



Brand Guidelines



VERSION UPDATED
AUGUST 2023

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.



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Strategy

Brand Architecture

As a whole, our brand architecture lays out what we stand for and how we make an impact on the world.

WHY
WE
EXIST

Every student deserves to learn in the way that's right for them.

WHAT
WE
DO

Connect everyone in the education community with the shared goal of helping students thrive through personalized education.

HOW
WE
DO IT

Support Every Step
Make Personalization Possible
Work Together

Commitments

These three goals bring our purpose to life in everything we do, from design to customer service to community outreach.

1

Support Every Step

Support every learning journey with a breadth of educational and operational tools that impact every student's experience.

2

Make Personalization Possible

Connect information across the educational ecosystem—from the central office to the classroom to the home—to empower educators to understand the unique needs of each student.

3

Work Together

Bring people and technology together to create a unique, personalized learning experience tailored to every student.

Brand

AUDIENCE

Educators, administrators, families, and students around the world.

VALUES

These values are what we look for in our people, work, and partnerships.

- Hard Work
- Collaboration
- Equality
- Innovation
- Simplicity

PERSONALITY

Our communications and products should convey PowerSchool's personality, from concept to copy and design.

- Understanding
- Welcoming
- Empathetic
- Positive
- Supportive

Voice and Tone

Voice

UNDERSTANDING EDUCATION TOGETHER

We support every step of the learning journey so students can succeed in their own way. We connect the information educators need to see the full picture of every student's unique needs. We bring the best of K-12 technology together to make it easier to create and deliver an experience designed for each student. Our communications should embody these commitments.

We speak from various points of view depending on the channel, audience, and objective of the message.

1	<p>We speak in a third-person plural "they" to create a feeling of partnership and trust.</p> <p>"Educators are driven by their purpose and commitment."</p>
2	<p>We use second-person "you" to convey our understanding of the unique challenges users face.</p> <p>"Thanks for submitting your question. We'll get back to you shortly."</p>
3	<p>We speak in the first-person plural "we" to share our perspective and solutions.</p> <p>"At PowerSchool, we believe every student deserves the best opportunities in life."</p>

Tone

IS

COLLOQUIAL

Goodbye, wasted time
manually entering standards.
Hello, student office hours.

CANDID

The teacher's lounge—a quiet
spot on a busy day.

PASSIONATE

We're right there with you
on the most up-to-date
compliance issues.

IS NOT

HIP-SPEAK

TFW u DK ur PS password
#dead

PESSIMISTIC

Face it: some kids are just
beyond help.

PRECIOUS

Calculating standards by hand
is just too much for your staff.

Tone Examples

IS

INVITING

How do you make history come to life for your students?

INSPIRING

We believe when everyone's on the same team, there's nothing students can't achieve.

PLAYFUL

Hoorah! Your teacher should receive your assignment in 5... 4... 3... 2... 1.

IS NOT

PATRONIZING

Your groundbreaking teaching tactics light up their lives. Share them with us.

HYPERBOLIC

Together, we can eliminate the challenges students face.

TEASING

Fact: Refreshing over and over won't improve your grade.

Collateral Examples Using Our Tone

BLOG INTRODUCTION

(CURRICULUM DIRECTORS)

Headline: Teaching in the Cloud

Subhead: How collaborative lesson plans help teachers explore new approaches.

TWITTER POST

Copy: Registration got your team working overtime? You're not alone! Find out how other districts are using #edtech to create new opportunities.

LINKEDIN POST

Headline: Less Chaos. More Creativity.

Post Copy: All educators face some level of uncertainty. Here's how to prevent groundbreaking ideas from slipping through the cracks, even in a changing landscape.

EXTERNAL EMAIL

Subject line: Deeper insights in every classroom

Pre-Header: with PowerSchool SIS

PRODUCT BROCHURE

Headline: Bringing Everything Together

Subhead: Get all your student information in the same place.

Header 1: Integrate your data

Header 2: Breaking down Silos

WHITE PAPER

Headline: Talking through the Static: Uniting Your Team through Technology

CASE STUDY

Header: The Surprising Way Harris County Is Driving Curriculum through Data

Messaging

Elevator Pitch

At PowerSchool, we believe that for students to succeed, they need to feel connected to learning in a personal way. That's why our mission is to empower educators, administrators, and families to help students learn in a way that's right for them.

Mission Statement

PowerSchool supports educators, administrators, and families to help students learn in a way that's right for them. With nearly three decades of experience delivering innovative, best-in-class education technology, we connect everyone in the education community with the shared goal of helping students thrive.

We support every step.

PowerSchool supports the learning journey with a breadth of cloud-based educational and operational software tools that impact every student's experience.

We make personalization possible.

PowerSchool connects information across the educational ecosystem—from the central office to the classroom to the home—to empower educators to understand the unique needs of each student.

We work together.

PowerSchool brings people and the best of K-12 technology together to make it easier to achieve our shared goal of delivering a learning experience designed specifically for each student.

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.

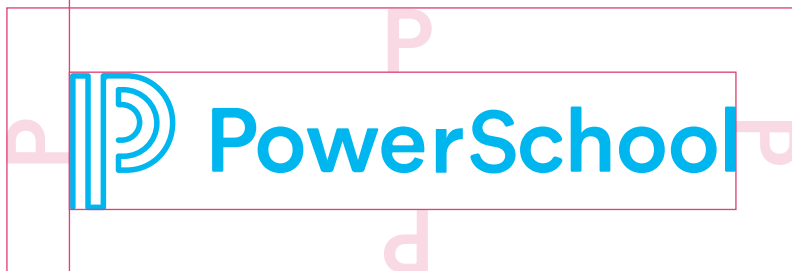


Left-Aligned Logo


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

When positioning elements around the logo, items should be left-aligned with the left side of the logomark. A "safe area" must be kept clear around the perimeter of the logo.

