PENN·HARRIS·MADISON

SCHOOL CORPORATION

GRAPHIC STANDARDS MANUAL

A BRAND IS MORE THAN JUST A LOGO.

It is a consistent look. It is a consistent feel. It is a consistent voice.

Founded in 1963, Penn-Harris-Madison has established a reputation for excellence in education in Indiana. The elements of its brand help create an image and personality for Penn-Harris-Madison School Corporation while reflecting its history, culture and commitment to high academic standards. In their communications, Penn-Harris-Madison staff and partners should examine every touch point between the school corporation and the public while always being mindful of representing the district in a clear and consistent manner. Key messaging, tone and manner, and brand values should be conspicuous, consistent and clear.

This manual has been created to serve as a guide for maintaining an appropriate and consistent image for Penn-Harris-Madison School Corporation. The contents regulate the ways in which the school corporation should be identified, both internally and externally.

Specifically, this includes graphic components such as colors, fonts and guidelines for appropriate and inappropriate uses of the logo. This document will continue to be updated as the program grows and new materials are developed.

The integrity and value of Penn-Harris-Madison School Corporation's identity depends on consistent adherence to these guidelines.

BRAND VALUES: **High Quality | Excellence | Collaboration | Differentiating**

TONE: **Authentic | Informative**

MECHANICS AND STYLE: **Clear | Transparent | Concise**

The official Penn-Harris-Madison School Corporation logo is a representation of both the history and vision for the future. It is a graphic identity that positions Penn-Harris-Madison as an institution with high standards and consistent messaging. In order for the logo to appear at its best at all times, it's important to allow for maximum flexibility yet enforce strict rules regarding consistency. The P-H-M District logo is presented in three forms — Curved, Vertical and Horizontal — with a sub-brand logo presented for further emphasis. All versions of the P-H-M logo are Registered Trademarks; therefore, all versions of the logo must use the Registered Trademark symbol ®.

Curved

Vertical

Horizontal

Sub-branding is when a main brand creates a subsidiary/secondary brand that supports the main brand. For Penn-Harris-Madison, the TRIANGLE OF SUCCESS sub-brand logo includes the same triangle illustration as the main logo and visually reiterates the School Corporation's strong commitment to collaboration to achieve educational excellence. P-H-M's TRIANGLE OF SUCCESS connects students, teachers and parents. The TRIANGLE OF SUCCESS sub-brand logo is a Registered Trademark and therefore must use the ® symbol.
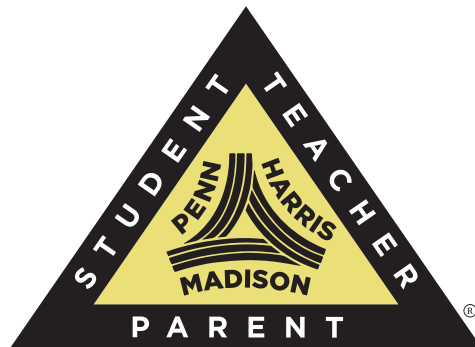
Triangle of Success

When representing a Penn-Harris-Madison school, the graphic components should be consistent and should utilize the individual school brand elements, including: official school logos, school mascots and school colors. Maintaining the consistent use of Penn-Harris-Madison school logos will support the district's brand and the value it offers as a premier school district in the state. Each of the 15 school logos features a wordmark indicating that it is "A Penn-Harris-Madison School." There is flexibility for the schools to create Spirit Wear within brand. For more details on the use of brand elements for each Penn-Harris-Madison school, reference the individual brand manual for that school.

Penn High School – School Logos

School Shield

Vertical Logo

Horizontal Logo

Penn High School – Athletic Logos
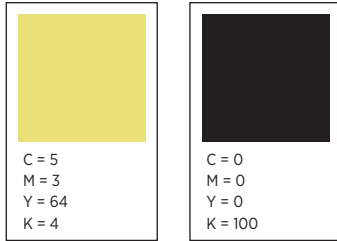
Athletic Shield
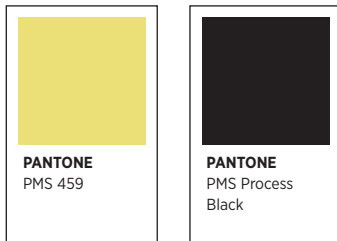
Vertical Logo

Horizontal Logo (Text)

Penn High School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 5
M = 3
Y = 64
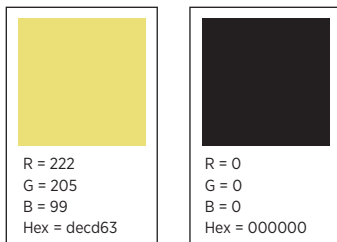K = 4

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS 459

PANTONE
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these two colors.

R = 222
G = 205
B = 99
Hex = decd63

R = 0
G = 0
B = 0
Hex = 000000

RGB

Discovery Middle School – School Logo

Horizontal Logo
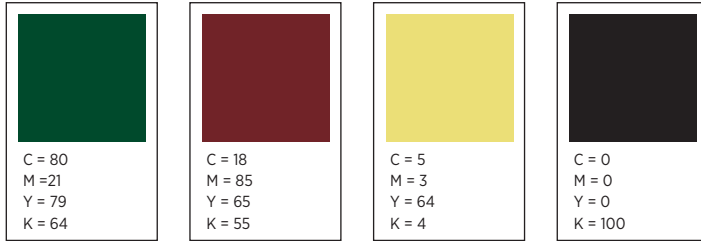
Discovery Middle School – Athletic Logos

