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3 the IPS brand

The IPS Brand

This guide is for you. As an IPS employee, vendor or contractor, you are an important part of our team. This guide was developed to help you understand and accurately communicate the Indianapolis Public Schools’ brand.

myIPS is more than a logo. It is a promise that we are making to our students, their parents and our community. That promise is one of growth and value for each student.

Our brand is built through consistency. The myIPS brand is one of academic excellence built through individualized, relationship-based learning. IPS builds its brand image by reinforcing these qualities and presenting them in a consistent manner. This is done by adhering to a set of both written and graphic standards. This resource provides an overview of those standards.

Mission

IPS empowers and educates all students to think critically, creatively, and responsibly, to embrace diversity, and to pursue their dreams with purpose.

Vision

IPS is a family of excellent public schools in which every student has the opportunity to succeed and the power to create their own future.
Visual Identity Standards

Our visual identity supports the myIPS brand promise of “academic excellence through individual learning approaches.” The choices we make to visually represent our brand reinforce that message. Strong colors, a strategic use of the logo, carefully chosen photos — these all create an impression of IPS that speaks to how our students, parents and community perceive us and feel about us.

The Indianapolis Public Schools logo is symbolic, with elements representing growth, strength, unity and “Making it Personal.” The handwritten “MY” represents a personal approach to the regrowth of IPS - “Making it Personal.”

Central to the logo is the stair-stepped “IPS” showing dynamic movement and growth. The “P” is the largest element of the logo to represent that we are proud to be a PUBLIC school district. The overlapping elements of the logo depict teamwork and a sense of cooperation.

The color blue is used to create a sense of security and loyalty. Black is used to show boldness and authority. Together they speak to responsible planning and exciting growth—an atmosphere that fosters learning in students.

Visual Identity

myIPS visual identity stipulates guidelines for the following elements:

- Logo
- Color and color reproduction
- Fonts
- Print collateral
Using the logo in a consistent manner helps reinforce our presence in every application.

- **Blue**
  - CMYK: 87, 51, 1, 0
  - RGB: 11, 115, 185
  - HEX: #0b73b9
  - PMS: 285

- **Black**
  - CMYK: 0, 0, 0, 100
  - RGB: 35, 31, 32
  - HEX: #000000

**Note:** When resizing a logo or logos, keep the proportions consistent. Do not “stretch” or skew the elements.
6 correct logo usage

Incorrect Logo Usage Examples

- Do not use old logo.
- Do not tilt.
- Do not resize logo disproportionately.
- Do not use non-approved colors.
- Do not outline as shown.
- Do not resize elements separately.
- Do not move elements in relation to each other.
- Do not fail to leave proper space around logo elements.

Keep clear area equal to x space around logo.
chooseIPS Logo

The chooseIPS logo is to be used to communicate with students and parents as they research Indianapolis Public Schools and related programs. Using the word “CHOOSE” helps cement the choice for the parent and student.

The font is inviting and friendly while remaining sophisticated enough to convey education and trust.

The chooseIPS logo is for material related to recruitment and advancement.
teamIPS Logo

The teamIPS logo is used as an interoffice brand for employee communication and recruitment. The primary goal is to foster teamwork and loyalty.

The font for “TEAM” is modern and speaks to a digital environment. The brand will be readily identifiable to team members when they receive print materials carrying the teamIPS logo or log on to a website with this logo. The team member will know that this communication and information is specific to employees.
“Proud to be Public” Tagline

The “Proud to be Public” tagline is to be used to communicate the pride in Indianapolis Public Schools and related programs.

The font is inviting and friendly while being serious enough to convey education and trust.

The “Proud to be Public” tagline is for material related to marketing and recruitment. The tagline is a stand-alone entity that can be used in conjunction with district logos, yet it is not to be merged with any logo.

(See Correct Logo Usage, pg. 6.)
10 departmental logos

Logos and Color Breakdown

Department logos are used as identifiers for individual IPS departments. These logos are only to be used in conjunction with department specific events or on departmental communications.

