



Brand Guidelines



NOV. 2022

The PowerSchool brand includes the words, phrases, symbols, logo, and designs associated with PowerSchool and the services PowerSchool provides. This guide provides general rules for third parties who have received a logo license from PowerSchool around how to properly display our brand assets. This includes all PowerSchool logos and trademarks, especially the PowerSchool logo. Please use these guidelines consistently. If you have any questions, please contact your PowerSchool Account Executive.



Mission Statement

At PowerSchool, we believe in the simple truth that every student deserves the best opportunities in life. That's why our mission is to power the education ecosystem with unified technology that helps educators and students realize their potential, in their way.

We design for you.

Every school is different, and every student, educator and parent has a unique set of needs. We make sure everybody can create a meaningful path forward with our technology.

We build bridges.

Educators break through when students have the full support of their communities. That's why we actively seek out ways to forge connections between parents, students and educators.

We unlock potential.

Every school day brings new opportunities to improve how students learn. But, we're up to the challenge, going the distance in pursuit of innovations that break down barriers in education and pave the way for success.

Logo

Logo Usage

The PowerSchool logo should be used primarily in PowerSchool Cyan on Pure White (#FFFFFF) or Pure White on PowerSchool Cyan. Cloud (#F4F4F4) can be used as an alternate light background color if contrast is needed. The logo, in certain instances, can be used on Navy (#00427C) in either PowerSchool Cyan or Pure White.

In all formats, the logo should be surrounded by white space equivalent to one of the logo's "P"s, refer to following pages for specifics. Always use the provided logo lockups, which were optimized to highlight the brand identity.

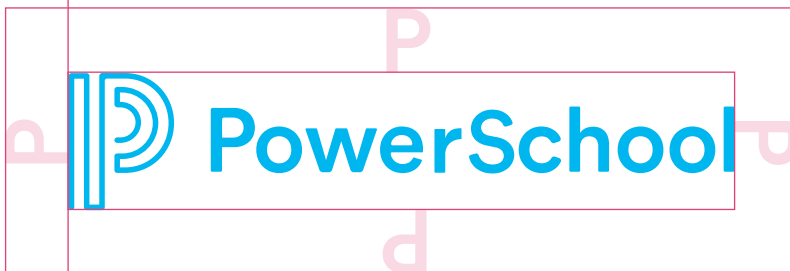


Left-Aligned Logo


The PowerSchool logo should be used primarily in left-aligned format. The preferred color formats include one-color, PowerSchool Cyan (#00B6EF) on a light background or Pure White (#FFFFFF) on PowerSchool Cyan. In all formats, the logo should be surrounded by white space equivalent to one of the logo's "P"s.


When positioning elements around the logo, items should be left-aligned with the left side of the logomark. The top of the wordmark should align with the top of the inside of the bowl of the logomark. The bottom of the wordmark should align with the bottom of the bowl in the logomark. The distance of the wordmark from the logomark should be equal to the width of the base of the logomark. Always use the provided logo lockups, which were optimized to highlight the brand identity.

Design elements should align here



REQUIRED "SAFE AREA"

A "safe area" must be kept clear around the perimeter of the logo. The size of the safe area should be equal to the height of the "P" in the wordmark "PowerSchool". (Which equates to 45% of the height of the logomark )

EXAMPLE: If the height of the  is 1", then the safe area on all four sides of the logo = 0.45" and must be kept clear.

The top of the wordmark should align with the top of the inside of the bowl of the logomark



The distance of the wordmark from the logomark should be equal to the width of the base of the logomark

Large blocks of text should only be set in White on top of PowerSchool Cyan if the font size is larger than 14pt. If smaller than 14pt, the text should be set on top of Navy instead of Cyan for legibility purposes.

In use:



PowerSchool

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras faucibus sodales odio vitae aliquam. Quisque suscipit pretium nisl, id accumsan eros vestibulum at. non, tincidunt erat. Phasellus porta quam est, vulputate sodales orci vehicula at.

