Resources

The PGCPS Brand

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OPL
LEADERSHIP

As Maryland's second largest public school district with 200 schools, dozens of programs and offices and countless partners, the PGCPS Style Guide helps us ensure consistency and quality in all communication, marketing and promotion connected with our district.

Whether you are a program, department, educator or community partner, aligning with the district's brand guidelines is critical in maintaining the excellence we strive for. By adhering to these guidelines, we invite you to be a part of our unified narrative, contributing to the strength and success of our community.

We urge you to follow our Style Guide closely. If there are questions, please contact the Office of Communications and Community Engagement prior to developing collateral.

Logo Guidelines

Full Color Logo



- Download high-quality color .eps version
- Download color .jpg file version
- Download color .png version with transparent background

Black Logo



- Download high-quality black .eps version
- Download black .png version with transparent background

White Logo

- Download quality reverse (white) .eps version
- Download reverse (white) .png version with transparent background

Stacked Logo



- Download high-quality stacked .eps version
- Download stacked .png version with transparent background

Logos for Schools and Offices

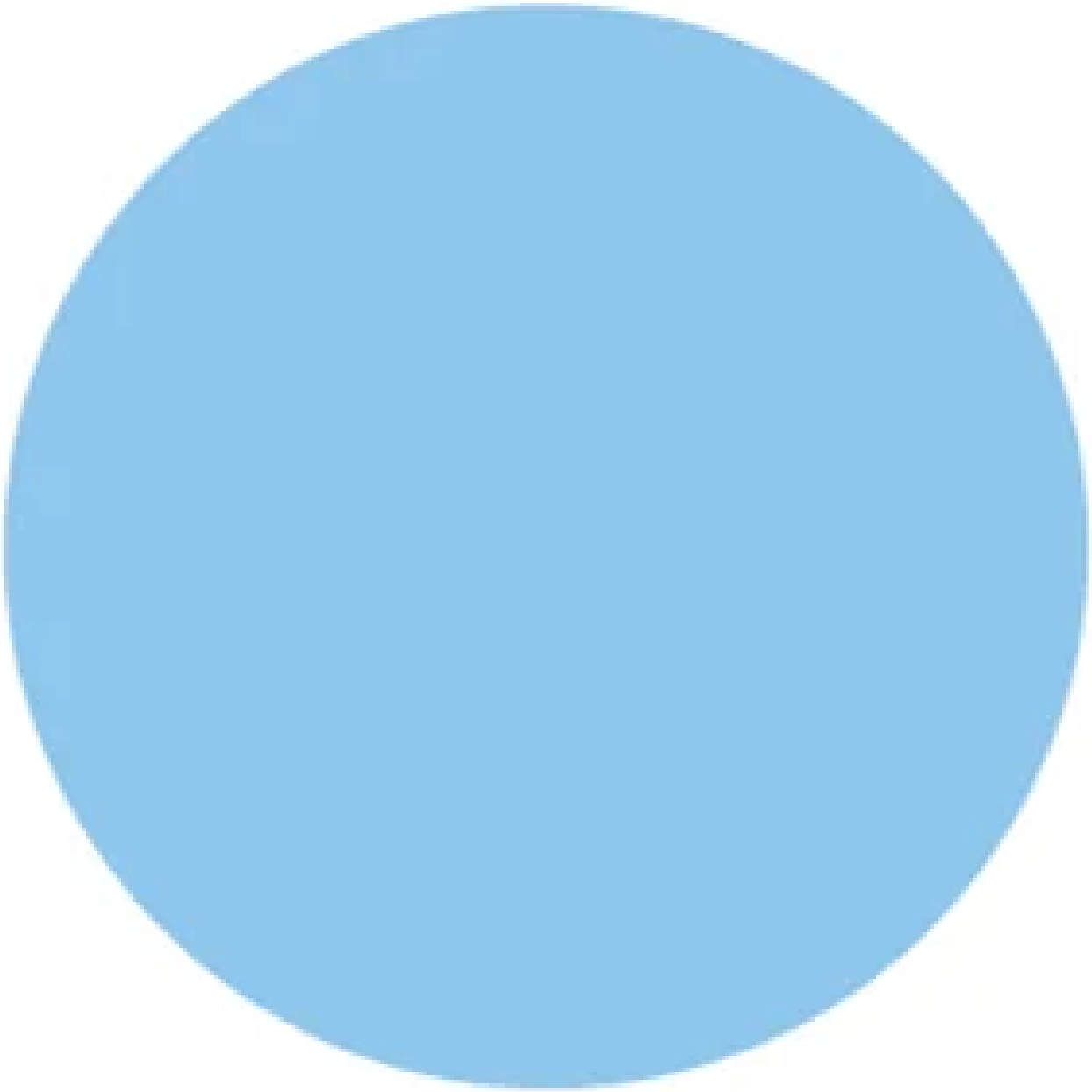
The PGCPS logo is central to the school district's identity and should be used on all marketing and communications materials. Departments and/or offices are discouraged from creating their own unique logos. Please use the logo design below with your department name.*