**IPS Athletics Department**

*Primary Colors:*

- Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000
- Blue: RGB: 8, 115, 185 / CMYK: 87, 51, 1, 0 / HEX: #0873B9

**IPS Special Education Department**

*Primary Colors:*

- Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000
- Blue: RGB: 8, 115, 185 / CMYK: 87, 51, 1, 0 / HEX: #0873B9

**IPS Information Technology Division**

*Primary Colors:*

- Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000
- Blue: RGB: 8, 115, 185 / CMYK: 87, 51, 1, 0 / HEX: #0873B9
Logos and Color Breakdown

Specialty and signature event logos are used as identifiers for specific IPS events or initiatives. These logos are only to be used in conjunction with Indianapolis Public Schools events.

**District Convocation**

**Primary Colors:**
- Blue: RGB: 8, 115, 185 / CMYK: 87, 51, 1, 0 / HEX: #0873B9
- Orange: RGB: 232, 125, 37 / CMYK: 6, 62, 99, 0 / HEX: E87D25

**IPS Golf Classic**

**Primary Colors:**
- Gray: RGB: 76, 77, 76 / CMYK: 66, 58, 37 / HEX: #4C4C4C
- Blue: RGB: 8, 115, 185 / CMYK: 87, 51, 1, 0 / HEX: #0873B9

**IPS Showcase of Schools**

**Primary Colors:**
- Gray: RGB: 76, 77, 76 / CMYK: 66, 58, 37 / HEX: #4C4C4C
- Blue: RGB: 8, 115, 185 / CMYK: 87, 51, 1, 0 / HEX: #0873B9
- Light Blue: RGB: 151, 207, 237 / CMYK: 38, 5, 2, 0 / HEX: #97CFED
- Orange: RGB: 232, 125, 37 / CMYK: 6, 62, 99, 0 / HEX: E87D25
12 specialty/signature event logos

Logos and Color Breakdown

Specialty and signature event logos are used as identifiers for specific IPS events or initiatives. These logos are only to be used in conjunction with Indianapolis Public Schools events.

IPS Strategic Plan
Primary Colors:
- Light Blue: RGB: 151, 207, 237 / CMYK: 38, 5, 2, 0 / HEX: #97CFED
- Blue: RGB: 8, 115, 185 / CMYK: 87, 51, 1, 0 / HEX: #0873B9
- Orange: RGB: 232, 125, 37 / CMYK: 6, 62, 99, 0 / HEX: E87D25

IPS Teacher of the Year
Primary Colors:
- Blue: RGB: 8, 115, 185 / CMYK: 87, 51, 1, 0 / HEX: #0873B9

Vals and Sals
Primary Colors:
- Gray: RGB: 61, 61, 61 / CMYK: 68, 61, 60, 49 / HEX: #3D3D3D
- Light Blue: RGB: 151, 207, 237 / CMYK: 38, 5, 2, 0 / HEX: #97CFED
Logos and Color Breakdown

School and program logos are used as identifiers for the individual schools and programs. These logos are only to be used in conjunction with school activities and Indianapolis Public Schools events.

**Anna Brochhausen School 88**
Second Reference: Anna Brochhausen
Mascot: Bees
Primary School Colors:
- Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000
- Yellow RGB: 255, 210, 63 / CMYK: 0, 16, 85, 0 / HEX: #ffd23f

**Arlington Middle School**
Second Reference: Arlington
Mascot: Knights
Primary School Colors:
- Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000
- Gold RGB: 139, 107, 41 / CMYK: 39, 51, 100, 21 / HEX: #8b6b29

**Arlington Woods School 99**
Second Reference: Arlington Woods
Mascot: Bears
Primary School Colors:
- Purple RGB: 40, 13, 62 / CMYK: 88, 99, 37, 52 / HEX: #280d3e
- Brown RGB: 118, 72, 35 / CMYK: 38, 67, 93, 36 / HEX: #764823
Arsenal Technical High School
Second Reference: Arsenal Tech
Mascot: Titans
Primary School Colors:
Green RGB: 8, 91, 1 / CMYK: 85, 38, 100, 35 / HEX: #085b01
White RGB: 255, 255, 255 / CMYK: 0, 0, 0, 0 / HEX: #ffffff
Red RGB: 234, 27, 42 / CMYK: 2, 100, 93, 0 / HEX: #EA1B2A

Brookside School 54
Second Reference: Brookside
Mascot: Eagles
Primary School Colors:
Green RGB: 23, 90, 45 / CMYK: 87, 38, 100, 36 / HEX: #175a2d
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

Career Technology Center
Second Reference: CTC
Mascot: ------
Primary School Colors:
Green RGB: 24, 147, 70 / CMYK: 84, 16, 100, 5 / HEX: #189346
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000
Logos and Color Breakdown (Cont.)