Athletic Mascot
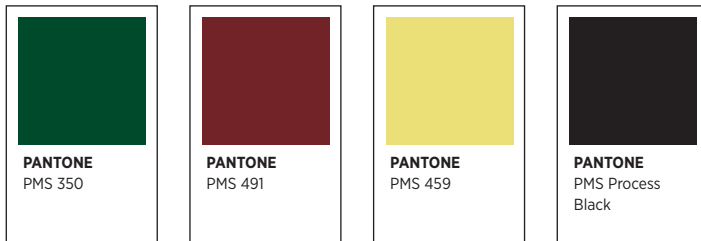

Vertical Curved Logo

Discovery Middle School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

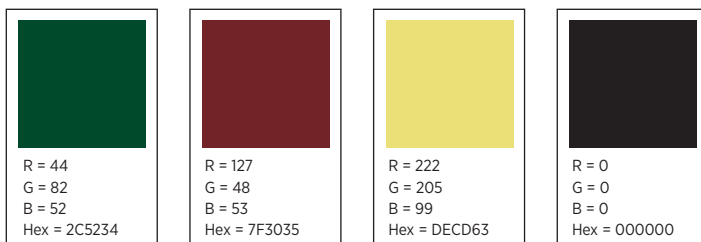| C = 80 | C = 18 | C = 5 | C = 0 |
M =21	M = 85	M = 3	M = 0
Y = 79	Y = 65	Y = 64	Y = 0
K = 64	K = 55	K = 4	K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

| **PANTONE** | **PANTONE** | **PANTONE** | **PANTONE** |
| PMS 350 | PMS 491 | PMS 459 | PMS Process Black |

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/images used in this process are made up of a mixture of these four colors.

R = 44	R = 127	R = 222	R = 0
G = 82	G = 48	G = 205	G = 0
B = 52	B = 53	B = 99	B = 0
Hex = 2C5234	Hex = 7F3035	Hex = DECD63	Hex = 000000

RGB

Grissom Middle School – School Logos

School Shield

Vertical Logo

Horizontal Logo

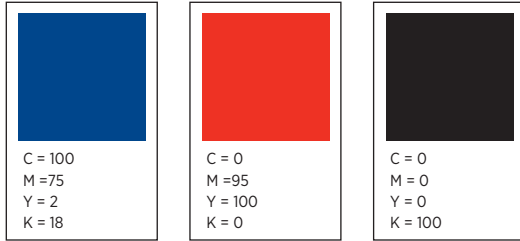**Grissom Middle School – Athletic Logos**
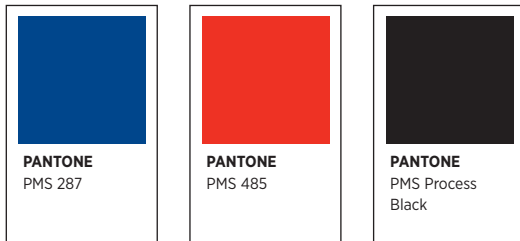
Athletic Macot

Vertical Logo

Grissom Middle School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.
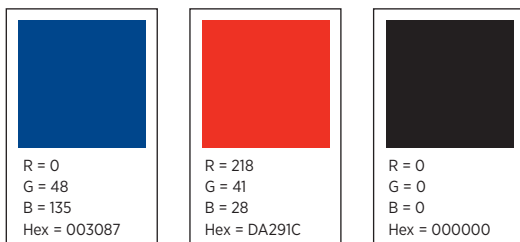
C = 100
M =75
Y = 2
K = 18

C = 0
M =95
Y = 100
K = 0

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS 287

PANTONE
PMS 485

PANTONE
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these three colors.

R = 0
G = 48
B = 135
Hex = 003087

R = 218
G = 41
B = 28
Hex = DA291C

R = 0
G = 0
B = 0
Hex = 000000

RGB

Schmucker Middle School – School Logos

School Icon

Vertical Logo

Horizontal Logo

Schmucker Middle School – Athletic Logos
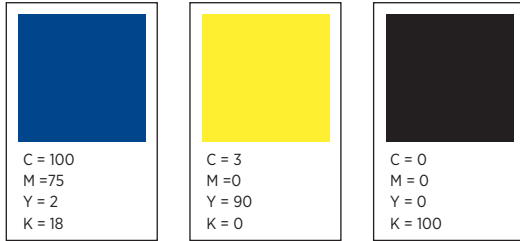

Athletic Mascot A

Athletic Mascot B
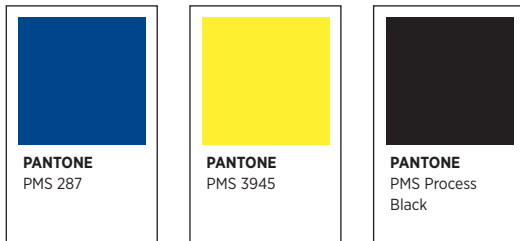

Vertical Logo

Vertical Logo

Schmucker Middle School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.
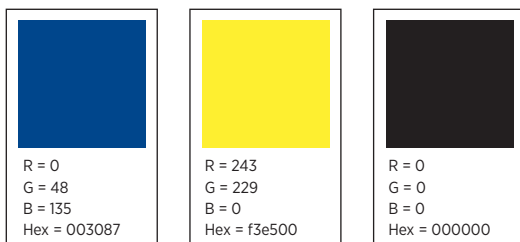
C = 100 M = 75 Y = 2 K = 18	C = 3 M = 0 Y = 90 K = 0	C = 0 M = 0 Y = 0 K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE PMS 287	**PANTONE** PMS 3945	**PANTONE** PMS Process Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these three colors.

R = 0 G = 48 B = 135 Hex = 003087	R = 243 G = 229 B = 0 Hex = f3e500	R = 0 G = 0 B = 0 Hex = 000000

RGB

Bittersweet Elementary School – Logos

School Mascot

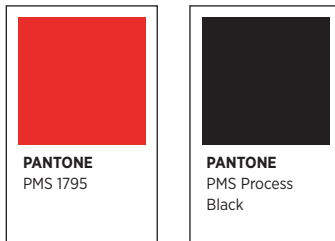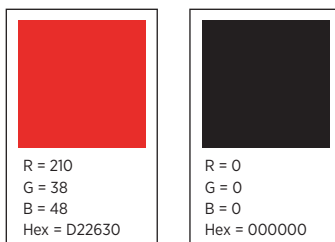Vertical Logo

Horizontal Logo

Bittersweet Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 0
M = 96
Y = 93
K = 2

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS 1795

PANTONE
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these two colors.

