

# KCS | Logos • Colors • Use

## FILE TYPES



Raster Files  
(jpg, png, tiff)



Vector Files  
(ai, pdf, eps, svg)

## COLOR CODES

Primary Color: **Pantone 287c**



**RGB:** 0 48 135

**HEX:** 003087

**CMYK:** 100 81 0 23

Primary Color: **Pantone 201c**



**RGB:** 157 34 53

**HEX:** 9D2235

**CMYK:** 0 100 63 31

## FONTS

**Proxima Nova Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Walkway Ultra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## LOGO VARIATIONS

*Vertical*

Full Color



Black, Pantone 287c, White



*Horizontal*

Full Color

**KCS** | KNOX COUNTY SCHOOLS

Black, Pantone 287c, White

**KCS** | KNOX COUNTY SCHOOLS

*Bar*

Black, Pantone 287c