**Carl Wilde School 79**
*Second Reference:* Carl Wilde  
*Mascot:* Tigers  
**Primary School Colors:**  
Red: RGB: 23, 90, 45 / CMYK: 87, 38, 100, 36 / HEX: #175a2d  
White: RGB: 255, 255, 255 / CMYK: 0, 0, 0, 0 / HEX: #ffffff

**Center for Inquiry School 2**
*Second Reference:* Center for Inquiry  
*Mascot:* Panthers  
**Primary School Colors:**  
Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000  
Gray: RGB: 147,149,151 / CMYK: 0, 0, 50 / HEX: #939597

**Center for Inquiry School 27**
*Second Reference:* Center for Inquiry  
*Mascot:* Tigers  
**Primary School Colors:**  
Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000  
Gray: RGB: 147,149,151 / CMYK: 0, 0, 50 / HEX: #939597

**Center for Inquiry School 70**
*Second Reference:* Center for Inquiry  
*Mascot:* Lions  
**Primary School Colors:**  
Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000  
Gray: RGB: 147,149,151 / CMYK: 0, 0, 50 / HEX: #939597
Logos and Color Breakdown (Cont.)

Center for Inquiry School 84
Second Reference: Center for Inquiry
Mascot: Bears
Primary School Colors:
Black  RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000
Gray    RGB: 147,149,151 / CMYK: 0, 0, 0, 50 / HEX: #939597

Charles Warren Fairbanks School 105
Second Reference: Charles Warren Fairbanks
Mascot: Tigers
Primary School Colors:
L. Blue   RGB: 210, 223, 228 / CMYK: 16, 6, 7, 0 / HEX: #d2de43
D. Blue   RGB: 56, 88, 123 / CMYK: 80, 57, 24, 24 / HEX: #38587b

Christian Park School 82
Second Reference: Christian Park
Mascot: Lions
Primary School Colors:
Yellow   RGB: 246, 206, 66 / CMYK: 4, 17, 85, 0 / HEX: #f6ce42

Clarence Farrington School 61
Second Reference: Clarence Farrington
Mascot: Eagles
Primary School Colors:
Red      RGB: 237, 28, 36 / CMYK: 0, 100, 100, 0 / HEX: #ed1c24
Blue     RGB: 31, 50, 99 / CMYK: 100, 89, 33, 22 / HEX: #1f3263
Logos and Color Breakdown (Cont.)

Crispus Attucks Medical Magnet High School
Second Reference: Crispus Attucks
Mascot: Titans
Primary School Colors:
Green   RGB: 20, 96, 60 / CMYK: 87, 37, 87, 32 / HEX: #14603c
Yellow  RGB: 242, 185, 25 / CMYK: 4, 28, 100, 0 / HEX: #f2b919

Daniel Webster School 46
Second Reference: Daniel Webster
Mascot: Warriors
Primary School Colors:
Red     RGB: 172, 31, 36 / CMYK: 22, 100, 99, 15 / HEX: #ac1f24
Black   RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

Edison School of the Arts School 47
Second Reference: Edison
Mascot: Cool Cats
Primary School Colors:
Blue    RGB: 42, 55, 142 / CMYK: 100, 95, 5, 1 / HEX: #2a378e
Green   RGB: 38, 143, 68 / CMYK: 83, 20, 100, 5 / HEX: #268f44

Elder W. Diggs School 42
Second Reference: Elder W. Diggs
Mascot: Jets
Primary School Colors:
D. Blue  RGB: 56, 89, 125 / CMYK: 85, 64, 31, 12 / HEX: #38597d
L. Blue  RGB: 182, 217, 240 / CMYK: 26, 5, 1, 0 / HEX: #b6d9f0
Eleanor Skillen School 34
Second Reference: Eleanor Skillen
Mascot: Wildcats
Primary School Colors:
Green RGB: 20, 87, 48 / CMYK: 87, 39, 94, 38 / HEX: #145730
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

Eliza A. Blaker School 55
Second Reference: Eliza A. Blaker
Mascot: Bolts
Primary School Colors:
Blue RGB: 255, 212, 0 / CMYK: 0, 15, 100, 0 / HEX: #ffd400
Orange RGB: 27, 43, 89 / CMYK: 100, 91, 34, 31 / HEX: #1b2b59

Ernie Pyle School 90
Second Reference: Ernie Pyle
Mascot: Panthers
Primary School Colors:
Red RGB: 145, 26, 30 / CMYK: 27, 100, 98, 27 / HEX: #911a1e
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

Floro Torrence School 83
Second Reference: Floro Torrence
Mascot: Dalmatians
Primary School Colors:
Red RGB: 196, 37, 46 / CMYK: 16, 99, 92, 6 / HEX: #c4252e
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000
### Logos and Color Breakdown (Cont.)