R = 210
G = 38
B = 48
Hex = D22630

R = 0
G = 0
B = 0
Hex = 000000

RGB

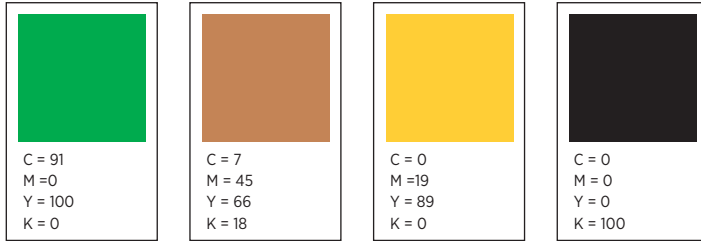**Elm Road Elementary School – Logos**

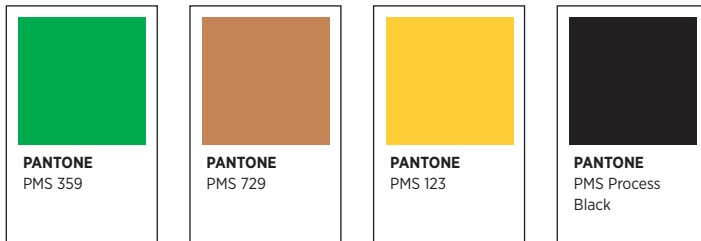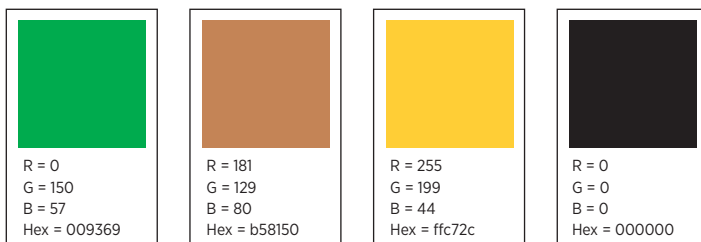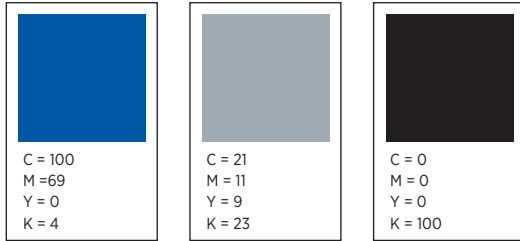School Mascot

Vertical Logo

Horizontal Logo

Elm Road Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 91	C = 7	C = 0	C = 0
M =0	M = 45	M =19	M = 0
Y = 100	Y = 66	Y = 89	Y = 0
K = 0	K = 18	K = 0	K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

| **PANTONE** | **PANTONE** | **PANTONE** | **PANTONE** |
| PMS 359 | PMS 729 | PMS 123 | PMS Process Black |

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these four colors.

R = 0	R = 181	R = 255	R = 0
G = 150	G = 129	G = 199	G = 0
B = 57	B = 80	B = 44	B = 0
Hex = 009369	Hex = b58150	Hex = ffc72c	Hex = 000000

RGB

Elsie Rogers Elementary School – Logos

School Mascot
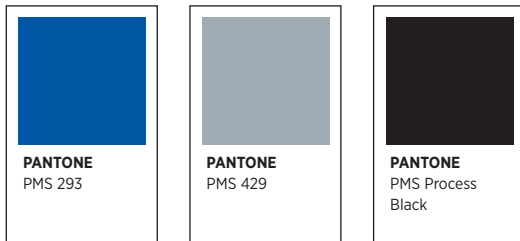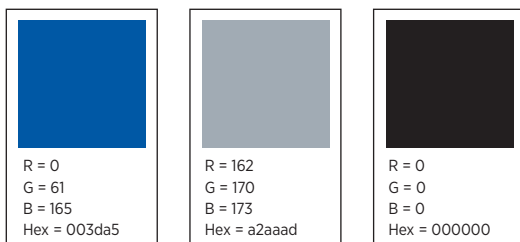

Vertical Logo

Horizontal Logo

Elsie Rogers Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 100 M =69 Y = 0 K = 4	C = 21 M = 11 Y = 9 K = 23	C = 0 M = 0 Y = 0 K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

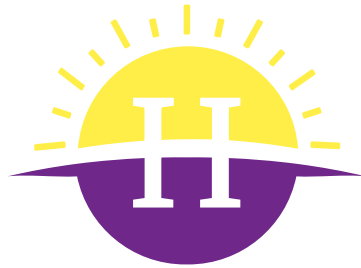|		
PANTONE PMS 293	**PANTONE** PMS 429	**PANTONE** PMS Process Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these three colors.

R = 0 G = 61 B = 165 Hex = 003da5	R = 162 G = 170 B = 173 Hex = a2aaad	R = 0 G = 0 B = 0 Hex = 000000

RGB

Horizon Elementary School – Logos
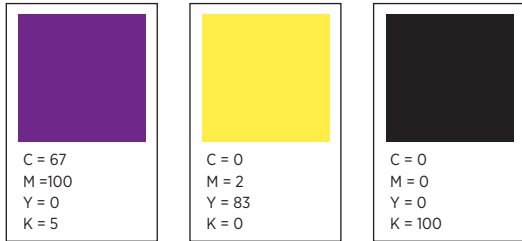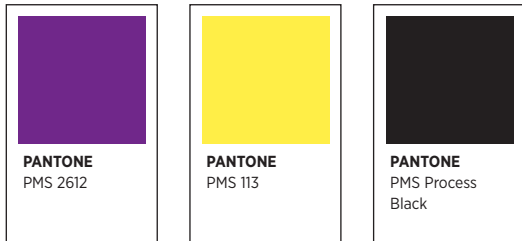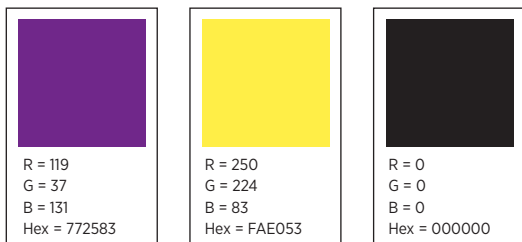
School Mascot

Vertical Logo

Horizontal Logo

Horizon Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 67
M =100
Y = 0
K = 5

C = 0
M = 2
Y = 83
K = 0

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS 2612

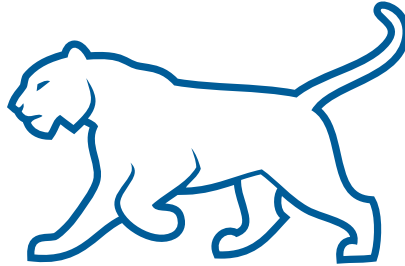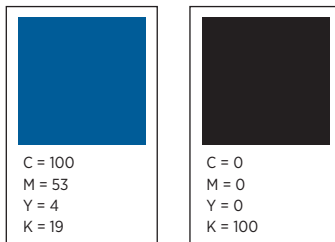**PANTONE**
PMS 113

PANTONE
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these three colors.

