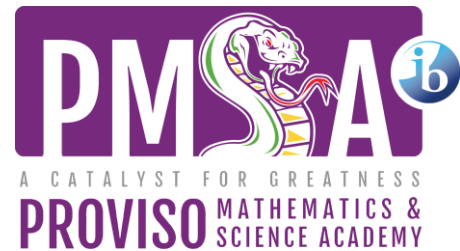
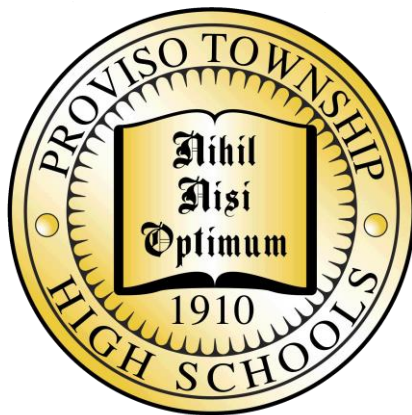


Proviso Township High Schools District 209 Brand Guide

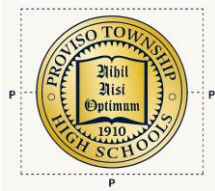
1. Brand Overview

- **Mission Statement:** Pursuit of Nothing But The Best!
- **Vision Statement:** Equity, Excellence, Relevance for ALL.
- **Core Values** (Equity, Excellence, Community, etc.)
- **Voice & Tone:**
 - Professional but friendly
 - Student-centered and inclusive
 - Emphasis on academic success and community pride
- **Schools:**
 - Proviso Math & Science Academy
 - Proviso East High School
 - Proviso West High School



2. Logos

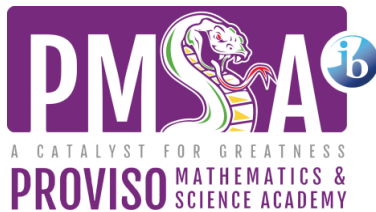
District Logo (Full color)



- **Clear Space & Sizing Guidelines**
 - To maintain visual integrity, always leave enough clear space around the logo. No text, images, or other graphic elements should enter this protected zone. Clear space = the height of the “P” in “PROVISO”
 - How to apply:
 - Measure the height of the capital “P” in the word "PROVISO."
 - Leave that amount of space on all four sides of the logo.
 - This rule applies whether the logo is on digital, print, or promotional materials.
 - Minimum Size Requirements: To ensure readability, especially of the text “Nihil Nisi Optimum” and the year “1910,” the logo should never be reproduced smaller than the following:
 - Print: 1 inch (width)
 - Web/Digital: 100 pixels (width)
 - At smaller sizes, the text may become illegible, compromising the professionalism of the brand.
 - Do Not:
 - Scale the logo disproportionately.
 - Add shadows, glows, or filters.
 - Crop or cut off any part of the seal.
 - Use the logo on backgrounds that reduce contrast (like gold-on-gold or black-on-dark blue).
 - Alter the color or fonts.
- **Improper Usage Examples**
 - Do not stretch or distort the logo → Keep original proportions when resizing
 - Do not change the colors → Stick to the official gold, black, and white

- Do not add shadows, glows, or effects → The logo should remain clean and professional
- Do not place on busy or low-contrast backgrounds → Use solid light or dark backgrounds for clarity
- Do not crop or cut off parts of the seal → The full circular seal must always be visible
- Do not rotate or tilt the logo → The seal must remain upright at all times
- Do not add unapproved text or icons inside or around the logo
→ No taglines, emojis, or event names should be embedded within the seal
- Do not recreate or redraw the logo → Always use the approved, high-resolution file



Individual School Logo – PMSA, West, East (Full Color)









- Same basic guidelines as District (look above), however - Do Not:
 - Scale the logo disproportionately
→ Always maintain the correct aspect ratio
 - Add shadows, glows, or filters (Unless Approved by Communications Dept.)
→ The logo should remain clean, flat, and professional
 - Crop or cut off any part of the logo
→ The full circle, snake, pirate hat, crest, panther and text must always be visible
 - Use the logo on backgrounds that reduce contrast
→ Avoid placing the logo on busy, patterned, or similarly colored backgrounds.
 - Alter the colors or fonts
→ Stick to official school color palette.
- **Improper Usage Examples (Refer to District Standards)**
 - Do not crop or cut off the snake, pirate, panther or text (Always use the full school logo)

