

PRINCETON COLORS

Primary Print Colors



Mixo Light Orange PMS 151



100% Black



100% White

Complementary Print Colors



55% Black



Pantone 543 C



Pantone 383 C



Pantone 1565 C



Pantone 534 C



Tiger Eye Gradient

Web Colors



#f57c38

#f8aa7d

#1f2d48

#a1c0d4

#88ad2e



#f8f8f8

#c2c2c2

#727272

#4b4b4b

#191919

BRAND DOCS

Find all of our brand documents at:
isd477.org/brand

PRINCETON BRANDS



BANK GOTHIC MEDIUM

Stylized Headlines, Titles • Digital and Print

May be used for designed headlines or segment titles. This font is the font used in the wording under Princeton. If used as a stylized headline please bring the curning to -40.

Nunito Sans Black Nunito Sans ExtraLight

Headlines, Titles, Name • Digital and Print

If your headline or title is not a stylized callout then please use these. It is the best option for names and places.

Nunito Sans Regular

Body Copy • Digital, web and Print

This font should be used for any digital segments with text, and any creative digital or print pieces.

Tahoma • Tahoma Bold

Body copy • Email and Microsoft products

This font is the Microsoft complimentary font to Nunito. It should be used only when sending out a word doc, PPT, or email body copy.

Stylized Headlines, High school

COLLEGIATEFLF

Stylized Headlines, Middle School • Intermediate

Mistral

Stylized Headlines, Primary • Early Childhood • Tiger Club
Community Ed • Family Center

AMATIC BOLD

WHEN TO USE LOGO FILES

In any circumstance when you are placing that logo on materials USE the EPS vector files to ensure best quality. If you are working in a Microsoft program or another program that can not cater to a vector file you may use the PNG files. **Any new orders should contain new logos. PNG's are preferred over JPEGs as they will not get flattened with a white box behind it. If you need a Jpeg, open the PNG file then go to file > export > save as Jpeg.**

All logos are stored in Google folders as view only documents. When you download it you can then use or send this version to others. Each time you use the logo, please go through this procedure so that you have the latest version of the logos.

Vector	Raster
WEB USES	
SOURCE files for logos, charts, icons, or any hard-edged graphics	OUTPUT files for most web graphics displayed on the screen
PRINT USES	
SOURCE files to be sent to the printer	HI-RES files can be printed at 300dpi
FILE TYPES	
.ai .eps .pdf .svg .jpg .gif .png .tif	