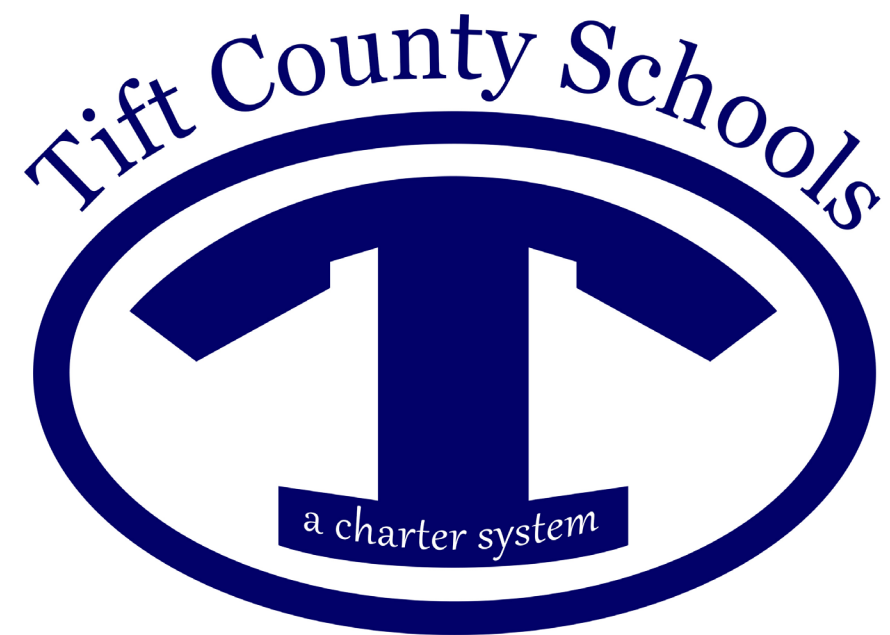


# Tift County Schools

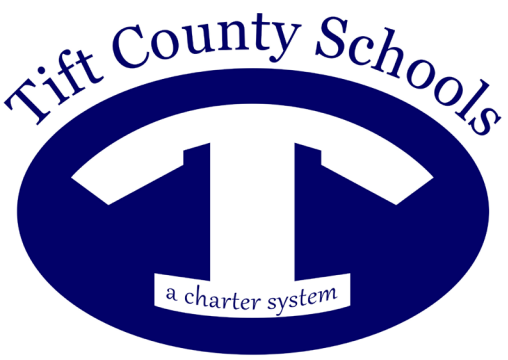
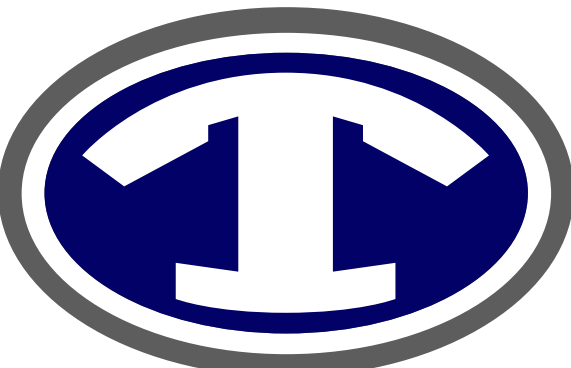
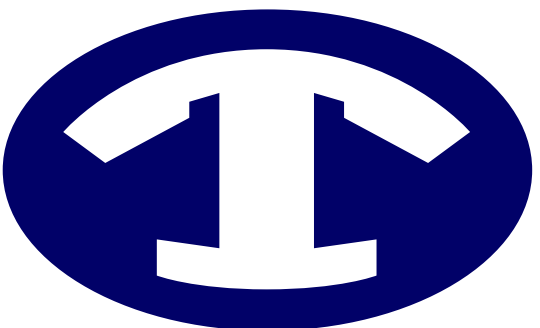
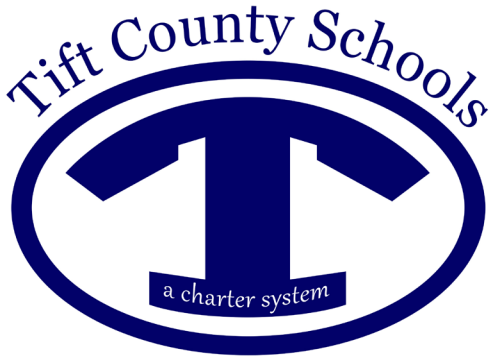
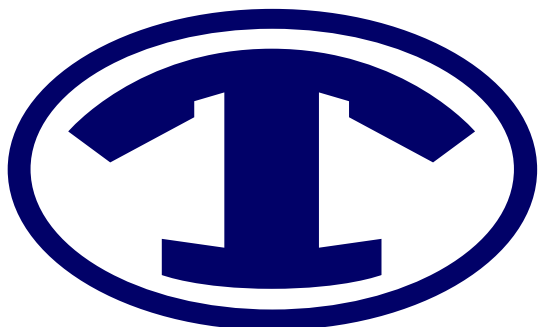
## *Identity/Branding Guide*