*Creative variations of the PGCPS logo are permitted for special systemic events and initiatives. If you need clarification, please contact the Communications team.

Color

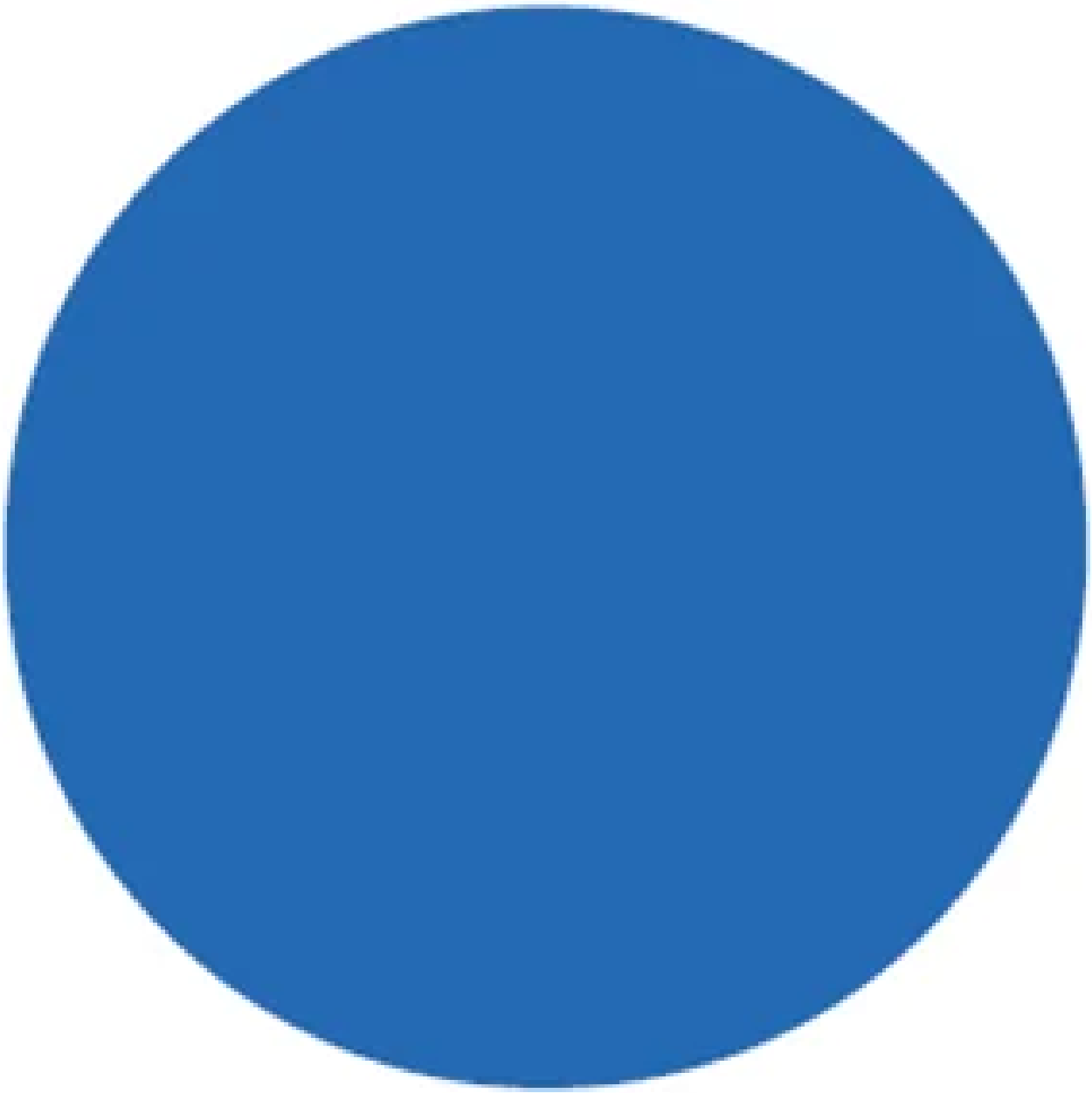
Primary Brand Colors



HEX: 8FC7EB

CMYK: 41, 9, 1, 0

RGB: 144, 198, 233



HEX: 256AB4

CMYK: 87, 59, 0, 0

RGB: 37, 106, 180

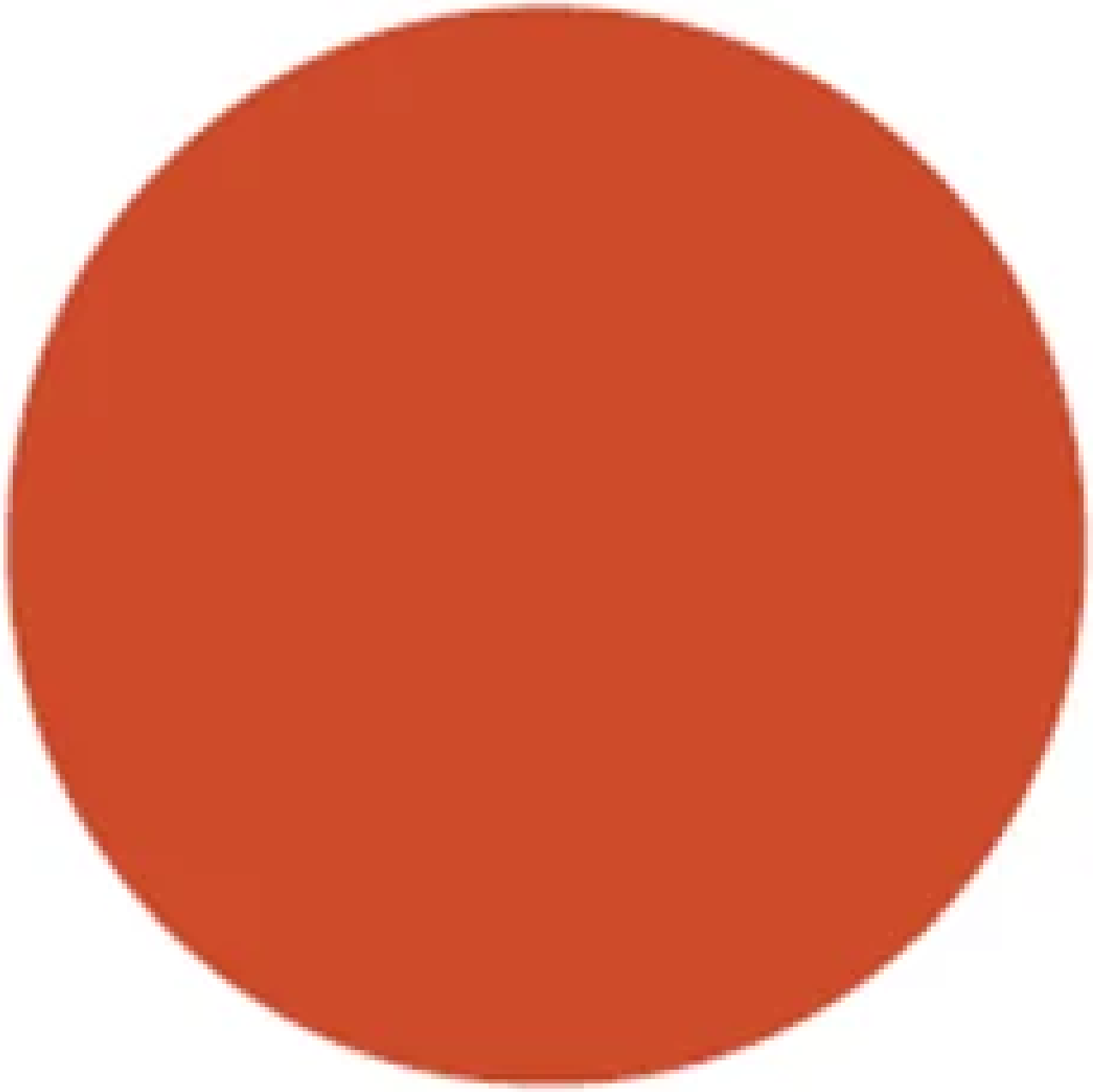


HEX: FFCF07

CMYK: 1, 17, 99, 0

RGB: 255, 207, 7

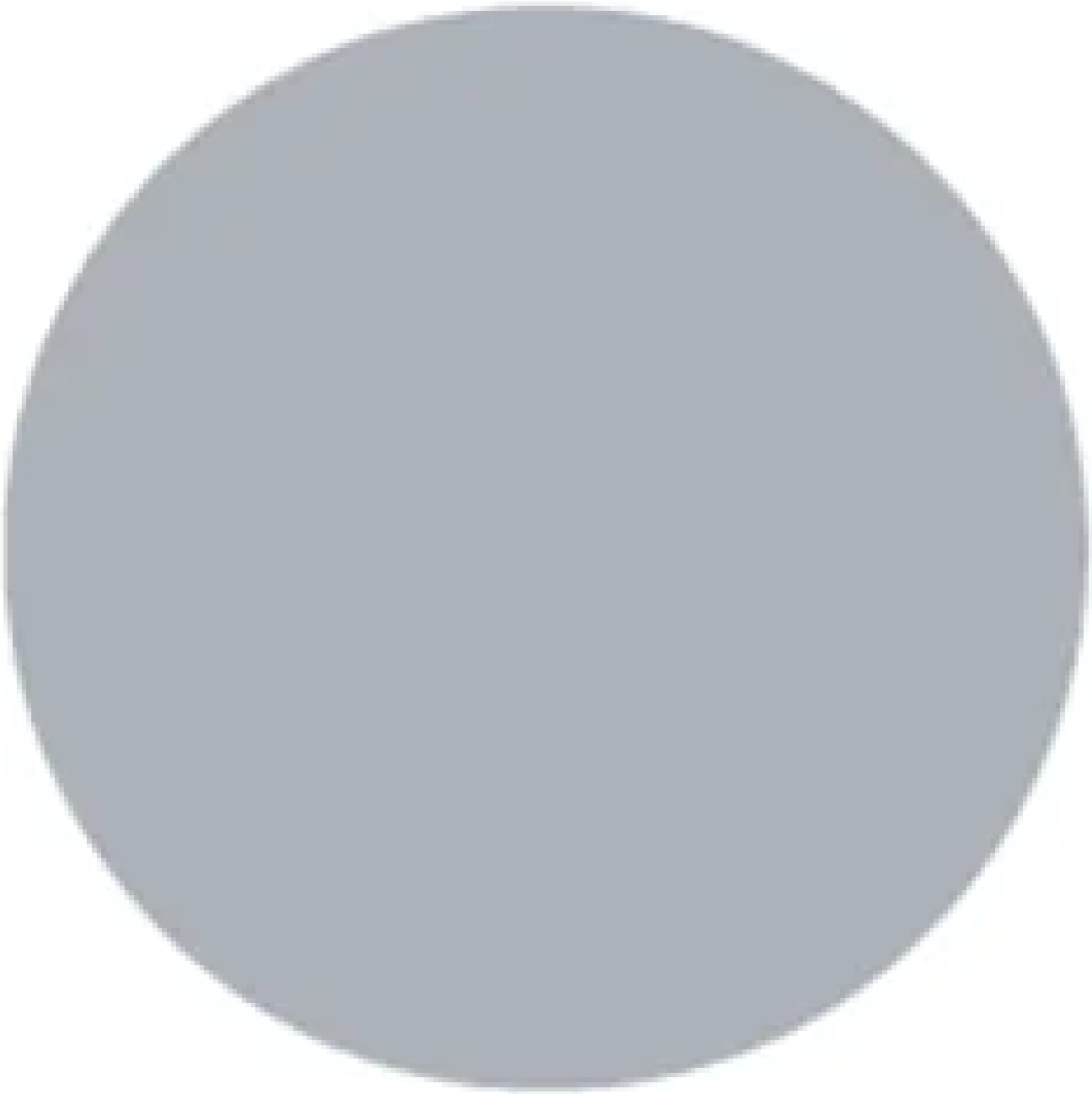
Secondary Brand Colors



HEX: D04B2D

CMYK: 13, 85, 96, 3

RGB: 207, 75, 43



HEX: ABB2B7

CMYK: 34, 24, 22, 0

RGB: 171, 178, 183



HEX: A5D16D

CMYK: 39, 0, 75, 0

