

# Jenks

Public Schools®

# OUR BRAND

## STYLE GUIDE

### WHY ARE THESE GUIDELINES IMPORTANT?

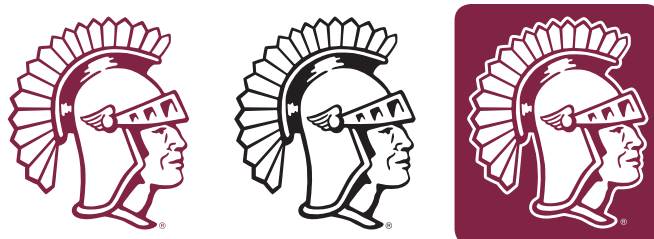
The elements on this page – logos, colors, and typography – are the essential pieces of Jenks Public Schools' brand identity. Each piece was designed to create a professional, consistent, and recognizable image for Jenks Public Schools. These guidelines help to ensure the strength and effectiveness of Jenks Public Schools' trademarks.

### OUR LOGOS

JENKS PUBLIC SCHOOLS

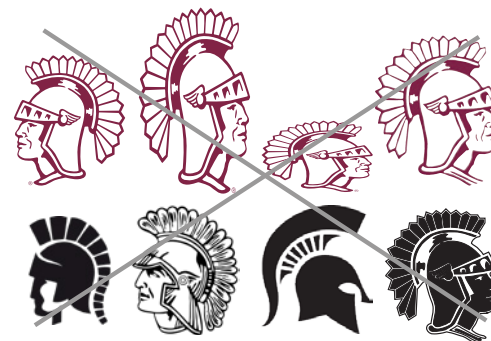


TROJAN HEAD



The Trojan Head must always face right.

INCORRECT USAGE



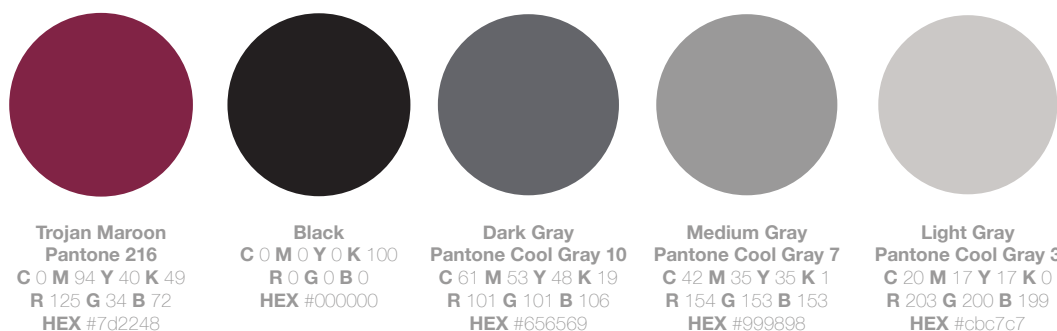
### TRADEMARKS

The Jenks Public Schools logo, Trojan Head, and the words "Jenks Trojans" are registered trademarks ® of Jenks Public Schools and should be used on all official communications, print materials, signage, digital graphics, and apparel.

### OUR COLORS

#### OFFICIAL COLOR PALETTE

Jenks Trojans' official colors are maroon (Pantone 216) and white, with accents of black and gray. Pantone 216 can look brown, red, or pink in some applications. It is the responsibility of designers and printers to ensure our maroon is produced with accuracy according to the material on which it will be printed.



### ARCHITECTURE AND INTERIOR DESIGN

We understand Pantone 216 can translate differently depending on the material used and because of this, we have developed "Jenks Baseball Maroon," a custom paint color on file with Sherwin Williams. Jenks Baseball Maroon is used for all interior and exterior color matching. The color is a custom mix and can be issued for use in other custom materials, such as laminates or metals.

### TYPOGRAPHY

Helvetica Neue is not the only font allowed, but it is strongly suggested. When Helvetica Neue is not available, please use Arial, Tahoma, Verdana, Baskerville, Georgia, or Garamond. Comic Sans is NOT an acceptable font for professional documents, website posts, or digital graphics.

HELVETICA NEUE - THIN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789\$&#!@+=

HELVETICA NEUE - REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789\$&#!@+=

HELVETICA NEUE - BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789\$&#!@+=

### OUR MISSION

Jenks Public Schools, inspired by a tradition of excellence, is committed to the shared responsibility of preparing all learners for productive, responsible citizenship in an ever-changing world.

### OUR FIVE A'S

Academics, Activities, Attitude, Arts, and Athletics

### OUR VISION

A Tradition of Excellence with a Vision for Tomorrow.

### ABOUT JENKS PUBLIC SCHOOLS

For more than 100 years, Jenks Public Schools has provided students with a quality education in an environment known nationwide for high academic standards and innovation. Located just south of Tulsa, Jenks Public Schools now encompasses 39 square miles and serves more than 11,700 students at its nine school sites. It is the eleventh largest public school district in the state of Oklahoma and was recently recognized as the best district in Oklahoma (Niche, 2016 Best Schools). The District's dedication to excellence has led to academic success as well as both local and national recognition. The District motto, "A Tradition of Excellence with a Vision for Tomorrow," serves as a guide for all Jenks educators as they help prepare today's students for the future.

### BRAND CENTRAL

Visit [www.jenksps.org/brand](http://www.jenksps.org/brand) to download official logos and other brand essentials. Contact the Jenks Public Schools' Communications Department for more information.