE



BLACK AND WHITE USAGE



REVERSE USAGE



INCORRECT USAGE

LINE WITH NO TAGLINE



MISCOLORED



STRETCHED

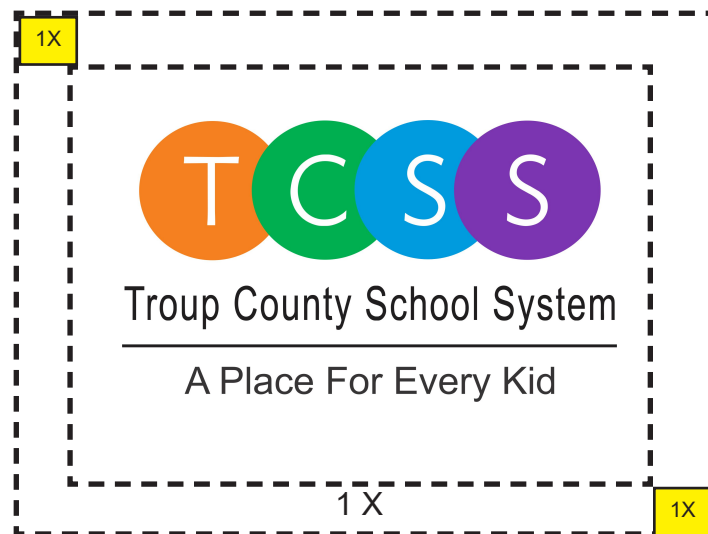


[THE LOGO]

The TCSS logo is an outward expression and representation of who we are. It consists of three main elements – the mark, the signature, and the tagline. They all symbolically express:

- Unity through the circular diagrams.
- Diversity through the use of bold colors.
- Forward progress through the use of linear elements.
- Sincerity through the typography.
- Success through the tagline.
- Innovation through all elemental combinations.

The color circular version of the identity is the preferred choice if the available height of the intended space permits proper readability and size.



Clear Space

The TCSS identity should include a clear space around the perimeter where it is free of all text and artwork. The clear space should be a minimum of $\frac{1}{4}$ of the width of the logo on all sides. Any other visual or written elements violating this space will interfere with the legibility of the design.



RGB: 245, 128, 32
HEX: F58020



RGB: 0, 155, 222
HEX: 009BDE



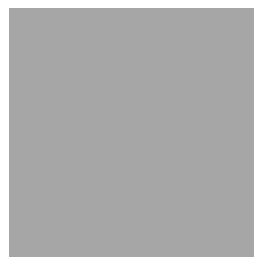
RGB: 0, 176, 80
HEX: 00B050



RGB: 124, 53, 177
HEX: 7C35B1



RGB: 127, 127, 127
HEX: 7F7F7F



RGB: 166, 166, 166
HEX: A6A6A6



[BRAND COLORS]

The TCSS brand colors consist of four primary colors and two grayscale colors.

Primary Weights

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ**

**abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!**

ARIAL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ***

***abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!***

Additional Weights

ARIAL THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abc-
defghijklmnopqrstuvwxyz 0123456789\$&@!

ARIAL THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abc-
defghijklmnopqrstuvwxyz 0123456789\$&@!

ARIAL BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ abcdefghijklmnopqrstu-
vwxyz**

0123456789 \$&@!

ARIAL BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

***abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!***



[TYPOGRAPHY]

The **ARIAL** font family is the designated TCSS font. The fonts can be used without any limitations for commercial and non-commercial purposes. The humanistic geometric forms of this font pair nicely with those used in the logotype.

Phone and Fax:

Numbers should use periods for separation. Do not include dashes, parentheses, or spaces.

Correct: 706.812.7900

Incorrect: (706) 812-7900

Email Signature:

Personalized TCSS Email signatures should be attached to all correspondence. Doing so maintains consistency and reinforces the TCSS brand.

Email Signature must be set in 12 font Arial Bold. Remainder of text is set in 12 font Arial without bolding. One quote below the TCSS logo is permitted. It must be encapsulated in quotations, 12 font Arial, and attributed to the originator.

Jane Doe

3rd Grade Teacher

Callaway Elementary School

2200 Hammett Rd. LaGrange, GA 0241

706.845.2059 - www.troup.org/ces



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“Quote” ~Attribute quote to the originator

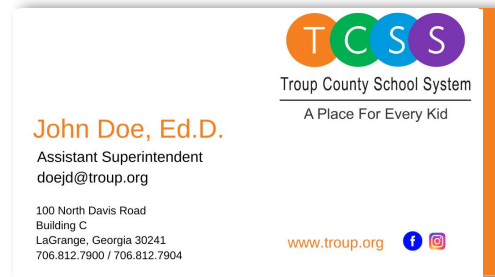


[COMMUNICATION GUIDELINES]

LETTERHEAD



BUSINESS CARDS

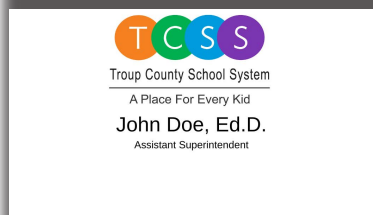


FRONT



BACK

NAME TAG



SHIRTS