R = 119
G = 37
B = 131
Hex = 772583

R = 250
G = 224
B = 83
Hex = FAE053

R = 0
G = 0
B = 0
Hex = 000000

RGB

Madison Elementary School – Logos

School Mascot
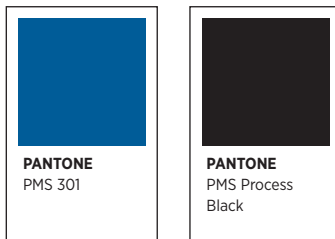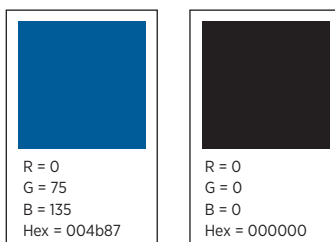

Vertical Logo

Horizontal Logo

Madison Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 100
M = 53
Y = 4
K = 19

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS 301
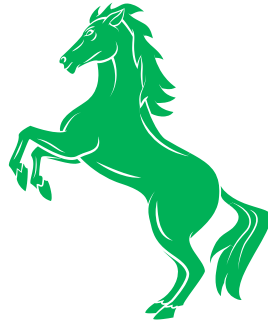
PANTONE
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these two colors.
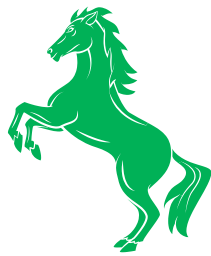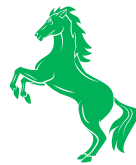
R = 0
G = 75
B = 135
Hex = 004b87

R = 0
G = 0
B = 0
Hex = 000000

RGB

Mary Frank Elementary School – Logos

School Mascot
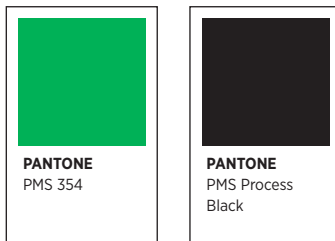

Vertical Logo

Horizontal Logo

Mary Frank Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 81
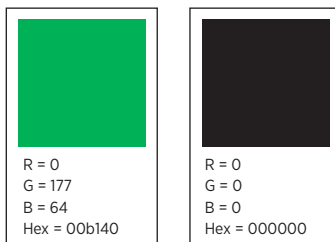M =0
Y = 92
K = 0

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS 354

PANTONE
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these two colors.

R = 0
G = 177
B = 64
Hex = 00b140

R = 0
G = 0
B = 0
Hex = 000000

RGB

Meadow's Edge Elementary School – Logos

School Mascot
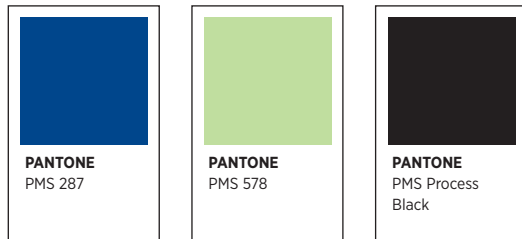

Vertical Logo

Horizontal Logo

Meadow's Edge Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

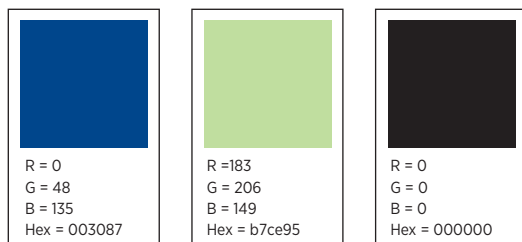| C = 100 | C = 27 | C = 0 |
M = 75	M = 0	M = 0
Y = 2	Y = 48	Y = 0
K = 18	K = 0	K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

| **PANTONE** | **PANTONE** | **PANTONE** |
| PMS 287 | PMS 578 | PMS Process Black |

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these three colors.

R = 0	R = 183	R = 0
G = 48	G = 206	G = 0
B = 135	B = 149	B = 0
Hex = 003087	Hex = b7ce95	Hex = 000000

RGB

Moran Elementary School – Logos
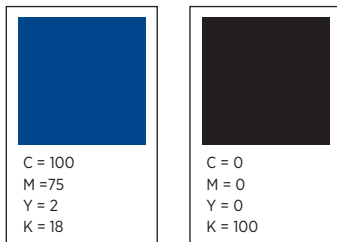

School Mascot
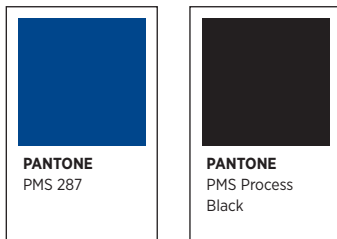

Vertical Logo

Horizontal Logo

Moran Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 100
M = 75
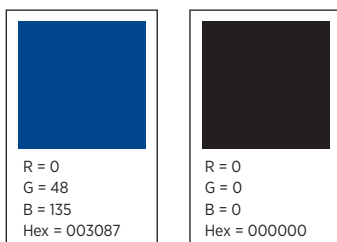Y = 2
K = 18