Left-Aligned Logo With Tagline

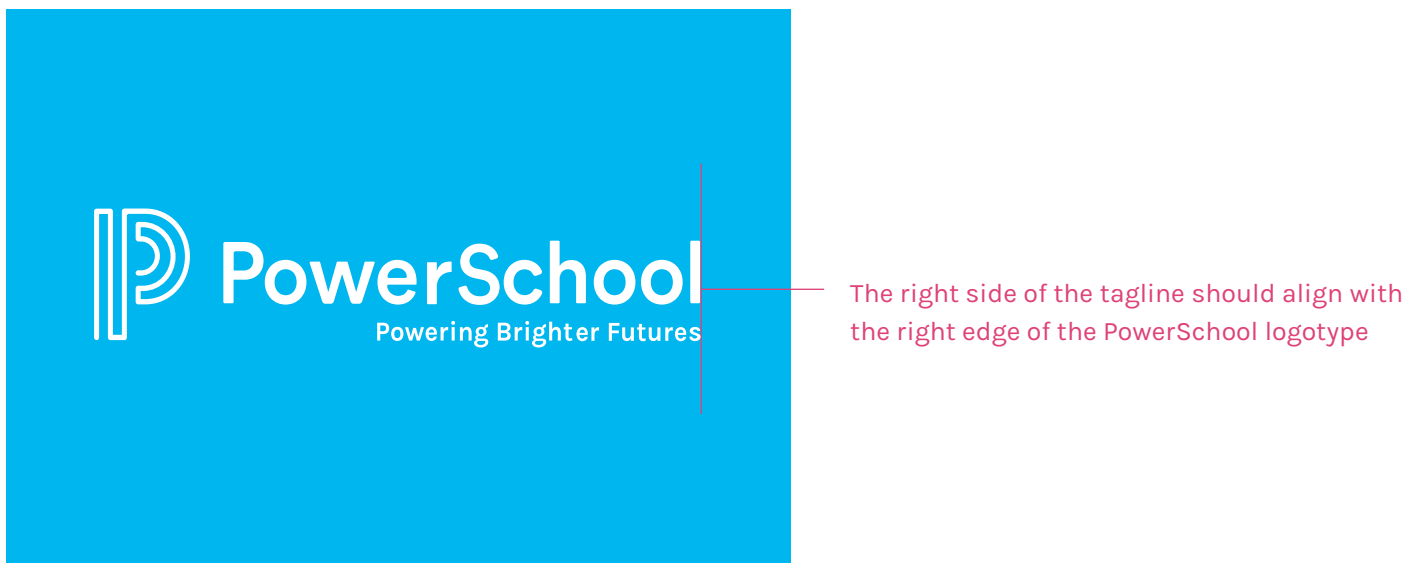
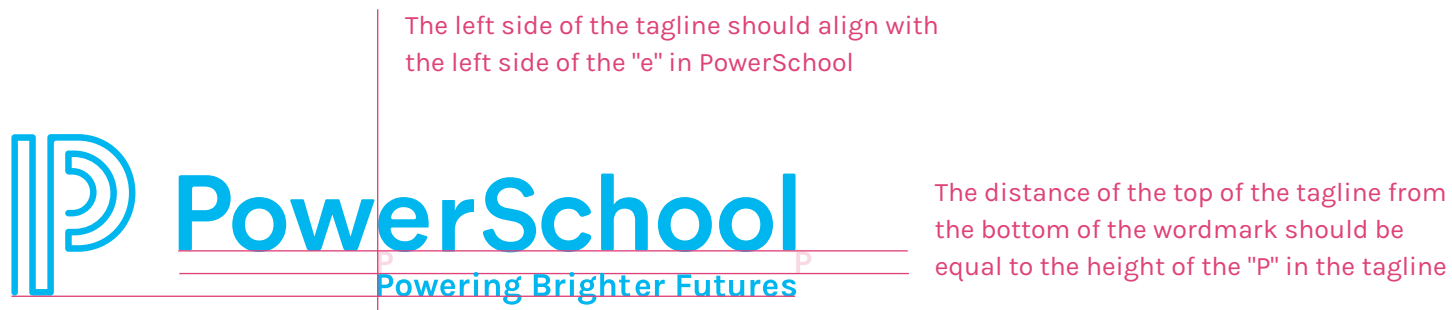
The left-aligned logo with tagline is only to be used in instances where the tagline needs to be present for brand purposes.