In use:

The PowerSchool logo is shown in white on a cyan background. A red rectangular box is drawn around the logo, with a vertical line extending upwards from the top of the box and a horizontal line extending to the right from the top of the box. The text "REQUIRED 'SAFE AREA'" is positioned above the vertical line. The logo consists of a stylized 'P' icon followed by the word "PowerSchool".

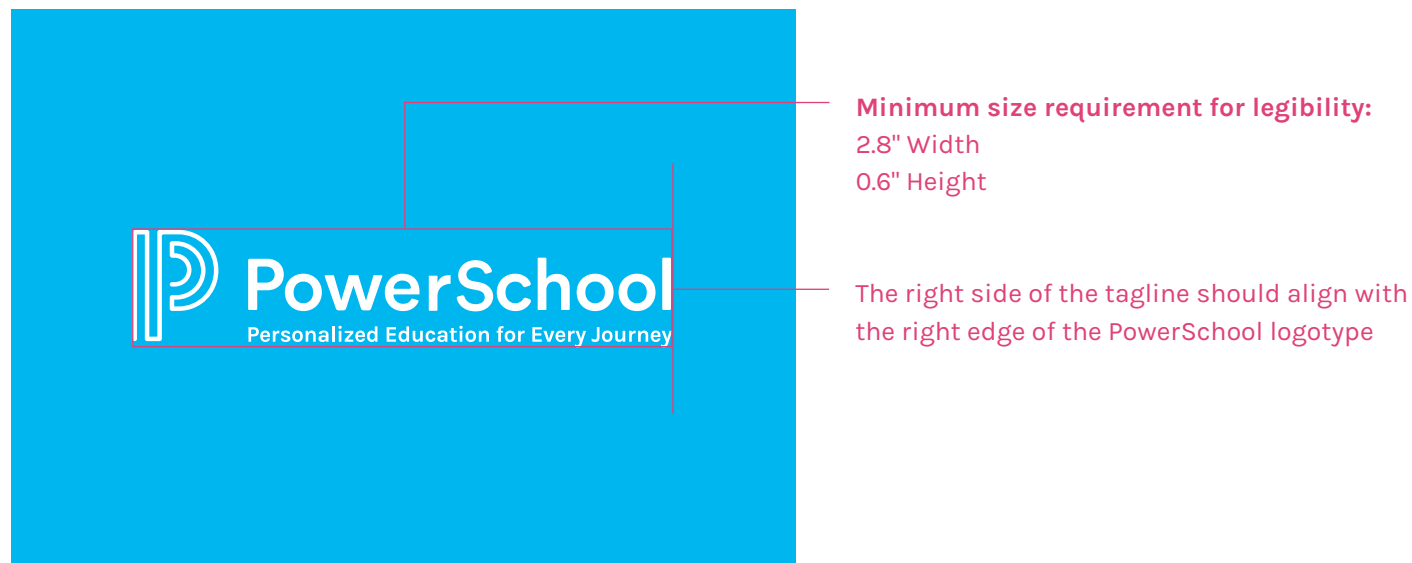
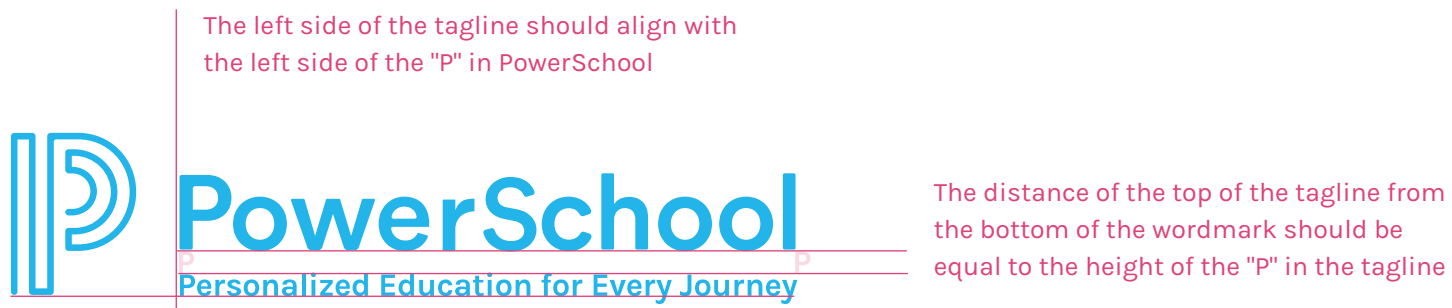
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras faucibus sodales odio vitae aliquam. Quisque suscipit pretium nisl, id accumsan eros vestibulum non, tincidunt erat. Phasell porta quam est, vulputate sodales orci vehicula at.

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 if it will not meet the minimum size requirement for legibility (below). 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.