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS 287

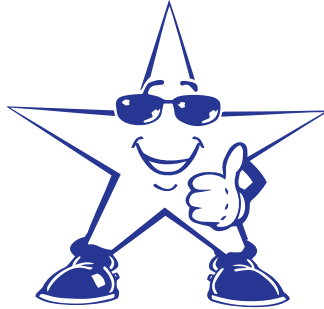**PANTONE**
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these two colors.
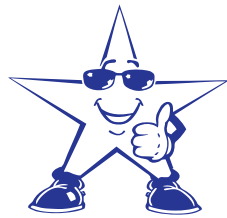
R = 0
G = 48
B = 135
Hex = 003087

R = 0
G = 0
B = 0
Hex = 000000

RGB

Northpoint Elementary School – Logos

School Mascot

Vertical Logo

Horizontal Logo

Northpoint Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 100
M = 95
Y = 0
K = 3

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS Blue 072

PANTONE
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these two colors.
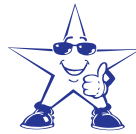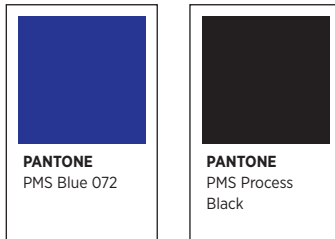
R = 16
G = 6
B = 159
Hex = 10069f

R = 0
G = 0
B = 0
Hex = 000000

RGB

Prairie Vista Elementary School – Logos

School Mascot

Vertical Logo

Horizontal Logo

Prairie Vista Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 0
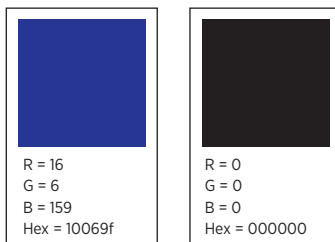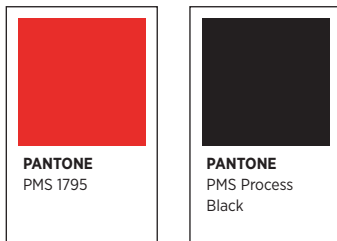M = 96
Y = 93
K = 2

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS 1795

PANTONE
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these two colors.

R = 210
G = 38
B = 48
Hex = D22630

R = 0
G = 0
B = 0
Hex = 000000

RGB

Walt Disney Elementary School – Logos

School Mascot

Vertical Logo

Horizontal Logo

Walt Disney Elementary School – Colors

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

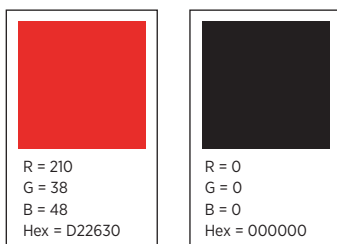|		
C = 100 M = 69 Y = 0 K = 4	C = 30 M = 22 Y = 17 K = 57	C = 0 M = 0 Y = 0 K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.
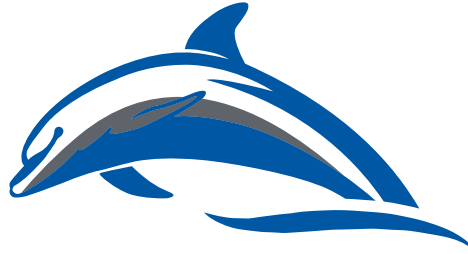
PANTONE PMS 293	**PANTONE** PMS Cool Gray 9	**PANTONE** PMS Process Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/images used in this process are made up of a mixture of these three colors.
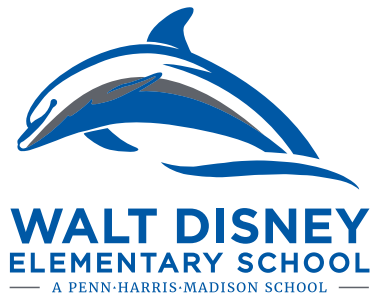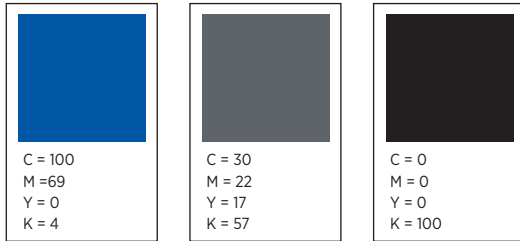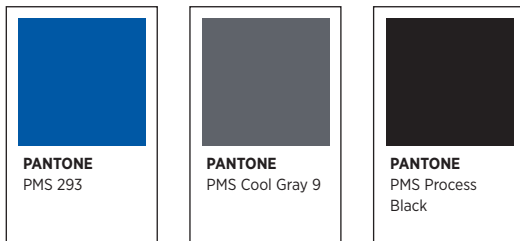
R = 0 G = 61 B = 165 Hex = 003da5	R = 117 G = 120 B = 123 Hex = 75787b	R = 0 G = 0 B = 0 Hex = 000000

RGB

Protect the white/negative space around the logo. Examples of correct use of the logo against various backgrounds are shown below. While only one logo configuration is used as an example, these rules apply to all configurations. There are only four color options: Full 2-color; all gold; all black and reverse out white. No other colors are acceptable to apply to the logo and wordmark.

PMS 459 C   CMYK: 5 3 64 4
PMS Process Black C   CMYK: 0 0 0 100
Use on white only.

PMS Process Black C   CMYK: 0 0 0 100
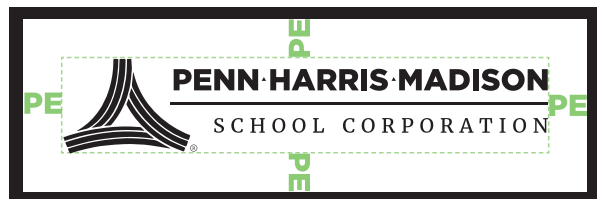Use on light color background.

Solid White
Use on dark color background.

Solid Black
Use on white or light color only.

PMS 459 C   CMYK: 5 3 64 4
Use on dark color background.

