

Pennsbury School District Typography Marketing & Branding

Logos



Color Palette



Pennsbury Orange

#f8872d

Pantone 165c

R - 248 | C - 0

G - 135 | M - 59

B - 45 | Y - 96

K - 0

Pennsbury Black

#0000

Pantone 165c

R - 0 | C - 0

G - 0 | M - 0

B - 0 | Y - 0

K - 100

Typography

A a

Arial

(Regular, **Bold**, *Italic*, ***Bold Italic***)

A a

Book Antiqua

(Regular, **Bold**, *Italic*, ***Bold Italic***)

A a

Calibri

(Regular, **Bold**, *Italic*, ***Bold Italic***)

A a

Times New Roman

(Regular, **Bold**, *Italic*, ***Bold Italic***)

Header Title 44pt

Fonts: Arial, Book Antiqua, Calibri, Times New Roman

Title 28pt

Fonts: Arial, Book Antiqua, Calibri, Times New Roman

Subheader 24pt

Fonts: Arial, Book Antiqua, Calibri, Times New Roman

Body 20pt

Fonts: Arial, Book Antiqua, Calibri, Times New Roman

Minimum Text 16pt

Fonts: Arial, Book Antiqua, Calibri, Times New Roman

Presentations

- The PSD Circle Crest slide must be first in all presentations, followed by the mission statement slide.
- Use the color and font choices listed.
- **Do not underline words or sentences.** Underlining indicates hyperlinks.
- **Bold** words to stress importance.
- Insert and draw a line to divide space.
- Format Pictures to include ALT Text.