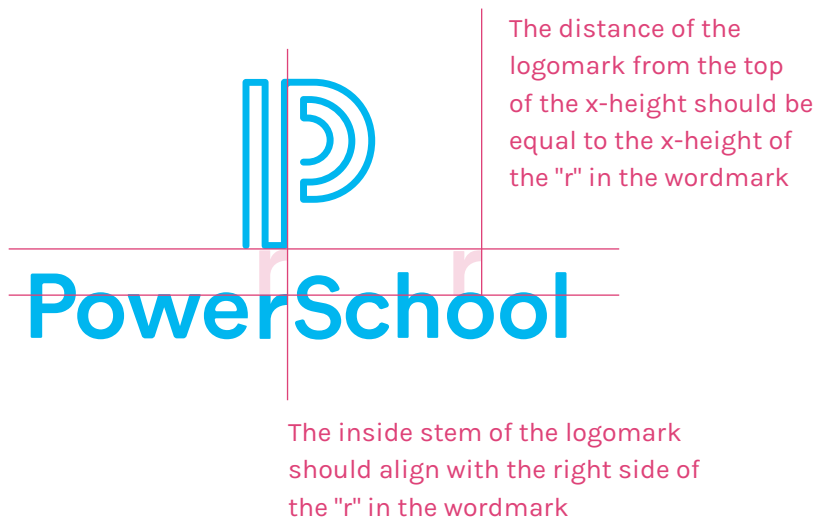
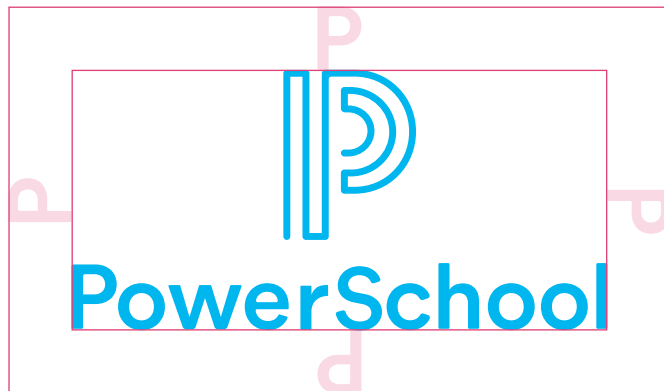


Centered Logo

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 ) .



When positioning elements around the logo, items should be centered with the logomark. Any elements surrounding the logo should be arranged outside the "safe area".

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 if it will not meet the minimum size requirement for legibility (below). 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



Minimum size requirement for legibility:
2.2" Width
1.3" Height

The tagline should be centered with the wordmark

Logo Usage and Isolated Logomark

The PowerSchool logo should be clearly legible over any background. 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.



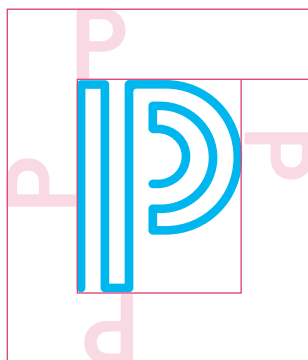
The "P" logomark should always be paired with the "PowerSchool" wordmark.

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."

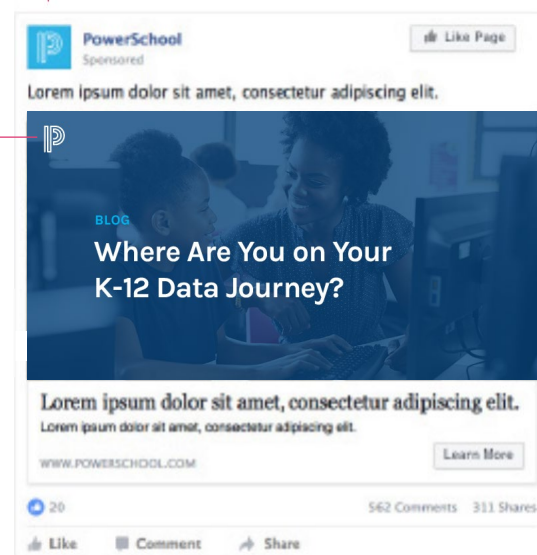
IN PRE-APPROVED CASES:



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



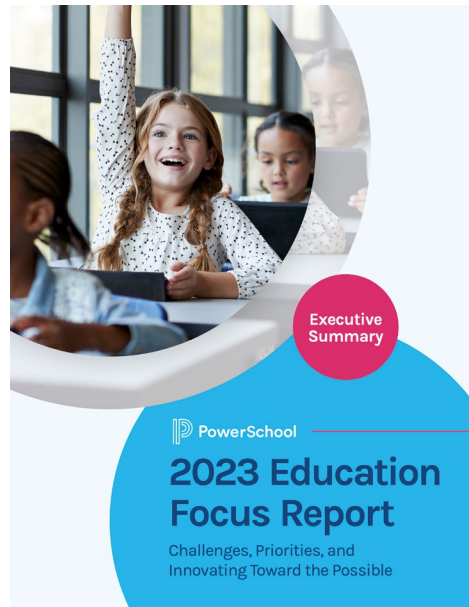
When space is limited and the full logo would not be legible, the "P" can be used independently



On external platforms such as social media, the "P" can be used independently as a signature, watermark, or additional brand marker only for content that directs back to our website.

Logo Usage with Tagline

The logo with tagline should only need to appear once on a piece of collateral, at the end/last page, and only if it meets the minimum size requirement. If the tagline does not need to be present or does not meet the minimum size, use the version without the tagline.



EBOOK USE CASE

The logo with tagline is not needed on the first page. On the back page, since space allows, the logo with tagline would meet the minimum sizing at 100% and can be used.



FLYER USE CASE

The logo is used without the tagline on both pages in this case. Space does not allow for the logo with tagline to be displayed in the minimum required size at 100%.

