




PCSD Branding *Quick Reference*

Branding is a collection of experiences as perceived by our students, parents, staff and community. At Pittsford Schools, our brand is a promise of excellence. Our look and our voice tell our story in an easily recognizable way that is professional, welcoming, and student-centered.

District Colors

Color is a critical element in creating a memorable and lasting brand. The official colors of the District are Pittsford blue, maroon and gold.

Color	PMS Code	CMYK Code	HEX Code	RGB	Sample
Pittsford Maroon	209C	14-94-36-60	#6E273D	110-39-61	
Pittsford Gold	124C	0-27-100-0	#EAAB00	234-171-0	
Pittsford Blue	295C	100-68-8-52	#002F5F	0-47-95	

Logos

Our official District logo, the one-line or stacked two-line logo (below), should be used in District communication, depending on which is best suited to your layout. No other font or color may be substituted unless you are printing with black and white. Logo color is Pittsford blue/maroon in color documents or on our website, or black logo for materials that will be printed/copied in black and white.













Family of Fonts

Recommended for Screen	Recommended for Print
Georgia	Garamond
Helvetica	Helvetica
Verdana	Times New Roman
Source Sans Pro	Georgia
Neuton	Skarpa

Imagery

Images, photographs, graphics, clipart, icons and charts are used to reinforce key messages, add interest, and break up large blocks of text. Photos should be of high quality, student-centered and reflect the diversity of the District. Use photos of Pittsford students, families and staff when possible.

Use of student photos is governed by Board of Education policy. Student names should not be displayed with student photos. A good rule of thumb is to use name without photo or use photo without name.

Use clipart and animations sparingly or not at all. They can easily become distracting and compete with your message.

For more information on PCSD Branding and access to digital logos and photos go to <http://www.pittsfordschools.org/PCSDBrand>

PCSD Branding Quick Reference

Tone of Voice

Tone refers to use of words and writing style to convey your message.

- Keep your audience in mind - staff, parents, students or residents.
- Keep messages clear and concise.
- Avoid jargon and acronyms.
- Use an *active voice* when writing.

Active: Kindergarten students celebrated graduation.

Passive: There was a graduation celebration for the kindergarten class.

- Opt for gender-neutral language whenever possible. Rewrite sentences to avoid the need for a pronoun.

Word Choice

- Use short verbs.
- Delete unnecessary who, which and that clauses.

Incorrect: Students who are eligible may apply for National Honor Society.

Correct: Eligible students may apply for National Honor Society.

Preferred:	Instead of:
Use	Usage or utilize
Share	Apportion
Name	Designate
End	Terminate
To	In order to
Should attend	Should plan to attend
Is	Act as
And	As well as
The award recognizes	The award is given to recognize
Will be used for	Will be used for the purpose of
She received	She has been a recipient of the

Web Accessibility

Section 508 Accessibility Law is a requirement to provide web-based information to users with disabilities in a way that is comparable to the access available to users without disabilities. Meeting this requirement involves making our website accessible to people with a diverse range of sight, hearing, mobility, and cognitive abilities.

Video and Audio content require captions (text version) and transcripts (full spoken content) to allow site visitors to read or hear content from web audio or video.

Documents such as PDFs should meet accessibility requirements. Documents saved as a PDF with Microsoft Office applications in our current school environment are accessible. A PDF that allows you to highlight text is accessible because it is readable by a screen reader application. Scanned documents saved in PDF format are not accessible. Whenever possible, present web content as text on the webpage rather than attaching documents or creating links.

Font Color is not identified by a screen reader or site visitors with color blindness. Identify color text with additional formatting rather than using color alone to draw attention.

Alternative Text, or Alt Text is read and spoken by a screen reader and provides the photo or graphic description audibly for people with visual impairment.

Link Names should provide the user information independent of the surrounding text. Instead of “click here” for information on the Open House, use “Open House Information” as the clickable link.

Headings prepare the reader for upcoming content. Data in tables should be labeled with column headings.