Please allow space around the logo that is the height of the letters "PE" found in the logo

Common usage transgressions with regard to color, scaling and positioning of individual logo elements are depicted below. As on the previous page, while only one logo configuration is used as an example, these rules apply to all configurations. Use good judgment when scaling the logo, paying attention to the clarity, impact and quality of the logo presentation. Do not stretch the logo. Always maintain the logo's aspect ratio and the proportions of text elements when scaling.

Do NOT scale horizontally.

Do NOT scale vertically.

Do NOT change colors.

Do NOT switch colors on individual elements.

Do NOT alter logo font.

Do NOT alter proportions.

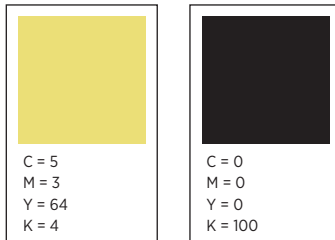Do NOT screen color.

Do NOT use white logo over light color.

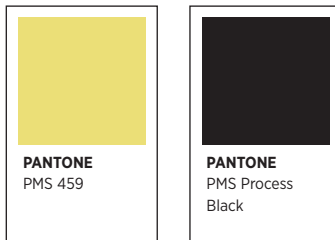Do NOT use dark logo over dark color.

Do NOT use over busy background.

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Anything that contains a photo, such as brochures, calendars, etc., will use CMYK. Also, anything that is printed with a digital printer will use CMYK. So the rule of thumb is that we will most often use CMYK, except for the stationery.

C = 5
M = 3
Y = 64
K = 4

C = 0
M = 0
Y = 0
K = 100

CMYK

The Pantone Spot Colors can be used when printing corporate materials such as business cards, letterhead, envelopes and folders. This will help to ensure that colors are consistent across materials.

PANTONE
PMS 459

PANTONE
PMS Process
Black

Pantone Spot Color

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these two colors.

R = 222
G = 205
B = 99
Hex = decd63

R = 0
G = 0
B = 0
Hex = 000000

RGB

A consistent look requires consistency in the use of typefaces. For P-H-M, there are two main typefaces: a sans serif and slab serif. For P-H-M's logo, the sans serif font GOTHAM BLACK is used on the first line of the wordmark and the serif font MERRIWEATHER REGULAR is used on the second line.

PENN·HARRIS·MADISON ← GOTHAM BLACK
SCHOOL CORPORATION ← MERRIWEATHER REGULAR

In the interest of continuity, it is considered good practice to allow the logo font to carry through as one of the approved corporate fonts. GOTHAM is a blunt font and is most often used in headlines. GOTHAM NARROW, the sans serif font, is the typeface used for body copy and is featured on the following page. GOTHAM'S multiple weights add to its graphic flexibility. MERRIWEATHER is a serif font whose primary uses should be sub-headers and body copy. Note: Not all typeface iterations of these font families are shown but all are acceptable for use.

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gotham Light

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gotham Light Italic

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gotham Medium

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gotham Medium Italic

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gotham Bold

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gotham Bold Italic

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gotham Black

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gotham Black Italic

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Light

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Light Italic

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Book

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Book Italic

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Medium

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Medium Italic

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Bold

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Black

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Regular

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Regular Italic

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Bold

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Bold Italic

To maintain brand consistency, the P-H-M logo should be implemented into all stationery items. The two templates for P-H-M business cards are shown below: simple and social media. In order to maintain consistency and protect brand standards, employees should NEVER format their own cards.

business card

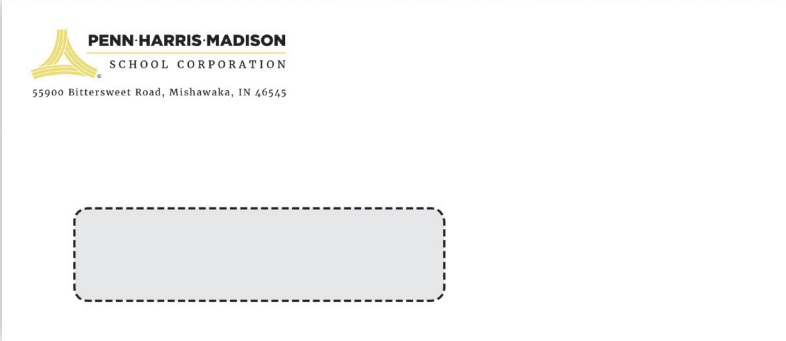business card with social media icons

The layout for letterhead is shown below. In order to maintain consistency and protect brand standards, employees should NEVER format their own materials. For official letters mailed to outside individuals and organizations, such as reference letters or correspondence to the Indiana Department of Education, letterhead stationery should be ordered through a printer. For mass mailings, a locked Word template document of the letterhead will be provided so that letters can be printed and copied in black and white.

PENN·HARRIS·MADISON
SCHOOL CORPORATION

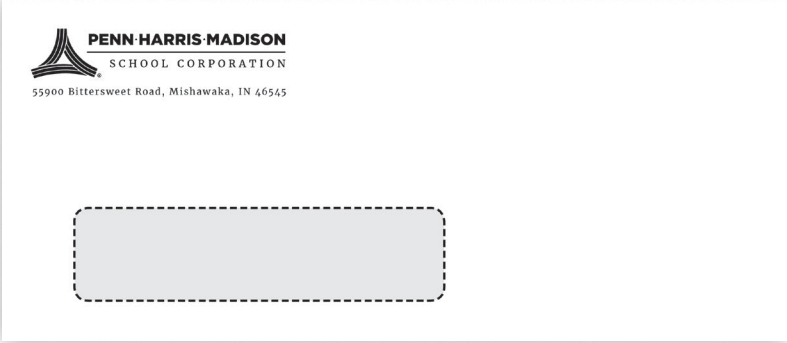55900 Bittersweet Rd. | Mishawaka, IN 46545 | 574.259.7941

Sample envelopes, a #10 standard envelope and a #10 window envelope, are featured below. Reference for name and address positioning. It is more economical for mass mailings to use the sample envelopes shown in all black ink.

