

Style & Brand Guide

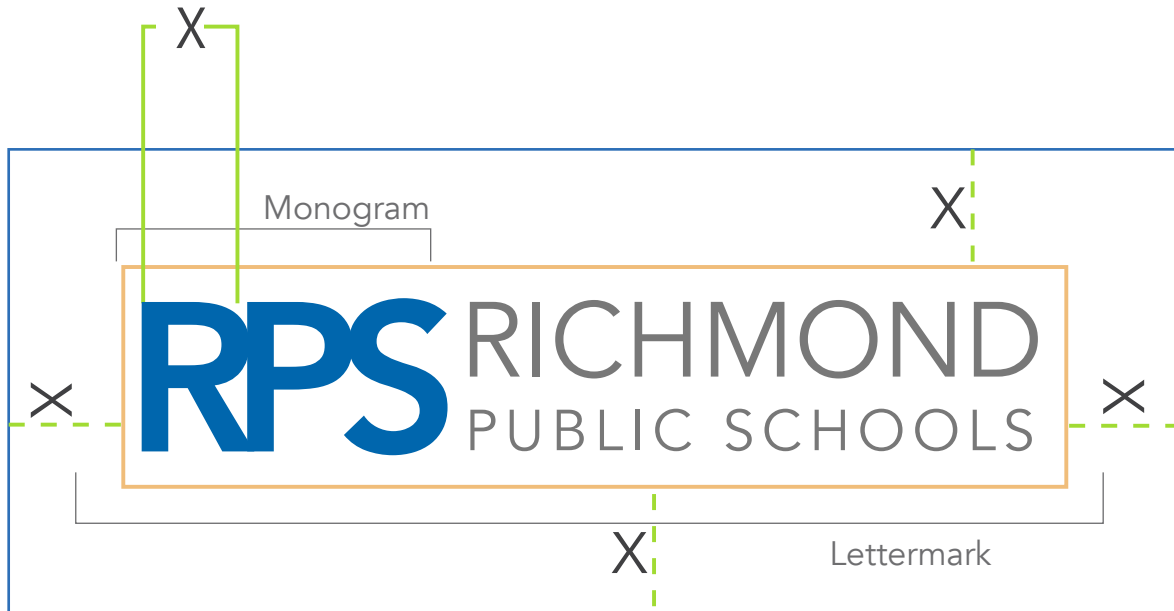


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RPS Logo Guidelines



DOWNLOAD LOGO FILES

Minimum Sizes

To ensure our logo is always visible, we require a minimum display size for usage of print and digital displays.

Minimum Print Size



1.25 inches wide

Minimum Digital Size



135 pixels wide

RPS Logo Guidelines

Logo Variations

In special circumstances, the full color version of the RPS logo may not be used. Alternative logos, including Charcoal & Grey, White, vertical logo lock-up, or circular logo can also be used. Contact the Office of Engagement for these circumstances.

Charcoal & Grey logo



Primary Logo Variation to be used in most circumstances..

White logo



Use to enhance contrast on dark backgrounds or image compositions.

Vertical logo



May be used as needed when horizontal format is inappropriate.

Circular logo



For limited use as profile images or in other special circumstances.

Logo Co-branding Guidelines

In an effort to create awareness of district involvement external initiatives, related communications should be co-branded using a composite logo as shown below.



If sponsoring or leading an event, the RPS logo should be 1.5x larger than the co-sponsors. If RPS is supporting an event, defer to the organizer's guidelines and maintain RPS logo size minimums.

RPS Logo Guidelines

Incorrect Usage

The examples below demonstrate incorrect uses of the RPS logo. Under no circumstances should any of these usages be published.

1. Do not alter the position of the logo elements.
2. Do not alter any color of the logo elements.
3. Do not change the typeface, character spacing or line height.
4. Do not add special effects, such as a drop shadow.
5. Do not stretch, distort or otherwise alter the aspect ratio of the logo.
6. Do not position the logo too close to other items or images.
7. Do not position the logo on non-complimentary colors.*
8. Do not overlay the logo on photographic backgrounds that reduce clarity of logo elements and typography.*

*Consider appropriate use of white RPS logo.