<table>
<thead>
<tr>
<th>School/Program Logo</th>
<th>Second Reference</th>
<th>Mascot</th>
<th>Primary School Colors</th>
</tr>
</thead>
</table>
| **Francis Bellamy Pre-School Center** | Francis Bellamy | Pups | Blue: RGB 231, 227, 20 / CMYK: 13, 1, 100, 0 / HEX: #e7e314  
Yellow: RGB 243, 234, 33 / CMYK: 7, 0, 95, 0 / HEX: #f3ea21 |
| **Francis W. Parker School 56** | Francis W. Parker | Eagles | Blue: RGB 24, 24, 74 / CMYK: 100, 97, 33, 44 / HEX: #18184a  
Tan: RGB 173, 155, 117 / CMYK: 18, 23, 49, 21 / HEX: #ad9b75 |
| **George S. Buck School 94** | George S. Buck | Wildcats | Blue: RGB 46, 66, 151 / CMYK: 96, 88, 2, 31 / HEX: #2e4297  
Yellow: RGB 243, 234, 33 / CMYK: 7, 0, 95, 0 / HEX: #f3ea21 |
| **George W. Julian School 57** | George W. Julian | Jets | D. Blue: RGB 16, 53, 88 / CMYK: 100, 81, 39, 32 / HEX: #103558  
L. Blue: RGB 43, 114, 175 / CMYK: 83, 50, 4, 3 / HEX: #2b72af |
20 school/program logos

Logos and Color Breakdown (Cont.)

George Washington Carver School 87
Second Reference: George Washington Carver
Mascot: Griffins
Primary School Colors:
Blue RGB: 56, 82, 163 / CMYK: 88, 77, 0, 0 / HEX: #3852a3
Green RGB: 127, 163, 125 / CMYK: 54, 21, 60, 2 / HEX: #7fa37d

George Washington Community High School
Second Reference: George Washington
Mascot: Continentals
Primary School Colors:
Purple RGB: 121, 77, 158 / CMYK: 62, 82, 0, 0 / HEX: #794d9e
Grey RGB: 96, 96, 96 / CMYK: 61, 53, 52, 24 / HEX: #606060

Graduation Academy
Second Reference: Graduation Academy
Mascot: -----  
Primary School Colors:
Blue RGB: 10, 163, 205 / CMYK: 75, 17, 10, 0 / HEX: #0aa3cd
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

Harshman Magnet Middle School
Second Reference: Harshman
Mascot: Vikings
Primary School Colors:
Green RGB: 12, 99, 50 / CMYK: 89, 35, 100, 30 / HEX: #0c6332
Yellow RGB: 247, 183, 23 / CMYK: 2, 30, 100, 0 / HEX: #f7b717
## Logos and Color Breakdown (Cont.)

### Henry W. Longfellow Medical/STEM Middle School 28
**Second Reference:** Longfellow  
**Mascot:** Lion  
**Primary School Colors:**  
- Green: RGB: 20, 96, 60 / CMYK: 87, 37, 87, 32 / HEX: #14603c  
- Yellow: RGB: 242, 185, 25 / CMYK: 4, 28, 100, 0 / HEX: #f2b919

### IPS/Butler University Laboratory School 60
**Second Reference:** IPS Butler Lab  
**Mascot:** Bulldogs  
**Primary School Colors:**  
- Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000  
- Blue: RGB: 247, 183, 23 / CMYK: 2, 30, 100, 0 / HEX: #022072

### James A. Garfield School 31
**Second Reference:** James A. Garfield  
**Mascot:** Bears  
**Primary School Colors:**  
- Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000  

### James Russell Lowell School 51
**Second Reference:** James Russell Lowell  
**Mascot:** Tigers  
**Primary School Colors:**  
- Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000  
- Gold: RGB: 222, 156, 38 / CMYK: 12, 41, 100, 0 / HEX: #de9c26
Logos and Color Breakdown (Cont.)