RGB: 165, 208, 109



HEX: FEB734

CMYK: 0, 31, 91, 0

RGB: 253, 183, 49

Typography

We have two distinct typefaces that are to be used on general branded material. At times, we can use other typefaces if it is appropriate for the piece. Use extreme caution with any display typefaces that mimic calligraphy, brush script, special effects and have ornate flourishes. In the event that none of these typefaces are available, Open Sans may be used.

Sans-Serif

There are many variations to the typeface Myriad Pro. However, the ones we encourage you to use these most:

Myriad Pro (Regular)
Myriad Pro (Italic)
Myriad Pro (SemiBold)
Myriad Pro (Bold)
Myriad Pro (Black)

Myriad Pro (Light SemiCondensed)
Myriad Pro (Light SemiCondensed Italic)
Myriad Pro (SemiCondensed)
Myriad Pro (SemiCondensed Italic)
Myriad Pro (SemiCondensed Bold)
Myriad Pro (SemiCondensed Black)

Serif

American Typewriter is a nostalgic yet clean serif. Please refrain from using the condensed version.

American Typewriter (Light)
American Typewriter (Regular)
American Typewriter (Semibold)
American Typewriter (Bold)

Forbidden

Under no circumstances should these typefaces be used in any fashion.

Brush Script
Chancery
Comic Sans
Papyrus
Snell Roundhand

Publication Templates

Canva Template - Announcement Bilingual →

Canva Template - Announcement - English Only →

CONTACT

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ABOUT PGCPS

About PGCPS

Board of Education

Community Partnerships

Directories

District Performance Dashboards

Facts and Figures

Gmail Login

Parents

Staff Portal

Students

Superintendent

Careers

ASSISTANCE

Anti-Bullying

Doing Business With Us

Family and School Partnerships

Ombudsman

Report Fraud

Student Safety

How to request to use a building

How to Order a Duplicate Diploma

How to Order a Student Transcript

Contact Us

TERMS OF USE

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