



QUICK REFERENCE

Branding Guide

BRANDING RESOURCES

All resources, logos, and fonts are available for download at:

jpschools.org/branding

OUR BRAND

Our brand reflects our true identity—a bold school district leading a movement that is devoted to the goal of strengthening Jefferson Parish and Louisiana.

Its basic elements—logo, color palette, and fonts—are the building blocks for consistently and effectively communicating who we are and our impact.

Across all forms of communications, the first reference should always be "Jefferson Parish Schools". Subsequent references can read the same or "JP Schools", "the District" or "the system".

Consistent use of our branding helps ensure we are speaking with a unified voice.

FONTS

HEADLINE

**FIRA SANS
EXTRA-BOLD is used for
headlines and titles.**

PARAGRAPH

RALEWAY REGULAR is used for paragraphs and body copy.

This is a sample paragraph to illustrate how the font will look when it is used. It is easy to read, and has a touch of character without being too fancy. Variations that are also acceptable are **BOLD** and *ITALIC*.

COLOR PALETTE

PRIMARY COLORS

**JP Schools
Blue**

PMS 653
C96 M69 Y23 K6
HEX #345785

**Brighter
Future**

PMS 129
C5 M17 Y95 K0
HEX #F3CC30

EXPANDED COLOR PALETTE

**Knowledge
Blue**

PMS 2767
C91 M78 Y49 K53
HEX #18283D

**Sky's the
Limit**

PMS 549
C67 M22 Y18 K0
HEX #53A2BE

**Capstone
Gray**

PMS 656
C7 M6 Y0 K 0
HEX #E9EAF5

**Energize
Orange**

PMS 1235
Co M36 Y100 K0
HEX #FFAD05

LOGO

FULL COLOR VERSION



ONE COLOR VERSIONS*



*Note: general rule with the one color versions is the fleur-de-lis and "JEFFERSON" are to always be lighter than the background.

LOGO SPACING

MINIMUM SPACE REQUIREMENT



Any text, framing, or other elements should fall outside of this space.

MINIMUM SIZE

Two options for **minimum** size brand marks:

Whenever possible, the full-color option should be used. When printing with a black & white printer, the black & white version should be used.

A one-color version is available for smaller uses or mass production by the print shop.

LOGO USES

JP Schools' logo should always appear in its original form. Any deviation from the established standard is prohibited.

DO NOT use the logo on any color other than the approved colors.

DO NOT skew, stretch or otherwise alter the shape of the logo.

DO NOT rotate, invert, spin, angle or pivot the logo.



1.25" Wide



1.25" Wide



1" Wide