For example, on select apparel, marketing materials, and corporate initiatives. The logo should primarily be set in PowerSchool Cyan on a light background or the entire logo with tagline set in Pure White on PowerSchool Cyan. Do not use this version of the logo when the type gets too small to read. Please use the version without the tagline.

The distance of the top of the tagline from the bottom of the wordmark should be equal to the height of the "P" in the tagline.

The bottom of the tagline should align with the bottom of the logomark. The left side of the tagline should align with the left side of the "e" in PowerSchool.

The same requirements around for maintaining a "safe area" around the logo still apply.

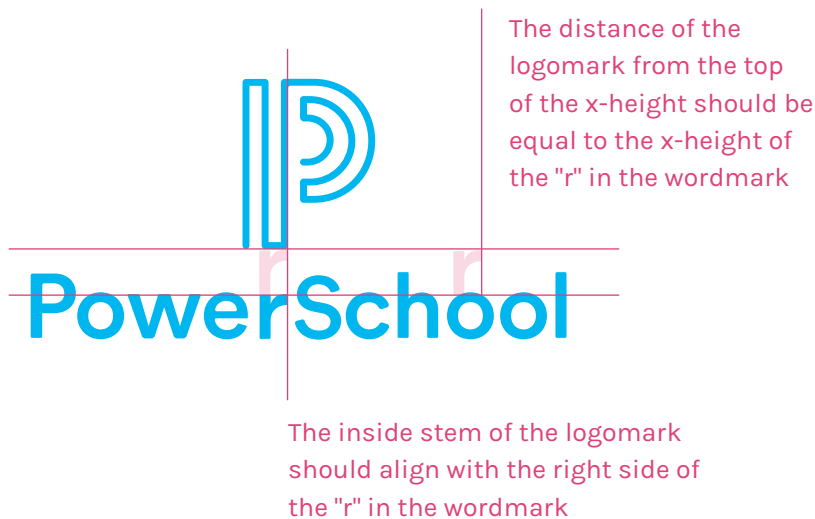
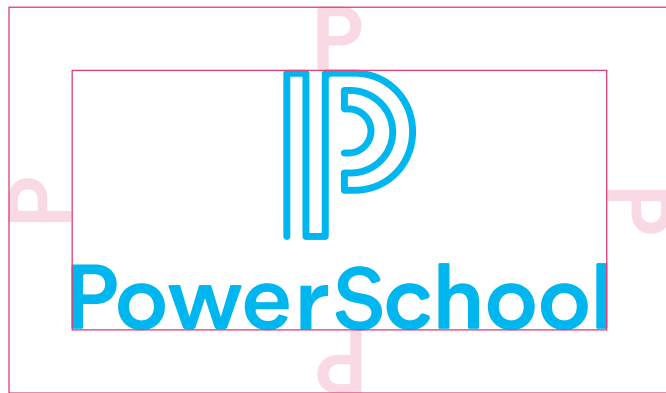


Centered Logo

Secondarily, the PowerSchool logo can be used in a centered format. The preferred color formats include one-color, PowerSchool Cyan (#00B6EF) on a light background or Pure White (#FFFFFF) on PowerSchool Cyan.