James Whitcomb Riley School 43
Second Reference: James Whitcomb Riley
Mascot: Hornets
Primary School Colors:
Navy   RGB: 27, 43, 89 / CMYK: 100, 91, 34, 31 / HEX: #1b2b59
Yellow RGB: 255, 212, 0 / CMYK: 0, 15, 100, 0 / HEX: #ffd400

Lew Wallace School 107
Second Reference: Lew Wallace
Mascot: Mustangs
Primary School Colors:
Blue   RGB: 0, 86, 149 / CMYK: 98, 71, 14, 2 / HEX: #1b2b59
Yellow RGB: 240, 196, 28 / CMYK: 61, 21, 99, 0 / HEX: #f0c41c

Jonathan Jennings School 109
Second Reference: Johnathan Jennings
Mascot: Jayhawks
Primary School Colors:
Blue   RGB: 74, 114, 178 / CMYK: 76, 55, 4, 0 / HEX: #4a72b2
Black  RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

John Marshall Middle School
Second Reference: John Marshall
Mascot: Patriots
Primary School Colors:
Red    RGB: 136, 22, 43 / CMYK: 29, 100, 80, 31 / HEX: #88162b
Navy   RGB: 23, 44, 84 / CMYK: 100, 88, 38, 33 / HEX: #172c54
23 school/program logos

Logos and Color Breakdown (Cont.)

**Louis B. Russell Jr. School 48**
*Second Reference:* Louis B. Russell  
*Mascot:* Eagles  
*Primary School Colors:*  
Blue: RGB: 20, 43, 70 / CMYK: 96, 80, 45 / HEX: #142b46  
Yellow: RGB: 226, 161, 39 / CMYK: 11, 39, 98, 0 / HEX: #e2a127

**Meredith Nicholson School 96**
*Second Reference:* Meredith Nicholson  
*Mascot:* Gophers  
*Primary School Colors:*  
Red: RGB: 187, 33, 39 / CMYK: 18, 100, 98, 9 / HEX: #bb2127  
Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

**Newcomer Program**
*Second Reference:* Newcomer  
*Mascot:* -----  
*Primary School Colors:*  
Blue: RGB: 33, 123, 139 / CMYK: 83, 45, 1 / HEX: #217bbd  
Green: RGB: 148, 190, 114 / CMYK: 46, 70, 71, 0 / HEX: #94be72

**Northwest Middle School**
*Second Reference:* Northwest  
*Mascot:* Pioneers  
*Primary School Colors:*  
Green: RGB: 30, 78, 37 / CMYK: 84, 42, 100, 45 / HEX: #1d4e25  
Gray: RGB: 174, 177, 175 / CMYK: 33, 25, 27, 0 / HEX: #aeb1af
Logos and Color Breakdown (Cont.)

Paul I. Miller School 114
Second Reference: Paul I. Miller
Mascot: Wildcats
Primary School Colors:
Blue RGB: 48, 64, 151 / CMYK: 95, 89, 1, 0 / HEX: #304097
Yellow RGB: 238, 199, 34 / CMYK: 7, 19, 97, 0 / HEX: #ee4022

Ralph Waldo Emerson School 58
Second Reference: Ralph Waldo Emerson
Mascot: Eagles
Primary School Colors:
Blue RGB: 36, 69, 151 / CMYK: 98, 86, 4, 0 / HEX: #243097
Yellow RGB: 221, 203, 34 / CMYK: 16, 13, 100, 0 / HEX: #ddcb22

Raymond F. Brandes School 65
Second Reference: Raymond F. Brandes
Mascot: Bulldogs
Primary School Colors:
Red RGB: 195, 37, 51 / CMYK: 23, 100, 1, 0 / HEX: #c32533
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

Robert Lee Frost School 106
Second Reference: Robert Lee Frost
Mascot: Mustangs
Primary School Colors:
Yellow RGB: 238, 224, 23 / CMYK: 9, 3, 98, 0 / HEX: #ee4022
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000
Logos and Color Breakdown (Cont.)