3. Colors


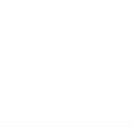


Proviso Township High Schools District 209

Color	Color Sample	HEX	RGB	CMYK	Usage
Black		#000000	0, 0, 0	0, 0, 0, 100	Primary
Gold		#FDB913	253, 185, 19	0, 27, 91, 0	Accent
White		#FFFFFF	255, 255, 255	0, 0, 0, 0	Background / Neutral






Proviso Math & Science Academy

Color Name	Color Sample	Hex Code	RGB	CMYK (Print)	Usage
PMSA Purple		#732C91	115, 44, 145	60, 100, 0, 0	Primary text, outlines, accents
PMSA Green		#3EB64F	62, 182, 79	70, 0, 90, 0	Snake body
Bright Red		#EF3340	239, 51, 64	0, 90, 80, 0	Snake tongue, accents
Deep Violet		#5D217A	93, 33, 122	75, 100, 0, 0	Inner shadows and details
Gold Yellow		#FFD300	255, 211, 0	0, 10, 100, 0	Neck pattern highlights
Bright White		#FFFFFF	255, 255, 255	0, 0, 0, 0	Background/accents
Black (Text/Base)		#000000	0, 0, 0	0, 0, 0, 100	Text or solid dark backgrounds

Proviso East High School

Color Name	Color Sample	Hex Code	RGB	CMYK	Usage
Pirate Blue		#0033A0	0, 51, 160	100, 85, 0, 0	Primary color for logos and text
White		#FFFFFF	255, 255, 255	0, 0, 0, 0	Backgrounds, contrast text
Black		#000000	0, 0, 0	0, 0, 0, 100	Text and accents
Gray (Optional)		#CCCCCC	204, 204, 204	0, 0, 0, 20	Backgrounds or neutral sections

Proviso West High School

Color Name	Color Sample	Hex Code	RGB	CMYK	Usage
Panther Red		#C8102E	200, 16, 46	2, 100, 85, 6	Primary brand color; logos, headlines, accents
White		#FFFFFF	255, 255, 255	0, 0, 0, 0	Backgrounds, contrast text
Black		#000000	0, 0, 0	0, 0, 0, 100	Text and accents
Steel Gray (Optional)		#A2AAAD	162, 170, 173	6, 1, 0, 32	Subheadings, borders, shadows
Light Red Tint		#F4A6A6	244, 166, 166	0, 32, 32, 4	Backgrounds, accent highlights

4. Typography

Guidelines

- Avoid mixing more than **two fonts per design**.
- Use **Glacial Indifference** for consistency in printed materials and signage.
- Use **Arial Nova** for email blasts, presentations, or when Glacial Indifference is unavailable.
- Use **Yellowtail** as a visual flourish, not as the main text.
- Ensure adequate **contrast** between text and background for readability.

Headlines: Glacial Indifference (Bold, All Caps)

- **Style:** Modern, bold, geometric sans-serif
- **Use:** Titles, headers, and callouts in print and digital materials
- **Formatting:** Always in **ALL CAPS** and **Bold** for consistency and emphasis
- **Example:**

PROVISO STUDENTS EXCEL IN STEM PROGRAMS

Body Text: Glacial Indifference (Regular/Light)

- **Style:** Clean and minimal
- **Use:** Paragraphs, letters, flyers, brochures, and subheadings
- **Formatting:** Sentence case or title case; avoid bold unless emphasizing a word or phrase
- **Example:**

Proviso East students participated in the statewide academic showcase held last weekend.

Digital Materials: Arial Family

- **Use:** Websites, social media graphics, emails, presentations
- **Why:** System font ensures consistent rendering and accessibility across devices
- **Styles to Use:** Arial Nova Light, Regular, Bold

- **Example:**

Click here to learn more about upcoming summer programs at Proviso.