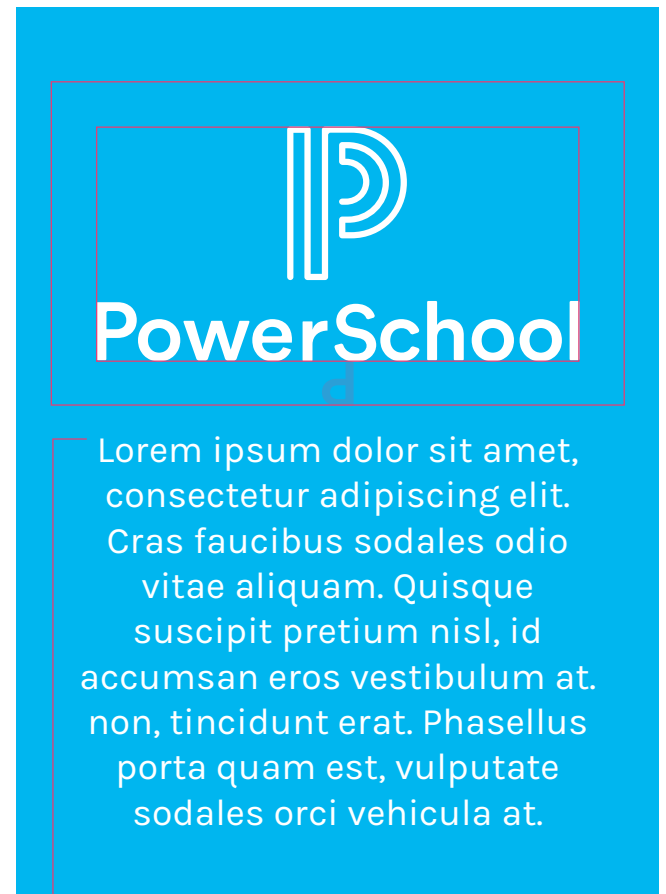
In all formats, the logo should be surrounded by white space equivalent to one of the logotype's "P"s (the "safe area"). When positioning elements around the logo, items should be centered with the logomark. The distance of the logomark from the top of the x-height should be equal to the x-height of the "r" in the wordmark. The inside stem of the logomark should align with the right side of the "r" in the wordmark.

The size of the "safe area" should be equal to the height of the "P" in the wordmark "PowerSchool". (Which equates to 45% of the height of the logomark P.)



The distance of the logomark from the top of the x-height should be equal to the x-height of the "r" in the wordmark

The inside stem of the logomark should align with the right side of the "r" in the wordmark



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras faucibus sodales odio vitae aliquam. Quisque suscipit pretium nisl, id accumsan eros vestibulum at non, tincidunt erat. Phasellus porta quam est, vulputate sodales orci vehicula at.

Large blocks of text should only be set in White on top of PowerSchool Cyan if the font size is larger than 14pt. If smaller than 14pt, the text should be set on top of Navy instead of Cyan for legibility purposes.

Centered Logo With Tagline

The centered logo with tagline is only to be used in instances where the tagline needs to be present for brand purposes. For example, on select apparel, marketing materials, and corporate initiatives. The logo should primarily be set in PowerSchool Cyan on a light background or the entire logo with tagline set in Pure White on PowerSchool Cyan. Do not use this version of the logo when the type gets too small to read. Please use the version without the tagline.

The distance of the top of the tagline from the bottom of the wordmark should be equal to the height of the "P" in the tagline. The tagline should be centered with the wordmark.

The same requirements around for maintaining a "safe area" around the logo still apply.



The distance of the top of the tagline from the bottom of the wordmark should be equal to the height of the "P" in the tagline



The tagline should be centered with the wordmark

Logo Usage and Isolated Logomark

When used on a dark background, the logo will typically be set in all Pure White. The logo should be used in Pure White when on top of busy backgrounds or photos.



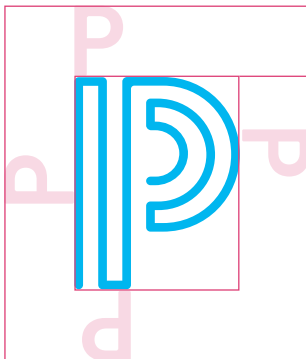
The "P" logomark should always be paired with the "PowerSchool" wordmark.

The only special circumstances when the "P" logomark may be considered for use in isolation (& must be approved prior to use) are:

- Due to very limited space constrictions, the entire logo would not be legible
- Within the context of a page that is already heavily branded with the paired logomark "P"+ wordmark "PowerSchool" together

The "P" should only be used in PowerSchool Cyan on a light background or white on a PowerSchool Cyan background. The "P" should always have ample space around it, equal to one of the logotype's "P's."