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 the wordmark in a different font;
Do not set the logomark and wordmark in different colors;
Do not dip into the "safe area" around the logo



- ✗ Do not use any elements of previous PowerSchool logos



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



- ✗ Do not use the logomark "P" in isolation



- ✗ 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

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.

TECHNICAL SPECIFICATIONS:

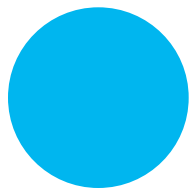
(Be sure to use the color formula appropriate for the application)

CMYK - used for 4-color digital and offset printing such as flyers, brochures, whitepapers, and magazine ads

RGB/HEX - used for on-screen viewing such as web, social, PowerPoint, and video

PMS/Spot Color - The Pantone® colors specified for coated (C) and uncoated (U) **for vendor request only**

Primary Color Palette:



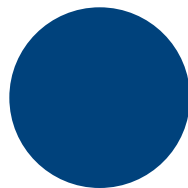
POWERSCHOOL CYAN

RGB: 0 / 182 / 239

CMYK: 68 / 8 / 0 / 0

HEX: #00B6EF

PMS: 306 C / 306 U



NAVY

RGB: 0 / 66 / 124

CMYK: 100 / 82 / 26 / 10

HEX: #00427C

PMS: 2154 C / 2187 U



CLOUD

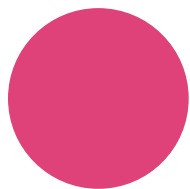
RGB: 245 / 245 / 245

CMYK: 3 / 2 / 2 / 0

HEX: #F4F4F4

PMS: Cool Gray 1 C/U

Secondary Color Palette:



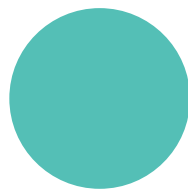
RASPBERRY

RGB: 222 / 66 / 120

CMYK: 7 / 89 / 28 / 0

HEX: #DE4278

PMS: 205 C / 214 U



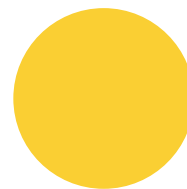
TEAL

RGB: 83 / 192 / 183

CMYK: 63 / 1 / 34 / 0

HEX: #53C0B7

PMS: P 130-5 C / 7465 U



LEMON

RGB: 250 / 207 / 51

CMYK: 2 / 17 / 90 / 0

HEX: #F9CE33

PMS: 123 C / 7404 U

Color Palette Ratio

To help maintain a consistent look and feel, use the color ratio below to guide how the primary and secondary colors are used as a system. Secondary colors should be used minimally and only when primary colors have been exhausted. White may be used where appropriate for text, backgrounds and minor accents. Please refer to the ["How to Use Color"](#) section for further detail.

NOTE: Exceptions may be considered based on the project and with pre-approval of a design or brand manager only.



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, Teal, and Lemon add another level to the palette, providing vibrant accents.

For on-brand color combinations, PowerSchool's **logo, typography, and accessibility** guideline sections should also be followed.



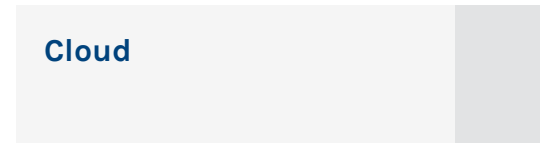
PowerSchool Cyan

PowerSchool Cyan is the most prominent color in the system. It should always be the default for headlines, logos, and overlays. PowerSchool Cyan at a 10-20% opacity may be used for backgrounds and accents.



Navy

Navy should be used frequently and nearly all text should be set in Navy. It can also be used for small call-outs or overlays but should never dominate the page.



Cloud

Cloud should be used as a secondary background color option to white. A dark cloud may be used where appropriate for accents.



Raspberry

Raspberry will be used less frequently than PowerSchool Cyan and Navy but used mainly as a 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

Teal should be used as an accent 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 where appropriate.



Lemon

Lemon should as be used sparingly and as an accent color in 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.



Pure White

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 for large headlines only.

Cloud Colors

Each of the PowerSchool Clouds has an associated color for use in marketing materials. These colors can be used as the prominent accent color in visual representations of their specific Cloud. The purpose of this is to visually indicate differentiation among all of PowerSchool's Cloud offerings in a subtle and repetitive way.

TECHNICAL SPECIFICATIONS:

(Be sure to use the color formula appropriate for the application)

CMYK - used for 4-color digital and offset printing such as flyers, brochures, whitepaper and magazine ads

RGB/HEX - used for on-screen viewing such as web, social, PowerPoint and video

PMS/Spot Color - The Pantone® colors specified for coated (C) and uncoated (U) *for vendor request only*



Student Information

POWERSCHOOL CYAN

RBG: 0 / 182 / 239

CMYK: 68 / 8 / 0 / 0

HEX: #00B6EF

PMS: 306 C / 306 U



Personalized Learning

NAVY

RBG: 0 / 66 / 124

CMYK: 100 / 82 / 26 / 10

HEX: #00427C

PMS: 2154 C / 2187 U



Student Success

RASPBERRY

RBG: 222 / 66 / 120

CMYK: 7 / 89 / 28 / 0

HEX: #DE4278

PMS: 205 C / 214 U



Workforce Development

BLUEBERRY

RBG: 45 / 126 / 194

CMYK: 80 / 44 / 0 / 0

HEX: #2D7EC2

PMS: P 109-8C / 3005 U



Educator Effectiveness

TEAL

RBG: 83 / 192 / 183

CMYK: 63 / 1 / 34 / 0

HEX: #53C0B7

PMS: P 130-5 C / 7465 U



Educator Recruitment

LEMON

RBG: 250 / 207 / 51

CMYK: 2 / 17 / 90 / 0

HEX: #F9CE33

PMS: 123 C / 7404 U

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 Opt tracking. Bulleted lists should be indented 30 additional pixels for each bulleted level after the first.