Color Palette

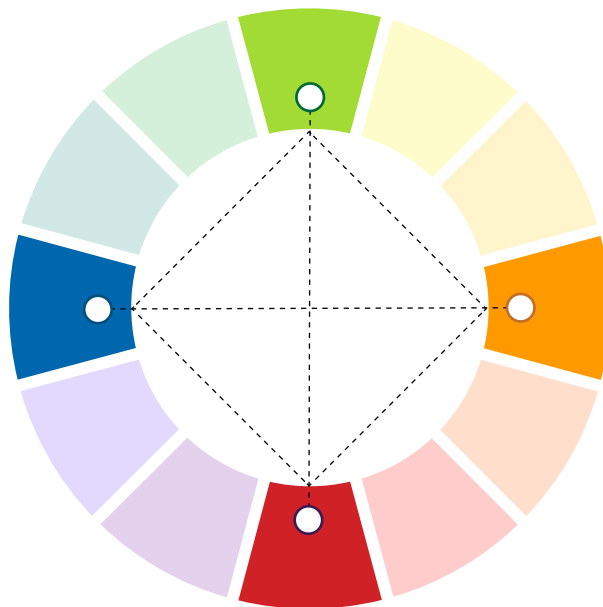
In design, colors are built and identified using four different methods:

- Hexadecimal (HEX) codes – Hexadecimal is a numeral system used in computing where “hex” codes represent a depiction of color, RGB values are converted to hex values to create any given color.
- Pantone Matching System (PMS) – PMS is a proprietary color system that has become the standard for solid ink colors.
- Cyan, Magenta, Yellow, Key (CMYK) color model – CMYK is used to describe the four-color model for combining various percentages of the aforementioned colors. “Key” stands for black. The majority of the world’s printed materials are produced using the CMYK process.
- Red, Green, Blue (RGB) color model – RGB is used to describe the model using the three primary colors. RGB color profiles are used primarily for web and on-screen outputs (e.g., Microsoft Word and PowerPoint).

Color Harmony

The primary relationship is called Tetradic, and it uses two sets of complementary colors. The spread of colors allows for the RPS brand to create a variety of digital and print materials tailored to each department or event.

Tetradic color scheme

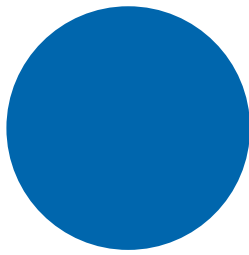


RPS Color Palette

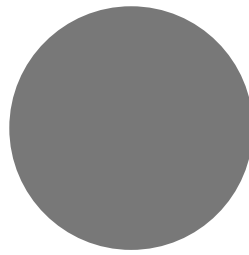
Primary

Percentage of use
in print designs and
digital applications:

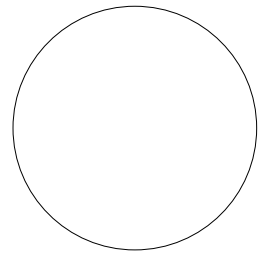
60%



HEX 0066ad
Pantone 4151 C
CMYK 92,61,3,0
RGB 0,102,173



HEX 777779
Pantone 444 C
CMYK 55,47,44,11
RGB 119,119,121

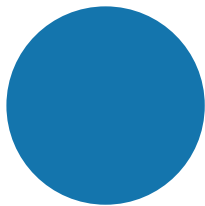


HEX FFFFFF
Pantone N/A
CMYK 0,0,0,0
RGB 255,255,255

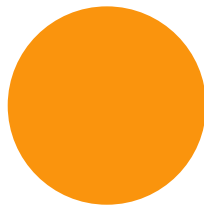
Secondary

Percentage of use
in print designs and
digital applications:

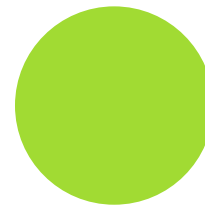
30%



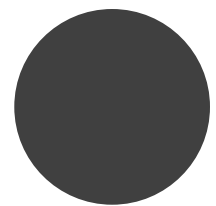
HEX 1476ad
Pantone 2175 C
CMYK 87,48,11,0
RGB 20,118,173



HEX f9930d
Pantone 2013 C
CMYK 0,50,100,0
RGB 249,147,13



HEX a1db33
Pantone 2299 C
CMYK 41,0,98,0
RGB 161,219,51

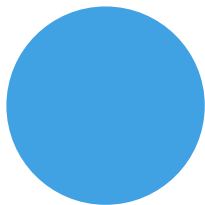


HEX 404040
Pantone 4287 C
CMYK 68,61,60,47
RGB 64,64,64

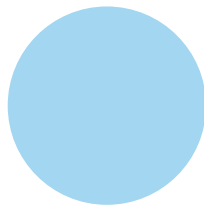
Tertiary

Percentage of use
in print designs and
digital applications:

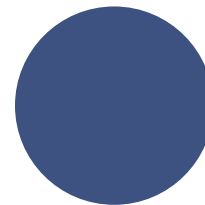
10%



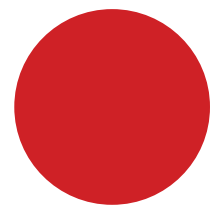
HEX 40a0e2
Pantone 2171 C
CMYK 67,24,0,0
RGB 64,160,226



HEX a3d6ef
Pantone 635 C
CMYK 33,3,2,0
RGB 163,214,239



HEX 3e517f
Pantone 4142 C
CMYK 86,73,26,9
RGB 62,81,127



HEX ce2127
Pantone 1795 C
CMYK 13,100,98,3
RGB 206,33,39

Typeface

The official RPS typeface is Avenir. You can learn more about the history of Avenir on Wikipedia. It is included within Google suite applications and some other software. You may also download the font package [here](#) and move it into the Fonts folder on your device. If it is not available on your device, you may use Lato or Calibri instead.

The standard font size is between 10-12 points. Fonts as small as 9 and as large as 14 are acceptable for body text depending on your audience and style of material. Larger fonts are appropriate for headers and fliers. The typeface Avenir includes many variations (specific fonts).

The preferred font for body text is Avenir Book. If Avenir Book is not available, the classic Avenir font is acceptable. You may alter the look of the typeface by changing the characteristics of the font to Bold or using a thicker font in the typeface, such as Avenir Black or Avenir Heavy. Please do not italicize Avenir except to denote titles and names of specific works for literary purposes.

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

NOTES:

- If variations are not available, use the classic "Avenir" font.
- The Avenir font should never be italicized.

Secondary Typefaces

Secondary typefaces should only be used for Titles, Headers, and Text Accents. Body text should always be Avenir Book.

Caveat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

AMATIC SC REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

NOTE THIS FONT IS TIGHT, SO WE RECOMMEND ADDING A SPACE BETWEEN EACH LETTER OR WORD. THIS FONT RENDERS SMALLER THAN EXPECTED SO AN INCREASED FONT SIZE IS RECOMMENDED.

Oswald

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Lato Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Logo & Type Usage Examples



- Great balance of brand color and real student photography.
- Avenir is used for all important information and body text, while Caveat is used to draw attention to the call-to-action.
- RPS logo is co-branded appropriately.



- Primary RPS Blue is the main color used, and because of the colorful background we use the white RPS Logo.
- Great use of brand color and real student photography.
- Avenir is used for all important information and body text.

Photography Guidelines

Highlighting the RPS student experience is at the heart of the brand, so please note these important considerations when making photo selections for RPS-branded materials:

- Do not use photos of students improperly wearing face masks.
- Use photos that highlight positive interactions and exemplify our diverse student populations.
- Aim to use imagery with eye contact among subjects or with the camera.

If you have questions about appropriate image use, contact outreach@rvaschools.net.

For other examples on how to use logos, typefaces, photos and colors please visit and follow the RPS social media accounts.



@RVASchools



@RPSenEspañol



@RichmondPublicSchools



@RPS_Schools

RPS Standards & Templates

Contact Information

Consistently formatted contact information should be used on all materials.

Name/(Pronouns): John Doe (he/him/she/her/they/them)
Title/Dept./Team: Coordinator, Success Department
District: Richmond Public Schools
Email: jdoe@rvaschools.net
Phone: (804) 780-7710 (ext. 1234)
Address: 301 N. 9th St.
Richmond, Virginia 23219
RPS Web Address: www.rvaschools.net

Use these guidelines when formatting contact information:

- Do not place the number 1 in front of area codes, including toll-free numbers.
- Do not use periods within the number, it breaks the auto-call link.
- Always use parentheses with an area code.
- Separate the city/state/zip code to a second line.
- When abbreviating a phone extension, use the suffix (ext.)
- Always keep web addresses and emails lowercase.
- You may also use your school or department specific web address.

Email Signature

All RPS employees should use a consistent email signature per the example below.

Name/(Pronouns): John Doe (he/him/she/her/they/them)
Title: Coordinator
School/Office/Dept: Success Department
Phone Number: (804) 555-5555 (ext. 1234)
Linked Call-to-Action: [Sign up](#) for the RPS Direct Newsletter.