IN PRE-APPROVED CASES:



The logomark should be surrounded by white space equivalent to one of the proportionate logotype "P's"



When space is limited and the full logo would not be legible, the "P" can be used independently



On a branded platform, such as the PowerSchool Facebook page, the "P" can be used independently as a signature, watermark, or additional brand marker

What Not to Do

The PowerSchool logo should only be used in the ways expressed throughout the previous pages. Even if the selected colors are technically in the PowerSchool palette, the way color is used should not be edited. **Always use the provided logo lockups when designing with the PowerSchool identity system. The logo or tagline should never be altered, stretched, or cropped in any way.**



✓ Use the provided PowerSchool logo lockup



✗ Do not set the logo in any other colors or color combinations



✗ Do not rearrange the pieces of the logo



✗ Do not stretch the logo



✗ Do not resize the pieces of the logo lockup



✗ Do not add effects to the logo.



✗ Do not use low quality or blurry versions of the logo

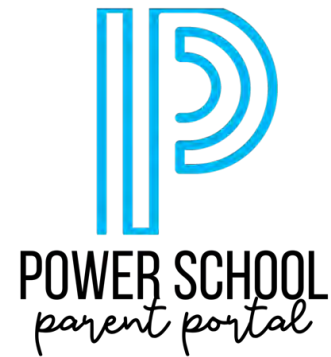


✗ Do not use the logomark as the letter "P" in the word "PowerSchool" or elsewhere

What Not to Do (cont.)



✗ Do not dip into the "safe area" around the logo



✗ Do not rearrange the elements of the logo lockup;
Do not typeset PowerSchool wordmark in a different font;
Do not use two different colors for logomark and wordmark; Do not dip into the "safe area" around the logo



✗ Do not separate the wordmark from the logomark;
Do not typeset the wordmark in a different font;
Do not overlay logo elements on multiple-colored backgrounds



✗ Do not use old versions of the PowerSchool logo;
Do not place logo on a background color that is not White, Cloud Gray, Cyan, or Navy



✗ Do not use the logomark "P" in isolation



✗ Do not use any elements of previous PowerSchool logos

Color

Color Overview

The PowerSchool color palette consists primarily of a distinct, ownable Cyan. **This Cyan is used heavily throughout the system, making it the foundation for the PowerSchool visual identity.**

Bold, bright accent colors provide energy and character when paired with PowerSchool Cyan, while Navy adds contrast and depth in order to ground the brand. The PowerSchool palette is simple yet visually recognizable and highly custom, aligning it perfectly with the Everyman archetype; giving it legs to stand out in an easily-relatable category.

PowerSchool Cyan			
			RBG: 0 / 182 / 239 CMYK: 68 / 8 / 0 / 0 Hex: #00B6EF Pantone: 306 U / 306 C
Pure White		RBG: 255 / 255 / 255 CMYK: 0 / 0 / 0 / 0 Hex: #FFFFFF	Cloud RBG: 245 / 245 / 245 CMYK: 3 / 2 / 2 / 0 Hex: #F4F4F4 Pantone: Cool Gray 1 U / Cool Gray 1 C
Navy			RBG: 0 / 66 / 124 CMYK: 100 / 82 / 26 / 10 Hex: #00427C Pantone: 2187 U
Raspberry	RBG: 222 / 66 / 120 CMYK: 7 / 89 / 28 / 0 Hex: #DE4278 Pantone: 214 U / 205 C	Teal	RBG: 83 / 192 / 183 CMYK: 63 / 1 / 34 / 0 Hex: #53C0B7 Pantone: 7465 U
			Lemon RBG: 250 / 207 / 51 CMYK: 2 / 17 / 90 / 0 Hex: #F9CE33 Pantone: 7404 U / 123 C

How to Use Color

The most notable and heavily used color in the PowerSchool color palette is PowerSchool Cyan. To balance the heavy use of Cyan, there should be ample use of white. The use of Navy in the text (in contrast to pure black) adds warmth and grounds the bright palette. Raspberry and Lemon add another level to the palette, providing vibrant accents.

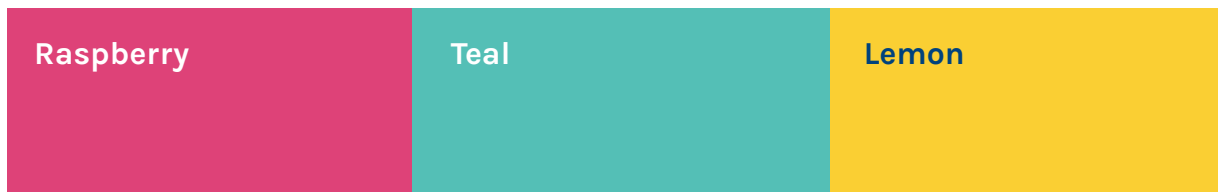


PowerSchool Cyan is the most prominent color in the language. It should always be the default for headlines, logos, and overlays.