#10 standard envelope and a #10 window envelope: 2-color

PENN·HARRIS·MADISON
SCHOOL CORPORATION
55900 Bittersweet Road, Mishawaka, IN 46545

PENN·HARRIS·MADISON
SCHOOL CORPORATION
55900 Bittersweet Road, Mishawaka, IN 46545

#10 standard envelope and a #10 window envelope: black

PENN·HARRIS·MADISON
SCHOOL CORPORATION
55900 Bittersweet Road, Mishawaka, IN 46545

PENN·HARRIS·MADISON
SCHOOL CORPORATION
55900 Bittersweet Road, Mishawaka, IN 46545

The A6 card measures 6.25" x 4.5" and would be for personal or informal use.

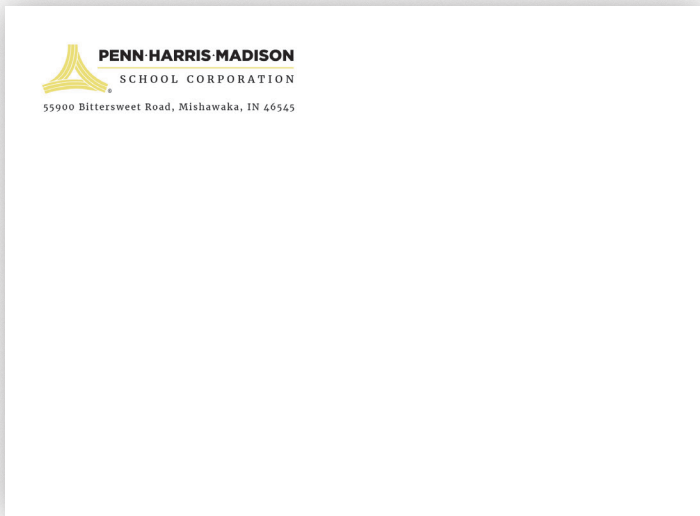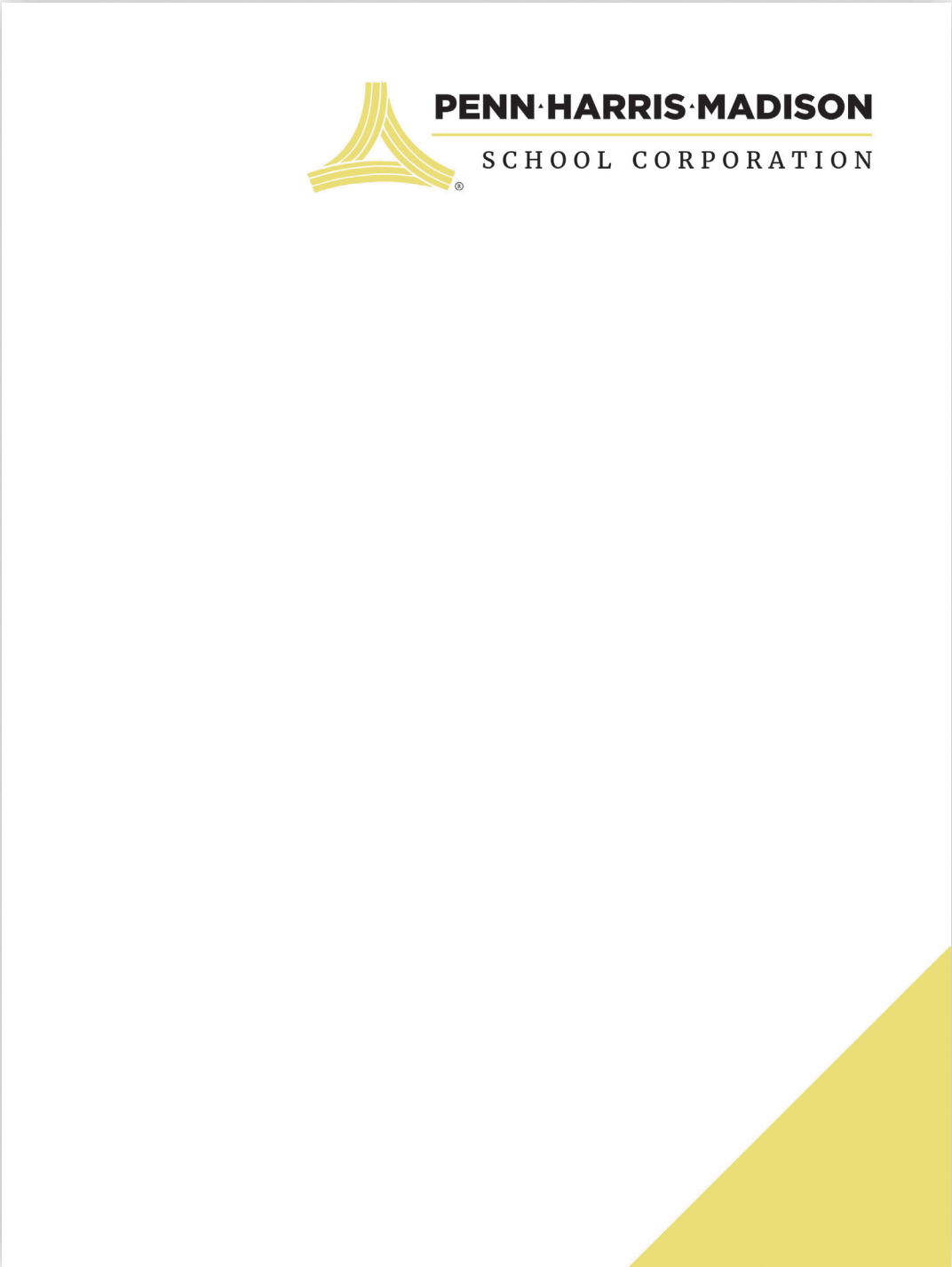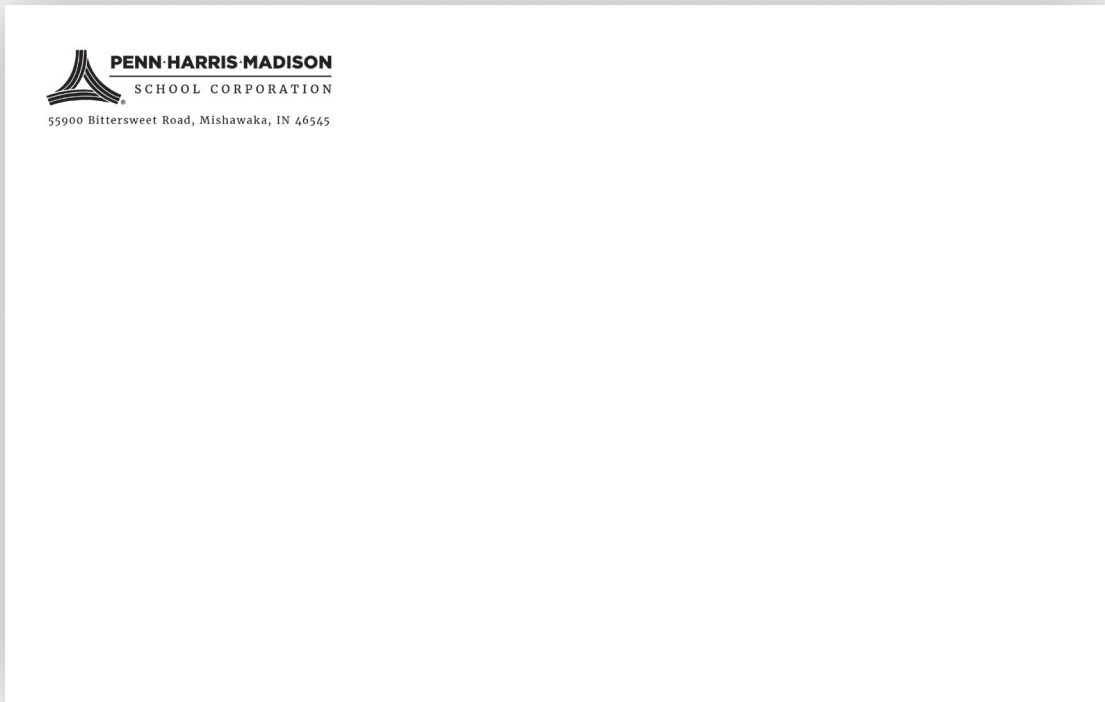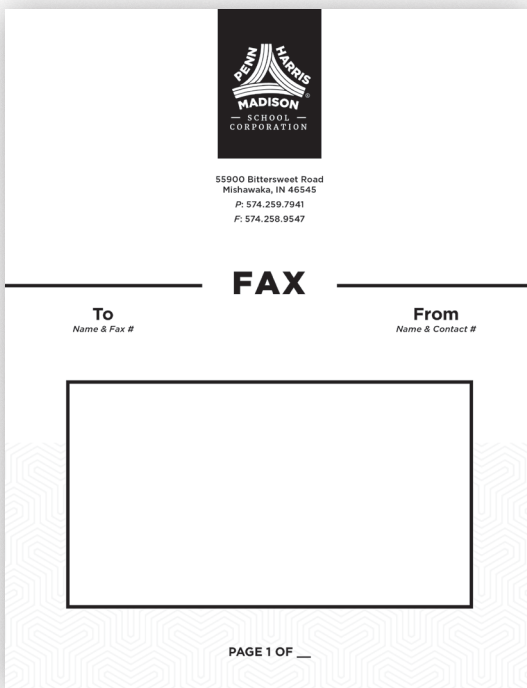front