**Rousseau McClellan School 91**
Second Reference: Rousseau McClellan
Mascot: Knights
Primary School Colors:
Red  RGB: 148, 44, 51 / CMYK: 28, 93, 78, 25 / HEX: #942c33
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

**Shortridge High School**
Second Reference: Shortridge
Mascot: Blue Devils
Primary School Colors:
Blue  RGB: 34, 30, 83 / CMYK: 100, 100, 36, 32 / HEX: #221e53
White RGB: 255, 255, 255 / CMYK: 0, 0, 0, 0 / HEX: #ffffff

**Sidener Academy for High Ability Students**
Second Reference: Sidener Academy
Mascot: Red Hawks
Primary School Colors:
Red  RGB: 166, 35, 36 / CMYK: 23, 98, 97, 17 / HEX: #a62324
Black RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

**Simon Youth Academy**
Second Reference: Simon Youth
Mascot: ----- 
Primary School Colors:
Orange RGB: 242, 105, 33 / CMYK: 0, 73, 100, 0 / HEX: #f26921
White RGB: 255, 255, 255 / CMYK: 0, 0, 0, 0 / HEX: #ffffff
Logos and Color Breakdown (Cont.)

**Stephen Foster School 67**  
*Second Reference:* Stephen Foster  
*Mascot:* Bulldogs  
*Primary School Colors:*  
- White: RGB: 255, 255, 255 / CMYK: 0, 0, 0, 0 / HEX: #ffffff

**Step Ahead Academy**  
*Second Reference:* Step Ahead  
*Mascot:* -----  
*Primary School Colors:*  
- Blue: RGB: 9, 114, 186 / CMYK: 87, 52, 0, 0 / HEX: #0972ba  
- Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

**SUPER School 19**  
*Second Reference:* SUPER School  
*Mascot:* Eagles  
*Primary School Colors:*  
- Red: RGB: 201, 35, 41 / CMYK: 14, 99, 97, 4 / HEX: #c92329  
- Yellow: RGB: 240, 233, 24 / CMYK: 9, 0, 97, 0 / HEX: #f0e918
Logos and Color Breakdown (Cont.)

**Theodore Potter School 74**
*Second Reference:* Theodore Potter  
*Mascot:* Mustangs  
*Primary School Colors:*
- Red: RGB: 198, 41, 38 / CMYK: 15, 97, 100, 5 / HEX: #c62926  
- Black: RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

**Thomas D. Gregg School 15**
*Second Reference:* Thomas D. Gregg  
*Mascot:* Bulldogs  
*Primary School Colors:*
- Blue: RGB: 51, 61, 90 / CMYK: 99, 94, 64, 0 / HEX: #33d5a  
- Grey: RGB: 147, 147, 147 / CMYK: 44, 37, 37, 2 / HEX: #949494

**Washington Irving School 14**
*Second Reference:* Washington Irving  
*Mascot:* Hornets  
*Primary School Colors:*
- Blue: RGB: 34, 81, 150 / CMYK: 95, 76, 10, 1 / HEX: #22519b  
- Yellow: RGB: 248, 189, 23 / CMYK: 2, 26, 99, 0 / HEX: #f8bd17
Logos and Color Breakdown (Cont.)

**Wendell Phillips School 63**
*Second Reference:* Wendell Phillips  
*Mascot:* Cardinals  
*Primary School Colors:*
- **Red**  RGB: 148, 39, 43 / CMYK: 42, 100, 100, 10 / HEX: #94272b  
- **Black**  RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000

**William McKinley School 39**
*Second Reference:* William McKinley  
*Mascot:* Eagles  
*Primary School Colors:*
- **Blue**  RGB: 34, 81, 150 / CMYK: 95, 76, 10, 1 / HEX: #225196  
- **Yellow**  RGB: 248, 189, 23 / CMYK: 2, 26, 99, 0 / HEX: #f8bd17

**William Penn School 49**
*Second Reference:* William Penn  
*Mascot:* Tigers  
*Primary School Colors:*
- **Black**  RGB: 0, 0, 0 / CMYK: 75, 68, 67, 90 / HEX: #000000  
- **Yellow**  RGB: 234, 235, 128 / CMYK: 10, 0, 63, 0 / HEX: #eece7f
myIPS Combination Mark

The brand mark for myIPS is designed to stand alone or to be displayed with the full district name, Indianapolis Public Schools. When necessary to use both on the same product, the name should be displayed below the letters IPS and span the equal width of IPS.