Pure White is the most prominent background color. PowerSchool Cyan on top of Pure White is the highest ranking color combination. Pure White should be used as the primary text color on top of PowerSchool Cyan, as long as the font is larger than 12pt.

Navy will be used very frequently. Nearly all text (besides headlines) should be set in Navy. It can also be used for small call-outs or overlays but should never take up more than 15% of the page.

Cloud should not be used very frequently and will only be used as a secondary background color option to white.



Raspberry will be used less frequently than PowerSchool Cyan but will be its main complement. It should be used as the secondary color in all icons and illustrations. It can also be used to add a pop of color to executions or to highlight a new feature or important call-out.

Teal should be used as a tertiary color in icons and illustrations sparingly depending on the color already being used. For instance, it should never butt up against or be multiplied with PowerSchool Cyan. It should not be overwhelming, but should complement the icon/illustration where a green is needed.

Lemon will also not be used very frequently. It should be used as the tertiary color in all icons and illustrations. It can also be used to add a pop of color to executions or to highlight a new feature or important call-out.

Typography

Typography Overview

The primary PowerSchool typeface is Karla. It is clean, modern and approachable. It is also extremely versatile as it is available in multiple weights, including a web font. Karla is flexible without being generic or lacking personality. All weights of the Karla typeface are available for free print and web use via the Google Fonts library. To download Karla Bold and Regular, and to access the web fonts, go here: fonts.google.com/specimen/Karla.

Karla Bold

Aa Bb Cc Dd Ee

1 2 3 4 5 6 7 8 9

Karla Bold is PowerSchool's headline font. It should be used predominantly for text larger than 14pt, in sentence case, with -30pt tracking. Karla Bold is also the typeface that should be used for small buttons or call-outs 14pt or smaller. In this case, it should be used in all caps with 20pt tracking.

Karla Regular

Aa Bb Cc Dd Ee

1 2 3 4 5 6 7 8 9

Karla Regular is PowerSchool's secondary typeface. It should be used for body copy in paragraph form that is smaller than 14pt. Karla Regular should be set in sentence case with 0pt tracking.

Paragraph Structure & Bulleted Lists

The ideal paragraph and bulleted list structure is laid out below. Paragraphs should flush left, rag right. There is no need to indent, but paragraphs should be separated at least double the line space. Bulleted lists should be in Karla Regular, in sentence case, with 0pt tracking. Bulleted lists should be indented 30 additional pixels for each bulleted level.

This is a headline

Karla Bold

Sentence case, -30pt tracking, 24pt or larger

Nam, quis modignatem nimi, quidele nihicit

Karla Bold

Sentence case, -30pt tracking, 14pt or larger

Latem porest voloris quibus aborumque reseque non nonseque cupatium a im ratio tem ute iunt quas eriatio. Os ex eliscit ut rati doluptas et expland anducim peribera doluptam, officiet esent optur? Qui dolo tenimagnat dolor alicide ntisquatur alia veratur apiet estota sum quasperum quassitium, aut mos di nones con praestio quodipsa que volorum voluptatem harumet, que vellupta

Karla Regular

Sentence case, 0pt tracking

- This is a short bulleted list item
- This is a long bulleted list item – Comnitios escit invel illaborero estiae adit ium quas dus exceatet, autemposam
- Os voluptatiam natia quae

30 Pixels

Text should decrease by at least 1 point for each bulleted level

The text in bulleted lists should get smaller as the number of levels increases, but text should never get smaller than 7pt.

