



For more information, contact the Parkway Communications Department at (314) 415-8077.
To download a copy of this guide, go to Inside Parkway or parkwayschools.net.



BRAND STANDARDS



A RENEWED PROMISE. A NEW BRAND.



EXCELLENCE.

IT'S A PARKWAY TRADITION—AND WE CONTINUE TO RAISE THE BAR FOR OUR STUDENTS, TEACHERS AND STAFF. WE BELIEVE THAT SETTING HIGHER EXPECTATIONS CREATES BRIGHTER FUTURES.

AS A DISTRICT, WE ARE COMMITTED TO GROWING PARKWAY STUDENTS INTO PERSISTENT, INCREASINGLY SELF-DIRECTED LEARNERS WHO HAVE A STRONG SENSE OF PERSONAL, SOCIAL AND CIVIC RESPONSIBILITY—AND WHO ARE EFFECTIVELY PREPARED FOR THE FUTURE.

THE NEW PARKWAY BRAND REFLECTS THIS COMMITMENT.

A BRIGHT FUTURE:
ROOTED IN A POWERFUL
LEGACY



DEFINING THE BRAND

OUR BRAND PROMISE:

HIGHER EXPECTATIONS FOR EVEN BRIGHTER FUTURES

This brand promise captures our commitment to capable, curious and confident students, competent staff, thoughtful leadership and close-knit community that is at the center of both the Parkway Schools tradition and our vision for the future.

THIS IS THE PROMISE WE STRIVE TO LIVE EVERY DAY.

OUR “ELEVATOR SPEECH:”

PARKWAY IS A RECOGNIZED EDUCATIONAL LEADER AND CONTINUES TO BE ONE OF THE COUNTRY’S TOP RATED PUBLIC SCHOOL DISTRICTS. WE DELIVER A UNIQUE 3C’S APPROACH THAT IS STUDENT INSPIRED AND TEACHER LED – DESIGNED TO PREPARE HIGHLY CAPABLE STUDENTS, CURIOUS ABOUT HOW THE WORLD WORKS AND CONFIDENT IN THEIR ABILITY TO CONTRIBUTE IN AN EVER-CHANGING WORLD.

OUR TAGLINE:

HIGHER EXPECTATIONS.
BRIGHTER FUTURES.

Our tagline is a direct embodiment of our brand promise. It captures the inspiring spirit of our commitment, direction and vision.

OUR BRAND ATTRIBUTES:

These brand attributes define and describe the Parkway brand in a more specific way, giving shape to the brand and underpinning the brand promise and tagline.

Some combination of these attributes should be conveyed visually or in the content of all of our communications and interactions.



DESIGNED FOR TRUE
UNDERSTANDING >>>

Parkway’s overarching goal is to develop capable students who have a true understanding of core concepts. Our curriculum is created by teachers beginning with that final outcome in mind, rather than employing the more traditional approach of balancing textbook coverage with activity-oriented teaching.

STUDENT INSPIRED,
TEACHER LED >>>

By working backwards from the goal of developing true understanding, and by involving continuous feedback among students and their peers, our teachers become truly inventive, expert guides. They are empowered to adjust their instructional strategies so students are able to experience more authentic opportunities to gain deeper meaning of core concepts.