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 volor 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, Opt 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

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.

— This is a sub-bullet lore ipsum
30 Pixels

— Qui simusdaes dolo que porestrum cumquaspe

• This is a sub-bullet lorem ipsum
30 Pixels

• Qui simusdaes dolo que porestrum cumquaspe

— This is a sub-bullet lorem ipsum
30 Pixels

Primary Button

Secondary Button

This is a Link

Hovered Button

Hovered Button

Hovered Link

Karla Bold

Title case, Opt tracking, 14pt or smaller

Text within the buttons should be centered and there should be at least 10 pixels of padding around the text. Primary buttons should have a solid raspberry fill and secondary 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.

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.

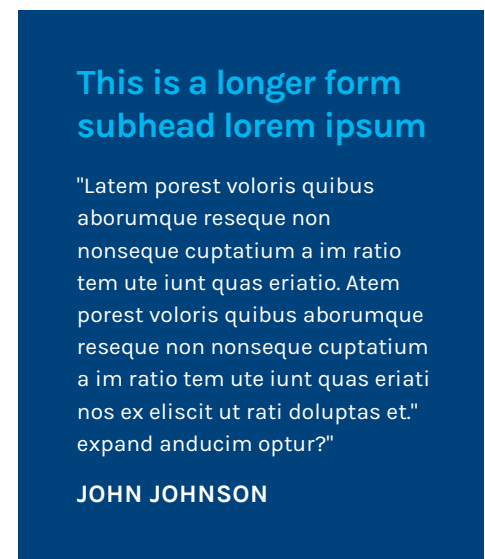
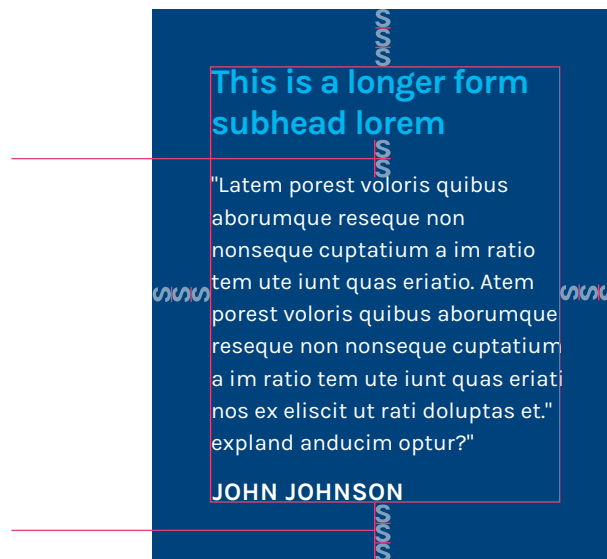


Space Between Elements

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, headlines should default to white and other text should default to navy. 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.



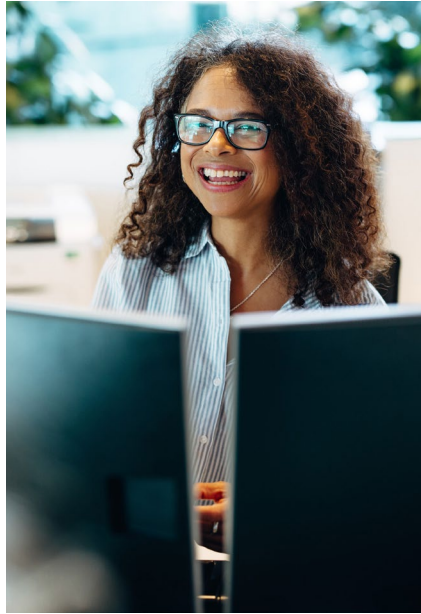
Calibri Regular

The quick brown
fox jumps over
the lazy dog.

Photography

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 and cool-toned 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, ethnicities, genders, and cultures.



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



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

80%

20%



At least 80% of images should include technology

Photography – What Not to Do

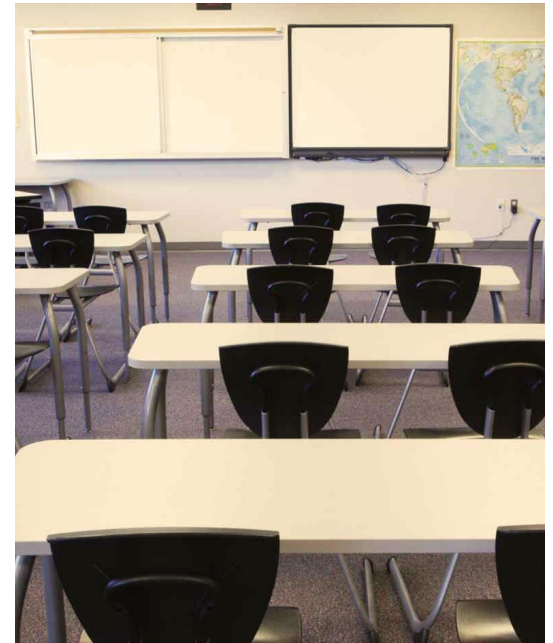
As outlined on the previous page, PowerSchool's photography style is people-focused. Therefore, all images should include people, especially images of people interacting with each other. Imagery should have a distinct aesthetic and should never feel stock or corporate. Photos should prominently include technology and feel modern day. Subject matter such as chalkboards and books should not be featured prominently. Photos should include a diverse range of ages, ethnicities, genders, and cultures.