30 Pixels - This is a sub-bullet lore ipsum

- Qui simusdaes dolo que porestrum cumquaspe

30 Pixels • This is a sub-bullet lorem ipsum

• Qui simusdaes dolo que porestrum cumquaspe

30 Pixels - This is a sub-bullet lorem ipsum

BUTTON

THIS IS A LINK

SELECTED LINK

BUTTON HOVER

HOVERED LINK

SELECTED LINK

Karla Bold

All caps, 20pt tracking, 14pt or smaller

Text within the buttons should be centered and there should be at least 10 pixels of padding around the text. Hovered buttons should be outlined with a 1pt stroke. Alternatively, buttons or links can be a text link with a 1pt underline. Buttons should fade to a darker shade of the link color when hovered over. When selected, links should be in Navy or Raspberry.

Type Within Text Blocks

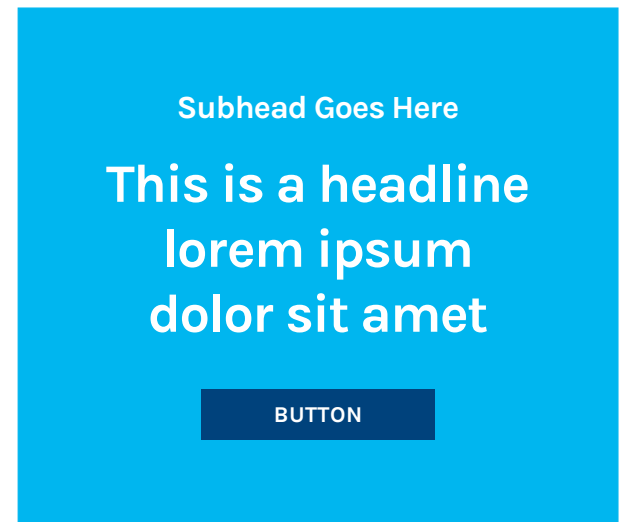
When typography is used in smaller blocks (not paragraph form) there will be additional guidelines. The most important thing to consider is to provide ample padding around the text blocks. Use the smallest text's x-height as a guideline to determine how much padding is necessary.

Border Padding

Padding on top should be at least 3x the x-height of the largest type used. Keep padding consistent on all sides of the text block.

Space Between Elements

Padding between elements should be at least 2x the x-height of the largest type used.

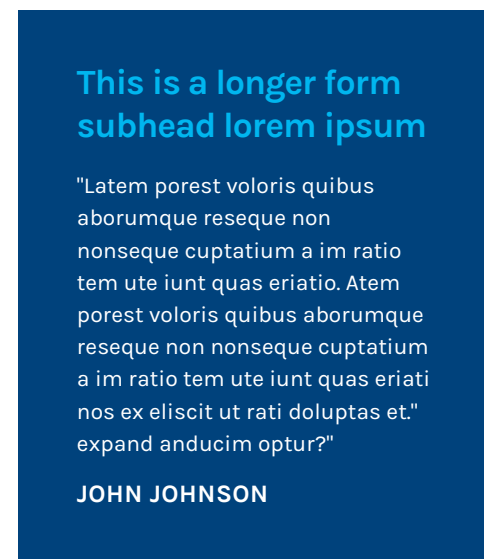
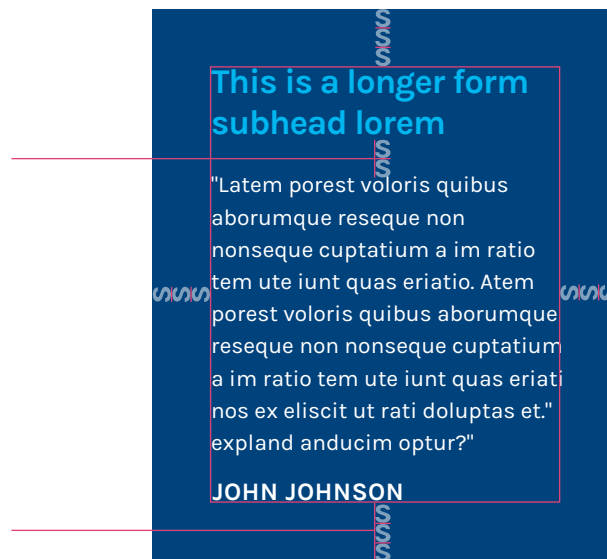


Space Between Elements

Padding between elements should be at least 2x the x-height of the largest type used.

Border Padding

Padding on top should be at least 3x the x-height of the largest type used. Keep padding consistent on all sides of the text block.