SHARED RESPONSIBILITY >>>

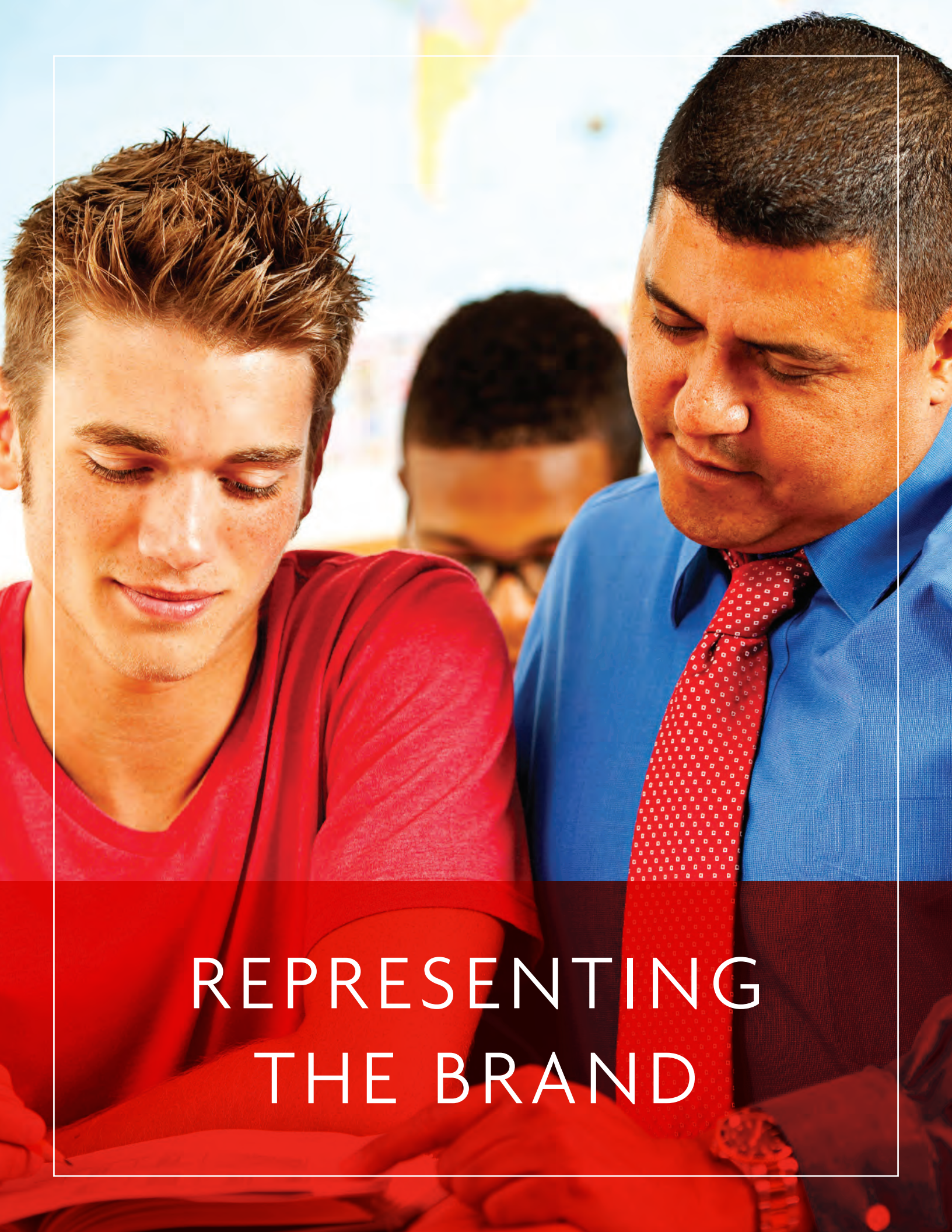
Throughout Parkway, effective learning requires a strong sense of shared responsibility among students, teachers, administrators and parents. Parkway’s approach to achieving true understanding by all of our students requires a highly collaborative approach by everyone involved. Once specific learning objectives are clarified, teaching and learning become fluid processes dependent upon everyone’s diligent efforts and a focus on generating, accepting and reacting to feedback.

MEETING THE CHALLENGES
OF A GLOBAL COMMUNITY >>>

We live in a world in which change is constant, the rate of change is increasing, and where physical and cultural borders are blending and disappearing. With that comes greater complexity and a need to reach deeper levels of understanding of a broader range of concepts. Parkway’s reputation over time has been as a premier public school district — one that is committed to academic excellence and continuous improvement for the benefit of our students. This legacy serves as a foundation from which to build and redefine the Parkway experience. Our evolved educational approach ensures students can feel confident in their ability to understand and respond to the challenges of an ever-changing world, regardless of the life paths they choose.

DISTRICT-WIDE CONSISTENT
APPROACH >>>

There is no one size fits all approach to achieving true understanding. Every student is different. Every classroom is different. Every school is different in terms of the needs of its students and teachers. Further, our unique student inspired, teacher led approach means it is unlikely that any two classrooms or campuses will be the same in form or function. However, our promise of the 3C’s, supporting objectives and our approach to achieving them will remain consistent throughout the entire district.



REPRESENTING THE BRAND

OUR COLORS:

PRIMARY COLORS



PANTONE 485 C



PANTONE COOL GRAY 11 C

SECONDARY COLORS



PANTONE 1375 C



BLACK

FOR SCREEN



R: 221
G: 000
B: 000



R: 102
G: 102
B: 102



R: 255
G: 159
B: 061



R: 000
G: 000
B: 000

Parkway’s colors build on the tradition of “Parkway Red,” shifting it to a richer, deeper red. Our primary colors are the mainstay of our color palette and should be used the most when designing pieces for the district.

SECONDARY COLORS SHOULD ONLY BE USED VERY SPARINGLY — ACCENTS ONLY, OR IN THE CASE OF BLACK, FOR BODY COPY ONLY.

OUR LOGO:



LOGO WITH TAGLINE:

4-COLOR



1-COLOR



The Parkway tagline is centered under the logo with each phrase on its own line. The spacing between the bottom of the logo, between “PARKWAY” and “SCHOOLS” and the tagline is a consistent 2 Picas.

HORIZONTAL LOGO:



Vertical orientation of the logo is preferred. Use the horizontal logo only when the vertical does not work. The spacing between the bottom of the logo, between “SCHOOLS” and the tagline is a consistent 2 Picas. The tagline is centered underneath the mark and the typography.