(Arial Nova Light)

Click here to learn more about upcoming summer programs at Proviso.

(Arial Nova Regular)

Click here to learn more about upcoming summer programs at Proviso.

(Arial Nova Light Bold)

Click here to learn more about upcoming summer programs at Proviso.

(Arial Nova Regular Bold)

Accent Font: Yellowtail

- **Style:** Script; expressive and friendly
- **Use:** Accent text only (e.g., student spotlights, quotes, event names, press release subtitle)
- **Formatting Rules:**
 - Use sparingly
 - Never in all caps
 - Avoid in body text for readability
- **Example:**

"Dream Big. Work Hard."

5. Imagery & Photography

- Use high-resolution photos that reflect:
 - Diversity and inclusion
 - Student engagement
 - School pride and achievement
- Avoid overly staged or stock-looking images

6. Social Media Guidelines

Voice: Energetic, clear, youth-conscious, and community-driven

- **Hashtags:** #ProvisoPride #D209Excellence #WeAreProviso
- **Content Pillars:**
 - Academics
 - Athletics
 - Events & Celebrations
 - Student/Staff Spotlights
 - Community Partnerships

7. Accessibility & Inclusivity

Proviso District 209 is committed to ensuring that all communications—digital and print—are accessible to every student, family, and community member. All branded materials should follow best practices in accessibility to meet ADA (Americans with Disabilities Act) standards and promote inclusive design.

ADA-Compliant Color Contrast

- Ensure **sufficient contrast** between text and background colors.
- Use tools like the WebAIM Contrast Checker to verify that color pairings meet WCAG 2.1 Level AA or higher.
- Example: Avoid light gray text on a white background or blue text on black.
- Minimum contrast ratios:
 - **4.5:1** for normal text (12pt font)
 - **3:1** for large text (18pt+ or 14pt bold)

Alt Text for Images

- All images used in digital content (social media, websites, newsletters) must include **alternative (alt) text**.
- Alt text should briefly describe the content and purpose of the image for screen readers.
- Good alt text example:
“Proviso East students planting trees during the Earth Day event, April 2025.”
- Avoid:
“Image” or “photo” alone, or descriptions that are overly long or vague.

Captions on Videos

- All video content should include **captions or subtitles**, either open (always visible) or closed (toggle on/off).
- Captions must include:
 - Dialogue
 - Important sound cues (e.g., “[cheering]” or “[music playing]”)
- For social media videos, use platform-native captioning tools (e.g., Instagram Reels or YouTube auto-captions, with manual edits as needed).
- For accessibility and user experience, **avoid auto-caption-only videos without review.**



Best Practices for Inclusive Design

- Use **plain, easy-to-read language**—avoid jargon.
- Use **clear headings** and bullet points to improve readability.
- Ensure **touch targets** (like buttons) are large enough for users with mobility impairments.
- Avoid relying on **color alone** to convey meaning (e.g., red = wrong).

8. Contact & Usage

- To maintain the integrity and consistency of the Proviso Township High School District 209 brand, all staff, vendors, and partners must follow the guidelines outlined in this document. For any questions, clarifications, or special approvals regarding branding, logo usage, or communications, please reach out to the following contacts:



Brand & Digital Media Contact

- **Nia Lackland**, Digital Media Specialist | Proviso Township High School District 209
 nlackland@pths209.org |  (708) 202-1764

Responsibilities in regard to this guide:

- Social media content and strategy
- Visual branding and graphic design support
- Logo file distribution and formatting guidance
- Brand consistency across digital platforms

Supervisor & Communications Lead

- **Kristi Vandenbroek**, Director of Public & Community Relations - Proviso Township High School District 209
 kvandenbroek@pths209.org |  (708) 338-5915

Responsibilities in regard to this guide:

- Media relations and public communication strategy
- Final approval on all branded materials
- Oversight of district-wide communications
- Vendor and partner brand usage inquiries

Contact When You:

- Need official logo files or branded templates
- Are creating materials for public events or campaigns
- Need to confirm colors, fonts, or other design elements
- Are working with an external partner who needs branding guidelines
- Require approval for a custom or one-time use of the Proviso brand