

P.K. Yonge Branding Presentation

Screenshots taken from PREZI supplied by Frankel Media Group
Presentation for P.K. Yonge School Advisory Council 02/17/2015

PK YONGE

RE-BRAND 2014



Developmental Research School
at the University of Florida

Using this Brand Guide

This brand and style guide is designed to illustrate the basic requirements for appropriate usage of P.K. Yonge's logo and design elements in a variety of mediums. All client acquisition and retention materials, marketing materials, publications, event collateral and electronic media should reflect the P.K. Yonge brand.

This guide serves as an aid for third parties such as designers, agencies, printers, specialty companies and others producing communication materials for P.K. Yonge.

What is a brand

A brand is more than a logo or illustration. It represents the sum total of the experiences someone has in dealing with an organization.

Our brand is:

- ☐ Our identity.
- ☐ Our reputation.
- ☐ Our image.
- ☐ The feelings associated with our organization.
- ☐ The thing that makes us unique.
- ☐ The structure that connects our presence.
- ☐ A mental construct behind our identity and services.

Evaluating the brand

Logo Use Overview

All print, online, marketing and collateral communications should clearly be identified as originating from P.K. Yonge through the use of the logo, typography and colors.

On brochures, post cards, direct mail, newsletters and other printed pieces, an official logo must appear on the outside of the piece, either front or back.

Signature

The signature is the choice for use on the majority of P.K. Yonge communications. There are several variations of the primary signature to meet differing design needs, and together they comprise the P.K. Yonge system.

Visual Elements

The logo consists of two elements: the blue box with typography and the wordmark. The primary logo appears in blue on a white background. The logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined.

- The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.
- The logo may be used without the tagline.
- Refer to page 6 for approved logo graphics.

{ Our brand is
the experience that
occurs every time
P.K. Yonge and our
audience touch. }

Logo Variations



Developmental Research School
at the University of Florida

4 Color Process



Developmental Research School
at the University of Florida

2 Color Spot



Developmental Research School
at the University of Florida

Grayscale



Developmental Research School
at the University of Florida

Reversed



Developmental Research School
at the University of Florida

Lineart



Developmental Research School
at the University of Florida

4 Color Process



Developmental Research School
at the University of Florida

2 Color Spot



Developmental Research School
at the University of Florida

Grayscale



Developmental Research School
at the University of Florida

Reversed



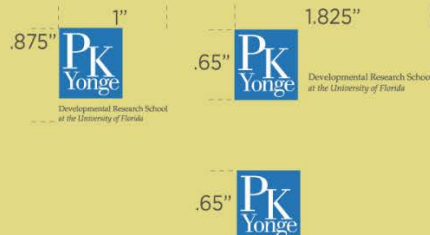
Developmental Research School
at the University of Florida

Lineart

6

Minimum Size

The PK. Yonge logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of overall logo graphic, which should not be reproduced in a size smaller than 1" in width for the vertical version of the logo and 1.825" for the horizontal. When used on its own, the symbol may not be used smaller than .65" tall.



7

Clear Space

The exclusion zone is the clear area around the logo in which nothing else should appear. It helps to ensure clarity and maximize the impact of the logo. The clear space zone is proportional and is half the height of the P.K. Yonge logo square icon, at whichever size the logo is reproduced.



Logo Usage: Incorrect Applications



Color

The colors we chose – as well as how those colors are combined with other design elements – work together to create a unique and compelling brand expression. The more consistently we use color, the more powerful the P.K. Yonge brand will become.

A consistent color palette allows for instant company identification. Consistent and correct use over time will enhance the impact of the brand identity and differentiate the brand from competitors.

Core Brand Colors

Pantone 3005C	C: 84 M: 51 Y: 0 K: 0	Pantone 425C	C: 65 M: 56 Y: 53 K: 29
Pantone Process Blue Uncoated	#2374bb	Pantone 425 Uncoated	#555759

Secondary Colors

Pantone 290C	C: 20 M: 1 Y: 0 K: 0	Pantone 166C	C: 2 M: 79 Y: 100 K: 0	Pantone 609C	C: 13 M: 7 Y: 66 K: 0
#c7eafc		#ec5a00		#e1da78	

Typography Sans-Serif

For print-based communications that will be reproduced by a professional printer, use only ITC Franklin Gothic Standard Book for main copy. It combines legibility with the flexibility of a timeless typeface. The variety of weights of this typeface make it highly versatile and enable clear differentiation for all levels of information.

ITC Franklin Gothic Standard Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Franklin Gothic Standar Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Franklin Gothic Standar Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Franklin Gothic Standar Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography Serif

For headlines or main headers, the use of Palatino LT Std Medium is recommended. Being a very practical and traditional font, it also provides help tie in the P.K. Yonge brand to the University of Florida's well branded campaign.

Palatino LT Std Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Palatino LT Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Palatino LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography Webfont

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Palatino Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

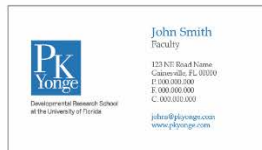
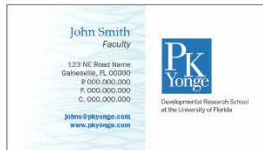
Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRAND ART









Developmental Research School
at the University of Florida