Type and Color

When using typography, color is an important consideration for legibility. Headlines should always be set in PowerSchool Cyan or Pure White. The majority of executions should have a light background, such as Pure White or Cloud. Therefore all other text will be set in Navy. In rare instances, darker backgrounds will be used in which the majority of text will be white. Headlines on Navy backgrounds should be set in PowerSchool Cyan. For more detailed headline and subhead capitalization rules, refer to the **PowerSchool Copy Style Guide**.

This is a headline

Nam, quis modignatem nimi, quidele nihicit

Latem porest voloris quibus aborumque reseque non nonseque cuptatium a im ratio tem ute iunt quas eriatio. Os ex eliscit ut rati doluptas et expland anducim peribera doluptam, officiet esent optur? Qui dolo tenimagnat volor alicide ntisquatur alia veratur apiet estota sum quasperum quassitium, aut mos di nones con praestio quodipsa que volorum voluptatem harumet, que vellupta

When set on a light background, such as white or Cloud, headlines should always default to PowerSchool Cyan.

On a light background, all text besides headlines should default to Navy.

This is a headline

Nam, quis modignatem nimi, quidele nihicit

When set on a PowerSchool Cyan background, all type should default to white. Large blocks of type should not be set on PowerSchool Cyan backgrounds. For longer text and paragraphs, use a light background such as white or Cloud. All text set on a PowerSchool Cyan background should be at least 12pt.

This is a headline

Nam, quis modignatem nimi, quidele nihicit

When set on a dark background, such as navy, headlines should default to PowerSchool Cyan. All text besides headlines should default to white. Large blocks of type should not be set on dark backgrounds. For longer text and paragraphs, use a light background such as white or Cloud. All text set on a PowerSchool Cyan background should be at least 12pt.

Web & Alternative Typography

All weights of the Karla typeface are available for free print and web use via the Google Fonts library. To download Karla Bold and Regular and to access the web fonts, go here: fonts.google.com/specimen/Karla. As a Microsoft Suite alternative, Calibri can be used within internal documents or presentations. Calibri should only be used if Karla is not available.

Karla Bold

The quick brown
fox jumps over
the lazy dog.



Calibri Bold

The quick brown
fox jumps over
the lazy dog.

Karla Regular

The quick brown
fox jumps over
the lazy dog.



Calibri Regular

The quick brown
fox jumps over
the lazy dog.

Photography & Iconography

Photography Overview

PowerSchool has a distinct photography style that is highly unique to the category. Photography should be bright, genuine and diverse, featuring students and teachers both in and out of the classroom.



Photography – What to Do

The PowerSchool brand language has a people-focused photography style. Within the photos, people should look natural and full of personality. Photography should show students, teachers and parents learning and interacting with technology both in and outside of the classroom. Photos should include a diverse range of ages, ethnicities, genders and cultures. The images should be brightly lit with high contrast and saturation. Images should feel high quality, dynamic and candid. When using overlays on photos, bright white fades should be used.



Include candid images of people of diverse ages, genders, ages and ethnicities.



Include close-up, human shots that are brightly lit and aspirational.



Include bright, saturated images that focus on teachers and students utilizing technology.

Photography – What Not to Do

As outlined on the previous page, PowerSchool's photography style is people-focused. Therefore, all images should include people, especially images of people interacting with each other. Imagery should have a distinct aesthetic and should never feel stock or corporate. Photos should include a diverse range of ages, ethnicities, genders and cultures.



×

Avoid images that appear desaturated, overly posed or unnatural.



×

Avoid images that lack diversity.



×

Avoid images that are desolate, hopeless or lack human faces.

Iconography

The PowerSchool visual identity has two iconography style options. The first, full-color option is bold but approachable. Colors within the icons overlap to create a transparent effect, mimicking the angled, textural backgrounds used throughout the PowerSchool system. The full-color icons should prioritize PowerSchool Cyan and Raspberry. When a 3rd color is needed, Lemon should be used. Alternatively, icons can be used in 1-color variations for more complex executions or in printed pieces with color restrictions. When using the 1-color version, the transparency elements from the full-color icons will convert to a subtle cut.