Amount of space between text and logo mark is equal to the area between the I and P.

myIPS Text Only

In circumstances where IPS is used as a secondary mark, such as on a school-specific business card, it is permissible to display as text only. When used as text only, the entire name should be spelled out and the corporate font must be used.

The correct name is shown below. The corporate font is Myriad Pro Bold, 95% horizontal scale.
Choosing a File Format

The IPS logo is available in four different file formats—EPS, PDF, PNG and JPEG. The EPS and PDF files are for printed materials, and the smaller JPEG and PNG files are for Web and screen presentations. Printers generally will request file formats appropriate to each job.

**EPS/PDF**

The EPS (vectored) version is appropriate for commercial printing and can be used with vector illustration programs such as Adobe Illustrator and Freehand. The advantage of EPS is that it can be scaled from small to large sizes appropriate for use on signage.

**JPEG/PNG**

JPEG and PNG files are for use on the Web and in screen presentations such as PowerPoint. The advantage of JPEGs and PNGs over EPS files is their smaller size and faster downloads. JPEGs are preferred for photographs and realistic images. PNGs are preferred for line art and text-heavy images.

**Suggested Formats**

**Adobe Illustrator (AI)/EPS/PDF:**

- Commercial printing
- Stationery items
- Brochures
- Book printing
- Advertising
- Signage and banners

**JPG/PNG:**

- PowerPoint presentations
- Web design
Font Usage

Department Name: Myriad Pro Regular 11/13 PMS 285
Address: Myriad Pro Regular 9/13 Cool Gray 9c
Website: Myriad Pro Regular 12.75 PMS 285
Font Usage
Department Name: Myriad Pro Regular 11/13 PMS 285
Address: Myriad Pro Regular 9/13 Cool Gray 9c
Website: Myriad Pro Regular 12.75 PMS 285
Font Usage
Department Name: Myriad Pro Regular 11/13 PMS 285
Address: Myriad Pro Regular 9/13 Cool Gray 9c
Website: Myriad Pro Regular 12.75 PMS 285
Font Usage

School Name: Myriad Pro Regular 9/11, Black 65%, All Caps
Address: Myriad Pro Regular 9/11, Black 65%
Principal Name: Myriad Pro Regular 11/13, PMS 285
Principal Title: Myriad Pro Regular 10/17, Black 65%
Indianapolis Public Schools | Style Guide

35  myIPS business cards

Font Usage
Team Member Name: Myriad Pro Bold 11/13
Title: Myriad Pro Italic 8/10
Phone Numbers: Myriad Pro Regular 8/10
Address: Myriad Pro Light 7.5/9
Website: Myriad Pro Regular 11/13
36  myIPS forms

Font Usage
District Name: Myriad Pro Regular 11/13 PMS 285
Telephone Number, Fax & Address: Myriad Pro Regular
9/13 Cool Gray 9c
Website: Myriad Pro Regular 12.75 PMS 285
myIPS envelopes

Central Office

School
38 email etiquette

Font Usage

<table>
<thead>
<tr>
<th>Font Usage</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 point Calibri</td>
<td>Only the standard myIPS logo may be used and <strong>should not exceed 1.25” wide</strong>.</td>
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<td></td>
<td>When composing email, remember that messages are subject to forwarding. Always use a salutation and maintain a professional tone.</td>
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<td>Blind copying individuals is discouraged. Doing so backfires when the blind-copied recipient inadvertently replies to all parties.</td>
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<td>Remember to proofread and spell check. Beware of the autocorrect function, especially when communicating from a hand-held device.</td>
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<td></td>
<td>Compose standard emails in Calibri or Times New Roman in 10- or 12- point font.</td>
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<tr>
<td></td>
<td>Limit use of ALL CAPS, <strong>underlined</strong>, <strong>bold</strong> or brightly colored text. Use the High Priority designation only when necessary.</td>
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<tr>
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<td>Refrain from mentioning sensitive information in email subject lines (e.g., names of students or personnel, identification numbers, etc.). Mark messages confidential, as appropriate.</td>
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<td></td>
<td>Remember that email should be used to convey information concisely. Instant and text messaging should be used to share short messages rapidly and should still maintain professionalism. Memorandums are formal and should be used to provide information and/or instructions. Letters should be used to communicate important information with external persons and to address employee personnel matters.</td>
</tr>
</tbody>
</table>
Writing Standards and Style Guide

How a school district talks about itself and the grammar and descriptions used help ensure the high-quality brand experience people will expect from IPS.