Avoid images that appear desaturated and lack modern subject matter.



Avoid images that appear overly posed or unnatural and lack diversity.



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

LESS THAN 80%

OVER 20%

 Avoid using too many images without technology

Photography – Comparison



Desaturated

Over posed

Warm, yellow tone

Chalkboard and books



Saturated

Candid

Cool, blue tone

Whiteboards and computers

Design Elements

Background Textures

PowerSchool's textural background elements are crucial to PowerSchool's visual presence online, in print and at trade shows or other events. The subtle use of the overlapping angular shapes add vibrancy and visual interest to PowerSchool's brand identity. This textural element may only be used on a white, Cloud, or a PowerSchool Cyan background. Navy, Raspberry, and Lemon may not be used as large background colors with textures. The PowerSchool Cyan texture can also be used on top of photos.



Creating Textures

When creating a texture on a background set in white or Cloud, triangles should be set in PowerSchool Cyan. A white duplicated triangle will be used behind **one** of the PowerSchool Cyan triangles to increase visibility and add depth. Background textures should never take up more than 1/3rd of the page. Various sizes and formats of these patterns will be provided if custom shapes are not preferred.

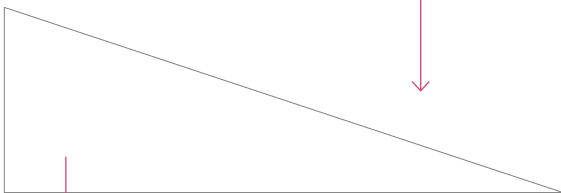


Background textures should never take up more than 1/3rd of the page



Step 1

The bottom triangle should be set in PowerSchool Cyan.



Step 2

The second triangle should be set in white at 50% opacity.



Step 3

The third triangle should be set directly on top of the triangle from step 2, in PowerSchool Cyan with the multiply effect.

Creating Textures

When creating a texture on a background set in PowerSchool Cyan, triangles should also be set in PowerSchool Cyan. Background textures should never take up more than 1/3rd of the page. Various sizes and formats of these patterns will be provided if custom shapes are not preferred.



Background textures should never take up more than 1/3rd of the page



Step 1

The bottom triangle should be set in PowerSchool Cyan with the multiply effect at 30%.



Step 2

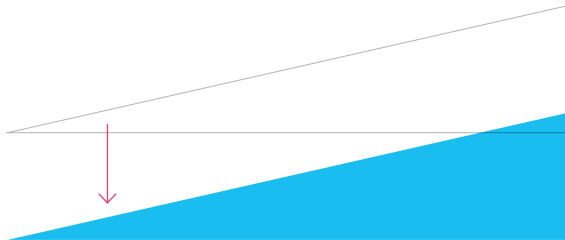
The second triangle should be in PowerSchool Cyan with the multiply effect at 30%.

Creating Textures

When creating a texture on a photographic background, triangles should be set in PowerSchool Cyan. Two white duplicated triangles will be used behind **both** of the PowerSchool Cyan triangles to increase visibility and add depth. Background textures should never take up more than 1/3rd of the page. Various sizes and formats of these patterns will be provided if custom shapes are not preferred.

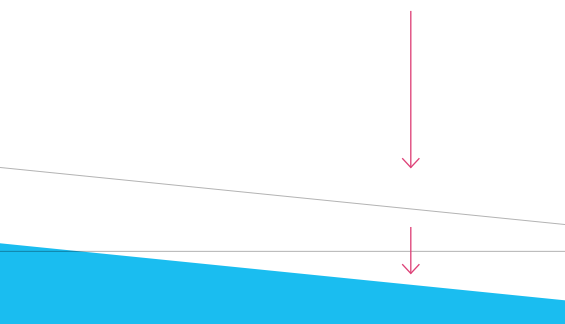


Background textures should never take up more than 1/3rd of the page.



Step 1

The bottom triangle should be set in white at 30% opacity.



Step 2

The second triangle should be set directly on top of the triangle from step 1, in PowerSchool Cyan with the multiply effect at 90% opacity.

Step 3

The third triangle should be set in white at 30% opacity on top of the triangles from step 1 and 2.

Step 4

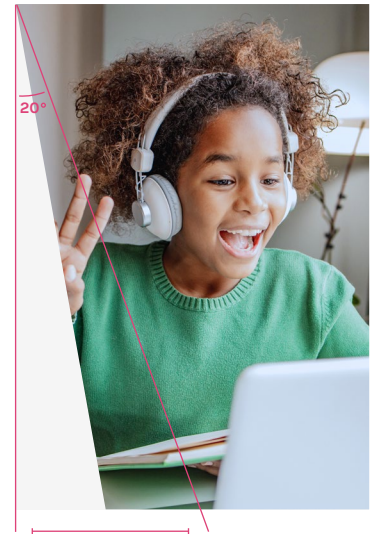
The fourth triangle should be set directly on top of the triangle from step 3, in PowerSchool Cyan with the multiply effect at 90% opacity.

