

DISTRICT LOGO & COLORS

PUSD LOGO



This is the primary and preferred PUSD logo; it is also acceptable in greyscale for black and white documents. This logo is authorized solely for the use of official PUSD accounts and materials. Its use must be approved by the PUSD Communications Department prior to publication. Please contact Brittanie Arnett, Communications Specialist (barnett@powayusd.com) for a high-quality file.



POWAY UNIFIED SCHOOL DISTRICT

www.powayusd.com

The circular logo can be used by itself, or horizontally in conjunction with the full district name as shown in these examples. Placement of the logo to the left, right, or centered above the district name is appropriate.



POWAY UNIFIED SCHOOL DISTRICT

POWAY UNIFIED SCHOOL DISTRICT



RETIRED LOGOS



These older versions of the PUSD logos should no longer be used; they are being phased out and retired.

INCORRECT USE



Do not cut, distort, or stretch the brand logo. Do not substitute or change any colors (other than grey).

COLOR PALETTE

PRIMARY COLORS



PUSD GOLD
(HEX: #f0ad4e)
RGB: 243, 173, 78
CMYK: 0, 29, 68, 5



PUSD LIGHT BLUE
(HEX: #54c8eb)
RGB: 84, 200, 235
CMYK: 64, 15, 0, 8



PUSD NAVY
(HEX: #003366)
RGB: 0, 51, 102
CMYK: 100, 50, 0, 60

SECONDARY COLORS



PUSD Alt 1
(HEX: #dce0ef)
RGB: 220, 224, 239
CMYK: 8, 6, 0, 6



PUSD Alt 2
(HEX: #a5afd6)
RGB: 165, 175, 214
CMYK: 23, 18, 0, 16



PUSD Alt 3
(HEX: #3a57a8)
RGB: 58, 87, 168
CMYK: 65, 48, 0, 34