IPS uses the Associated Press (AP) Stylebook as the foundation for our written communications. In some cases we may deviate from this guide to an IPS-specific style.

The following addresses some common situations you may encounter when writing about or for IPS. This is not a comprehensive list.

academic degrees –

• Ph.D. or Ph.D.s, (capitalize) e.g., Dr. Lewis D. Ferebee OR Lewis D. Ferebee, Ed.D.

• Master of Arts or Master of Science (capitalize) or a master’s degree or master’s (lowercase).

• associate degree (no possessive, lowercase).

Use abbreviations such as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. When used after a name, an academic abbreviation is set off by commas, as in “John Snow, Ph.D., spoke.”

areas of study (the specialty area in which the degree was earned) – Lowercase, as in “He has a master’s degree in sociology.”

book titles – Capitalize and put in quotation marks.

bullets – Use periods at the end of each bullet when it is a sentence. Capitalize the first word after the bullet. Be consistent within bulleted groups.

co-workers – Hyphen between “co” and “workers.”

dates – Dates should be used in one of two conventions: September 22, 2016 (headlines and body copy) or 9.22.2016 (advertisement and graphic headlines). Not September 22nd, 2016.

directions – Lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize when they designate regions, as in “He headed east; his destination was the Eastern seaboard.”

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General

Indianapolis Public Schools encourages all staff to utilize the approved powerpoint presentation guidelines. The IPS Service Center provides support to help polish presentations and to ensure they are within brand standard.

Font Usage:
Date: Tw Cen MT 20
Name, Title: Tw Cen MT 20
Page Titles: TW Cen MT 36
Sub-titles: TW Cen MT 30
Content: TW Cen MT 16-22
General

Indianapolis Public Schools encourages all approved social media handlers for district sites to be mindful of the information they post. Your online behavior should reflect professional standards of respect, honesty and consideration.

Logo and handle formatting:

- facebook.com/IndianapolisPublicSchools
- @IPSSchools
- @IPSSchools
- www.myIPS.org
- youtube.com/user/ipsschoolspr

Districtwide Hashtags:

- #ProudToBePublic (General Use)
- #myIPS (General Use)
- #chooseIPS (Enrollment Related Messaging)
- #teamIPS (Recruitment Related Messaging)
Indianapolis Public Schools encourages all approved social media handlers for district sites to be mindful of the information they post. Your online behavior should reflect professional standards of respect, honesty and consideration.

Do's:
- Share information that is relevant to your audience (resources, events, etc.)
- Post fun photos (classroom pictures, school events etc.)
- Stay within school/district branding standards
- Be diverse in the content that you post
- Be aware of current events and major happenings
- Utilize influential followers
- Know your audience, what platform they utilize most and best engagement times
- Tag community partners (when relevant) to reach a larger audience

Don’ts:
- Don’t use filters. The district often will share photos from school level accounts
- Do not take photos of children with opt-out forms on file
- Do not take messy photos. Be aware of the full frame of a photo.
- Don’t be exclusionary. Example, say “Happy Holidays” rather than Merry Christmas
Indianapolis Public Schools encourages all approved web handlers for school based sites to be mindful of the information they post. Your online behavior should reflect professional standards of respect, honesty and consideration. In general, a well organized and active website not only reflects positively on your school, but it can also be a helpful resource for your families and teachers.

**Web Rotator:**
- Size specifications for all web rotator images are 698 x 400 pixels (SchoolWires does not autosize images placed in this app. You may utilize online photo resizing tools or photo editing software to adjust all images accordingly.) Failure to resize images to the noted specifications will result in skewed or stretched imaging.
- Be sure to post photos that reflect your school and community.

**Buttons and Badges:**
- These items are allowed and welcome, however ensure that your website is user friendly and visually pleasing for your guests.
- PNG files work best for web buttons.

**Banners:**
- Web banners are an easy way to liven up your school-based website. Banners can be used in a number of ways throughout your website but are typically placed at the top of a webpage. Size specifications for web banners are 8.5 x 2 inches.

**Headlines:**
- Web headlines can be used for announcements, news stories and general updates. It is not recommended to place images in headlines landing page, as this clutters your website. Photos are welcomed and encouraged in the body of your headline.