

Greenville County Schools Logo - Usage Guidelines

The logo is used to identify Greenville County Schools. Guidelines have been developed to ensure the logo is used correctly and on a consistent basis.

Size and Proportions

- No condensing or extending the logo proportions - logo may only be re-sized proportionally.
- It is also important to maintain the proportional relationship between the logomark and logotype.

Layout

- The logo may be side to side with logomark to the left of logotype.
- The logo may be stacked with the logomark above the logotype.
- The logotype may be used without the logomark, but the logomark should not be used without the logotype.
- Standardized letterhead and business card layouts have been developed for departments and schools (see attached). Commercial printing of letterhead for departments is not allowed; however, departments can create individualized letterhead for in-house printing.

Tagline

- The tagline can be included, but it is not required.

Color

- The logo should be printed in the official colors (PMS 362 - green and PMS 138 - orange). Any other PMS color choices are unacceptable.
- When using the authorized PMS colors, the logotype and tagline are green - PMS 362. The outside band of the logomark is green - PMS 362. The inside square of the logomark is orange - PMS 138.
- The logo may also be printed in one color - black is preferred, but you may use any one color (e.g., in a one color school publication).
- The logo may also be reversed to white out of black or other solid background color.

Fonts

- Fonts suggested for coordination with the logo - Garamond and Helvetica.

Restrictions

- Do not use the logomark as a background pattern or modify it in any way.
- Do not modify or change the font of the logotype in any way.
- Do not add drop shadows, bevels, or other special effects to the logomark or logotype.
- Do not scan or recreate the logo as this may result in inferior quality. Digital logos are provided.
- Web-ready logos have been developed in a web-safe color palette and are specifically for web use. Do not use these for printing. Both web and print quality logos are provided.

If you have questions regarding the use of the Greenville County Schools logo, please e-mail lartus@greenville.k12.sc.us or call 355-8873.