LESS FORMAL APPLICATIONS:

4-COLOR



1-COLOR



The Parkway wordmark and Parkway “bookburst” may be used in exclusion where space or less formal application dictates. If they are used together in any way, they must be locked together as shown in the formal application previously.

MINIMUM SIZE & CLEAR SPACE:

LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE



HORIZONTAL LOGO



Maintaining the legibility of the logo is very important, regardless of what the application is or the manner in which it is reproduced. The minimum logo size with the tagline is 1.25". The minimum logo size without the tagline is 0.75". The minimum horizontal logo size is 1.5".

The Parkway logo must clearly stand out wherever it appears. One way to ensure this is by maintaining a minimum clear space of 0.25" around the logo.

REVERSING THE LOGO

SOLID REVERSE



When reversing the Parkway logo, it must always be reversed in a single color — white. This holds true for less formal applications of the brand as well.

SCHOOL COLORS:

BASE COLOR (FOR PAIRING)



PANTONE COOL GRAY 11 C

SCHOOL COLORS

CENTRAL



PANTONE 485 C

FERN RIDGE



PANTONE 336 C

NORTH



PANTONE 269 C

SOUTH



PANTONE 280 C

WEST



PANTONE 278 C

Each high school has legacy colors. In keeping with the spirit of the Parkway brand refresh, we have developed a standard color for each school that will bring consistency to each school’s public face. These are paired with a neutral color from the main Parkway brand color palette.

PAIRING THE LOGO WITH SCHOOL IDENTITIES / COLORS:

2-COLOR



1-COLOR



TYPOGRAPHY:

AGENDA LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 !?.<>@#\$\$%^&*()_+=

AGENDA MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 !?.<>@#\$\$%^&*()_+=

AGENDA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 !?.<>@#\$\$%^&*()_+=

TREBUCHET MS

Trebuchet MS Light and Medium should be used for online copy only.

UNACCEPTABLE USE:



DO NOT use any full color Parkway logo over a solid color. Always reverse to white.



DO NOT split up the brand elements in ways not specified in this document.



DO NOT stretch the logo or other brand elements in any way.



DO NOT colorize the logo in any way not shown in this document.



DO NOT rotate logo or other brand elements.



SIGNATURE STYLE


PHOTOGRAPHY



Photography should be bright, positive, interactive and personal. Interaction between a diverse range of students and teachers, information or other students is preferred. Natural settings are essential. Above all, photography should appear to tell a story in some way, hinting at a positive context and storyline.

TYPE-DRIVEN LAYOUTS:

For layouts that involve a central idea or a focus on text, a simple reversed approach is preferred. The text is set in Agenda Light in caps with letter spacing set to 100 center aligned. The layout is a full bleed with a rich field of Parkway Red (Pantone 485 C). This is punctuated by a single one pixel line which is inset from page edge at a distance of at least 0.5 inches. At the top of the layout even with the top edge of the inset border line, a white box is inset which contains a version of the Parkway marks — full logo, logo with tagline, mark or wordmark.



THE MISSION OF
THE PARKWAY
SCHOOL DISTRICT
IS TO ENSURE ALL
STUDENTS ARE
CAPABLE, CURIOUS
AND CONFIDENT
LEARNERS WHO
UNDERSTAND AND
RESPOND TO THE
CHALLENGES OF
AN EVER-CHANGING
WORLD. >>>

MULTI-PAGE DOCUMENTS:

These multi-page documents show a fusion of signature style and branding elements. Photography should be bright, natural, evocative and full bleed. Where type is set over photographs, transparent red overlays add drama and increase readability while tying back to the colors of the brand. If type can't be set over a red overlay, the photograph under the type must provide sufficient contrast for clear readability. Inset border keylines are paired with anchored branding elements for title pages. Type should be clear, clean and uncluttered.

SHOWN HERE IN SPREADS.



EMAIL SIGNATURES:

Email signatures need to be consistent with the new message and style. Parts of the signature are different depending on the sender’s school, building or department.

SHOWN HERE WITH CHANGEABLE PARTS.

ALL TEXT SIGNATURE

GEORGE SMITH
Director of Lorem Ipsum
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F: 314.415.8009

PARKWAY CENTRAL HIGH
455 North Woods Mill Road
Chesterfield, MO 63017

GEORGE SMITH
Director of Lorem Ipsum

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Director of Lorem Ipsum

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Director of Lorem Ipsum

TEXT & LOGO SIGNATURE OPTION 1

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PARKWAY CENTRAL HIGH
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TEXT & LOGO SIGNATURE OPTION 2

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OTHER GRAPHIC APPLICATIONS:

VEHICLE APPLICATION



BUSINESS CARDS



LETTERHEAD



FRONT



BACK (OPTIONAL)