back

envelope

A sample 9" x 12" folder is featured below.

Sample 9.5" x 15" envelope with preprinted return address, mailing labels and fax cover page are included below.
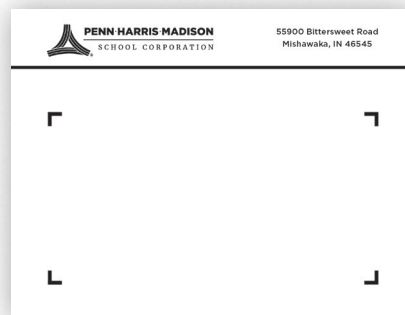
9.5" x 15" envelope

PENN·HARRIS·MADISON
SCHOOL CORPORATION
55900 Bittersweet Road, Mishawaka, IN 46545

fax cover page

PENN HARRIS MADISON
SCHOOL CORPORATION

55900 Bittersweet Road
Mishawaka, IN 46545
P: 574.259.7941
F: 574.258.9547

FAX

To
Name & Fax #

From
Name & Contact #

PAGE 1 OF ___

package mailing label: black

PENN·HARRIS·MADISON
SCHOOL CORPORATION
55900 Bittersweet Road
Mishawaka, IN 46545

package mailing label: 2-color

PENN·HARRIS·MADISON
SCHOOL CORPORATION
55900 Bittersweet Road
Mishawaka, IN 46545
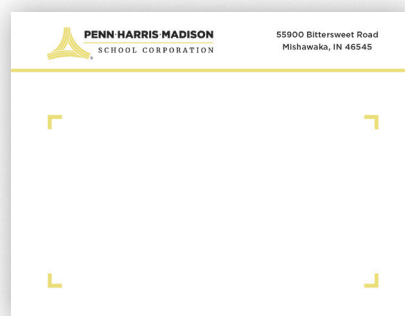
Penn-Harris-Madison photography should tell a story, have high emotional impact and be rich in color and contrast. Natural light is essential in all photography. Photos of students and learning settings should be original photography taken at Penn-Harris-Madison schools rather than purchased stock photography. For maximum emotional and visual impact, please consider the following guidelines:

- Use real people
- Feature images that are natural and spontaneous rather than overly posed or unnatural
- Focus on a single subject
- Avoid clutter
- Stay current and avoid using images that look or feel dated

Photo Resolution

Photos for print should have a DPI of at least 300 and should feature a high enough resolution before scaling, to avoid pixelated imagery.

For web, pictures should have a DPI of at least 72. The resolution of online photos should not be smaller than the space they are filling, and photos should not be enlarged above 100% of their native size.

Color Mode

To avoid any color distortion in your photos, set your images' color mode to CMYK for print pieces. For web, set all images' color mode to RGB.

Samples of correct photo usage.