Creating Textures

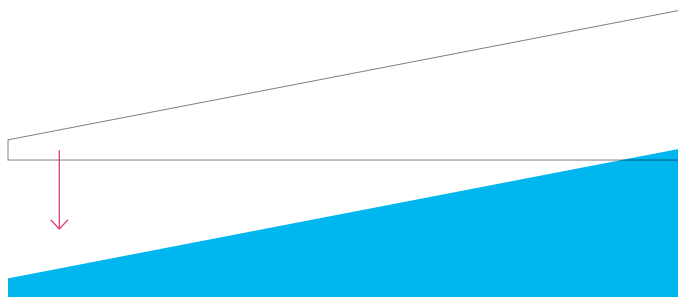
When creating a texture on a busy photographic background, triangles should be set in PowerSchool Cyan. The photo itself should be masked at an angle 20 degrees or less. Two white duplicated triangles will be used behind **both** of the PowerSchool Cyan triangles to increase visibility and add depth. Background textures should never take up more than 1/3rd of the page. Various sizes and formats of these patterns will be provided if custom shapes are not preferred.



Background textures should never take up more than 1/3rd of the page.

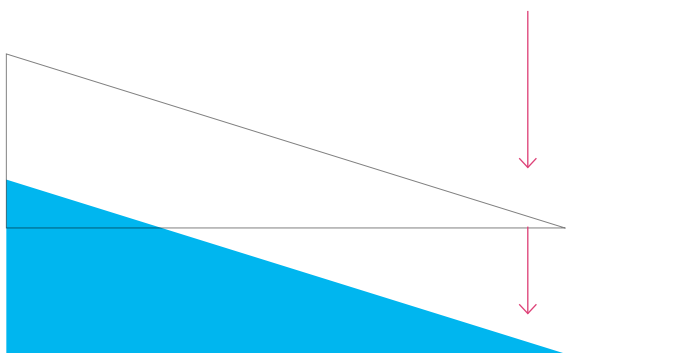


Photos should be masked at 20 degrees or less.



Step 1

The bottom triangle should be set in white at 50% opacity.



Step 2

The second triangle should be set directly on top of the triangle from step 1, in PowerSchool Cyan with the multiply effect.

Step 3

The third triangle should be set in white at 50% opacity on top of the triangles from step 1 and 2.

Step 4

The fourth triangle should be set directly on top of the triangle from step 3, in PowerSchool Cyan with the multiply effect.

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.



Video and Motion

Video Overview

PowerSchool's brand values and guidelines should carry over into video production. Video subject matter should focus on people and technology. Video content should be educational, informational, and purposeful. To ensure consistent video content, utilize high quality footage and create in line with the design standards outlined in the following pages.



Frame Sizing

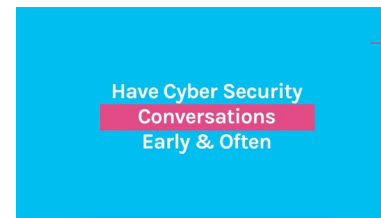
Standard frame sizing is 1920x1080p. Size and resolution should be optimized for the intended marketing channel.

Composition

For a standard frame, margin spacing around logo and text elements should be a minimum of 100px. Subject matter should be thoughtfully arranged within the "rule of thirds". Leverage the brightest natural lighting available.

Lower Thirds

Lower thirds captioning should be placed in the bottom left and match a PowerSchool template.



Titles

Videos should begin with an on-brand title frame that is appropriate to the content type and intended channel