effective August 1, 2016

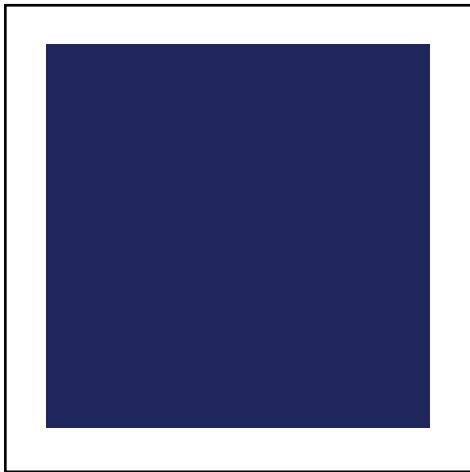
# LOGOS

Our Tift County T logo is the most important part of our brand. Properties should be constrained, and it should never be altered in any way (stretched, warped, etc.). The blue, gray and white may be interchanged as needed.



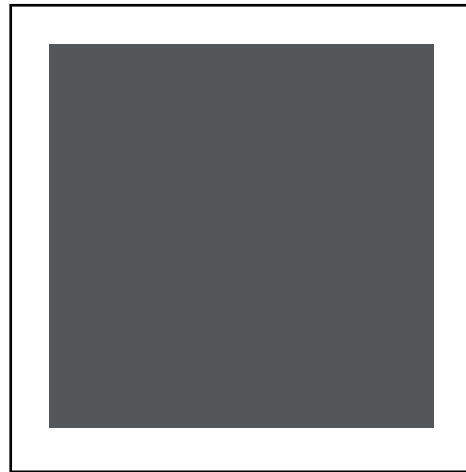
# COLORS

Our colors are a crucial component of our identity. Every effort should be made to match our blue, gray and white using the standards below. Accent colors may be used in artwork for special occasions (ex.: pink for Breast Cancer Awareness Month, red for Red Ribbon Week), but should be done so sparingly.



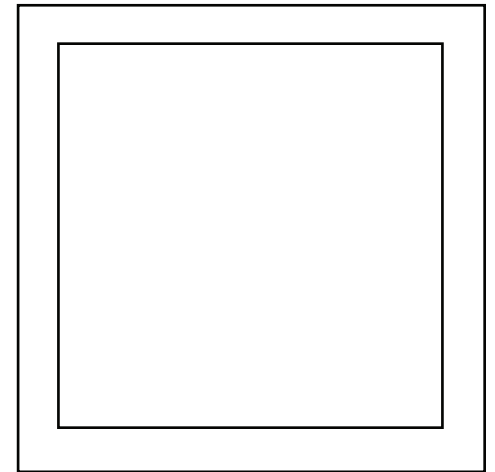
BLUE

Pantone 2757C  
R 0 G 31 B 96  
C 100 M 92 Y 31 K 31  
Web Safe #001f60



GRAY

Pantone 425C  
R 84 G 87 B 90  
C 66 M 56 Y 53 K 29  
Web Safe #54575a



WHITE

Opaque White  
R 0 G 0 B 0  
C 255 M 255 Y 31 K 255  
Web Safe #ffffff

# FONTS

Fonts can convey different messages and emotions. With that in mind, when our name is used in conjunction with our logo the following fonts should be used.

Tift County Schools - Georgia

*a charter system - Gabriola*

# TAGLINE

Whenever a tagline is needed, the following should be used.

*Where tradition and teamwork create a brighter tomorrow.*

# RESOURCES

Any person or business needing to use our logo should visit our website at [www.tiftschools.com](http://www.tiftschools.com) (under Resources>Identity & Branding Guide) to download correct logos and other identity information.