RPS Standards & Templates

Your Role as an RPS Brand Ambassador

Templates are key to ensuring the RPS brand is represented consistently, professionally and beautifully across applications. These resources are designed to elevate the work of our talented staff and assist your communications and outreach efforts.

Please contact outreach@rvaschools.net to request template access, discuss branding needs or have questions about brand strategy.

Document Templates

RPS Document Template

- [Microsoft Word](#) 
- [Google Docs](#) 

RPS Letterhead Template

- [Microsoft Word](#) 
- [Google Docs](#) 

Presentation Templates

Please use the RPS standard presentation templates unless another template has been approved by your manager. If the presentation is connected to outside organizations, use a version co-branded with their logo.

RPS Presentation Templates

- [Microsoft PowerPoint](#) 
- [Google Slides](#) 

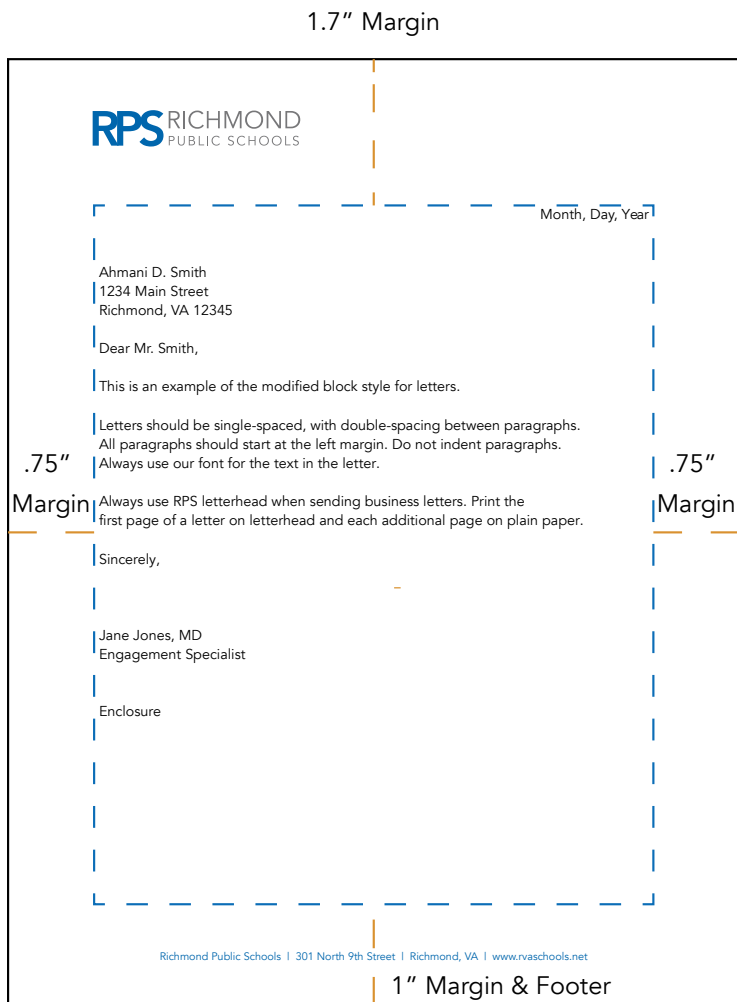
Additional Templates

Templates for fliers, social media graphics, and other document formats are available for RPS staff use. Contact outreach@rvaschools.net to request access to these materials.

RPS Standards & Templates

Business Letters

Please use the **Word** or **Google Doc** template to ensure proper formatting for letters and reports.



Logo

- Always left aligned in the header.

Font

- Avenir, 10 pt, 1.15 pt spacing.
- Minimum font size: 9 pt
- Maximum font size: 14pt

Recipient's Address

- 3 returns below date.

Salutation

- 2 returns below address.

Line Spacing

- Single-space body text, and one return between paragraphs.

Closing

- 2 returns below final paragraph.

Signature/Title

- 4 returns below closing to allow room for signature.

End References/Enclosure

- 3 returns below signature.

Footer

- Update footer info to your dept./team contact information.

Questions? Contact Us!

Department of Advocacy and Outreach

outreach@rvaschools.net

Follow RPS on Social Media!



@RVASchools



@RPSenEspanol



@RichmondPublicSchools



@RPS_Schools