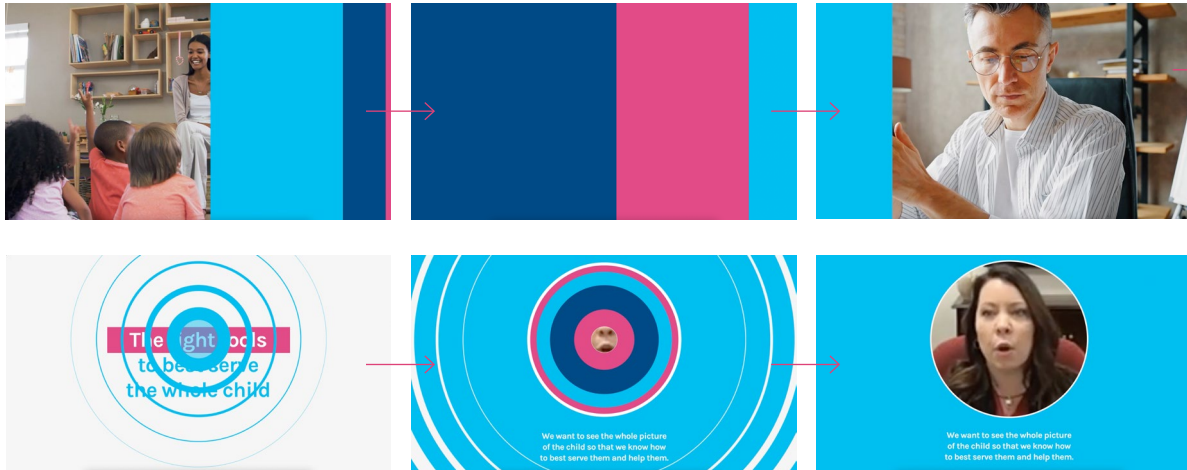


Bumper

All videos should conclude with PowerSchool's logo bumper

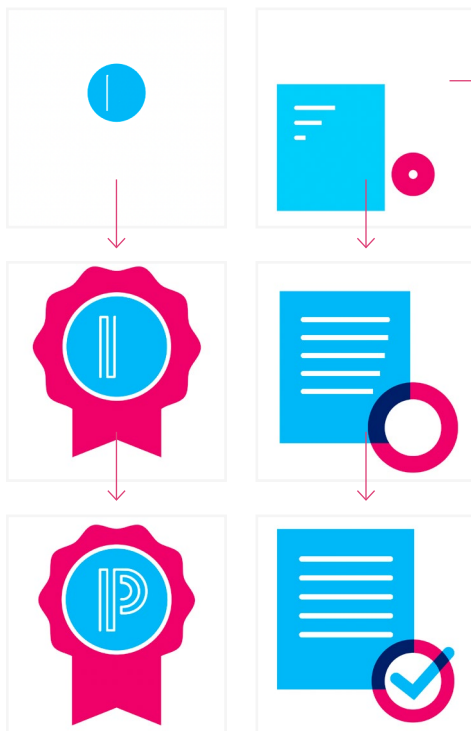
Motion Graphics

Motion graphics should be friendly, simple, and synced. Ensure all motion graphics and styles have a comfortable pacing and smooth feel, to create a pleasant experience that aligns with the Everyman archetype.



Transitions

PowerSchool videos use both swiping and circular transitions. Titles draw into place within 1 second and hold on screen for at least 5 seconds before transitioning offscreen.



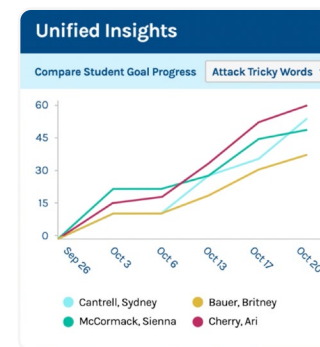
Animated Icons

Over 100 animated icons are available to use as an asset in video content. Each icon has a custom motion effect. Individual icon elements should animate into place on a 10, 20, or 30 frame cadence based on size and style.

PowerSchool		
Student Item Analysis		
Item Attributes	Performance Bands	Item Detail
Attribute	# of Items	% of Students
CCSS.Math.Content.7.EEA.1	3	3
CCSS.Math.Content.7.EEA.2	2	2 1
CCSS.Math.Content.7.EEA.3	3	3
Interaction Scores		
Student ID	Student Name	1 2 3
1001350	Harness, Parker	O 3 A
1004254	O'Hara, Austin	B 2 B
1001769	Perkins, Stephanie	D 2 A

Product Animations

Product Animations (also referred to as widgets) are product UI illustrations that can be used as a design element in PowerSchool videos. Widgets are custom designed and should represent a simplified aspect of a PowerSchool product.



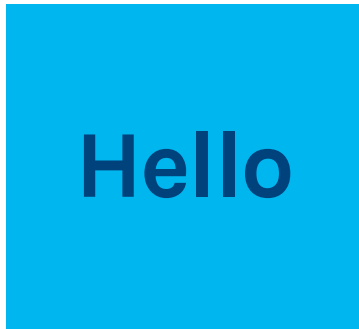
Accessibility

Accessibility – Best Practices

When creating for print and digital, PowerSchool content should be made with the intent to be accessible for all individuals.

The [Web Content Accessibility Guidelines \(WCAG\)](#) should be taken into consideration with a goal of meeting Level AA.

Follow the best practices outlined below to present PowerSchool in a way that is perceivable, operable, understandable, and robust.

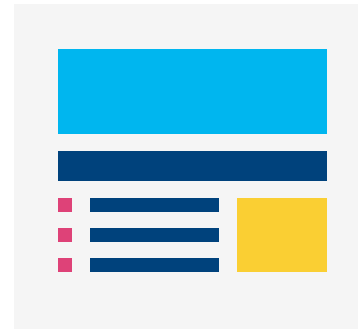


Use a strong color contrast and readable type size.

Resource: [Contrast Checker](#)



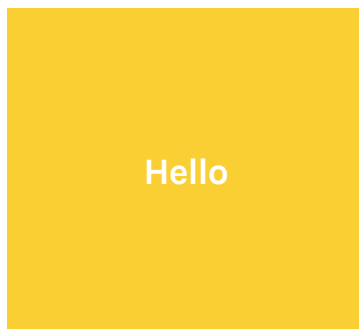
Provide alt text, captions, or transcripts as alternatives for static digital content.



Create layouts, visuals, and copy that are simple, organized, and easy to comprehend.



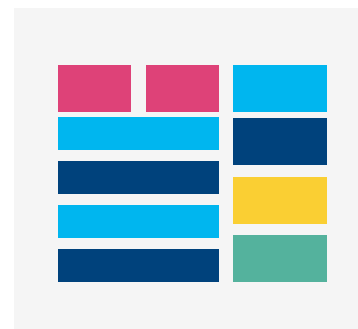
Create intentionally in a way that conveys clear purpose and meaning.



Don't use low color contrast or small type sizes that may be difficult to read.



Don't provide static digital content in only one format without alternatives.



Don't create content that is overly complex, jarring, or difficult to follow.



Don't create uninformative copy or design elements with unclear purpose.

Sample Executions

Sample Executions

The following are examples of how the PowerSchool Brand Guidelines can be used to execute in both digital and print. None of these examples are print-ready and should be used as conceptual examples to inspire actual work. This document can be updated with actual executions in the future. All of the photos used are for placement only.





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Pellentesque nunc erat vel. Dolor sit amet, consectetur adipiscing elit. Vestibulum feugiat.

www.PowerSchool.com



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Driving ROI

The case for a Unified Education Technology Platform

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