In early 2020, preceding the onset of the COVID-19 pandemic, the communications department at Pulaski County Special School District (PCSSD) learned that Mills University High School students and staff were using an unapproved logo on athletic uniforms and promotional materials. The logo was adapted from the University of Miami athletic "U" logo.

The department met with school administrators to address concerns regarding possible trademark infringement and brand confusion. The administrators expressed discontent with their current logo package. Their concerns included observations that the students did not find their like their current logo, the “Comet.” Stakeholders felt it was not exciting or attractive, it did not represent the unique “University Studies” element of the school’s identity, and it could be viewed as inappropriate instead of a comet.

Following a few conversations about a new direction, the department resolved to revise the branding package with a set of logos and other brand resources that are more versatile, better align with the preferences of stakeholders, highlight the “University Studies” element of the school’s identity, and reinforce the existing “Comet” brand.

Development of the logo began immediately, but progress was disrupted by the COVID-19 pandemic, which shifted priorities significantly. With occasional meetings with stakeholders over the 2020-2021 school year, the department returned to the project with renewed effort in the late spring of 2021. Several options and iterations were explored with stakeholders including coaches and administrators, which are presented in this document.

Ultimately the new brand package included three new logos offered in several color variations. A revised branding guide with a refreshed color scheme, and guidelines for stationery and other branded templates was published in July 2021 in advance of the 2021-2022 school year.

**Revised Logo Variants**

- "Mills US" logo variant primarily for athletic usage
- "Shield" variant for academic and formal use
- Simplified athletic icon
This Mills University Studies High School brand guide is a tool for consistent communication and for marketing the daily achievements and new endeavors the school takes on.

**TRUE COLORS**

- **Chartreuse**
  - Pantone: 396C
  - Hex: #E1E000
- **Bright Green**
  - Pantone: 362C
  - Hex: #509E2F
- **Mills Golden Yellow**
  - Pantone: Black C
  - Hex: #000000
- **Mills Green**
  - Pantone: 109C
  - Hex: #FFB600
- **Mills Gold**
  - Pantone: 7728C
  - Hex: #006845

**THINGS TO AVOID**

- Never stretch the logo.
- Never alter the logo.
- Never stack the logo.

** EMAIL COMMUNICATION**

Signatures:

- Email
- Phone Number (Office*, Cell and Fax)
- School Name*
- Name*

For employees and students, email signatures must contain the following recognition in every person to whom your employees send emails. Email signatures must contain the following:

- Email:*
- Phone Number (Office*, Cell and Fax)
- School Name*
- Name*

You can find a template and instructions online at sites.google.com/pcssd.org/emailsignatures.

**TYPOGRAPHY**

- The font used in all of our publications is called Barlow. The font is used under a free license.
- The font is used for all typographic elements, including headings, body copy, and signatures.
- The font size and weight are consistent throughout the guide.
- Headlines may be set in a heavier font weight, such as Barlow Condensed Medium.
- Section headings may be set in title case using Barlow Condensed SemiBold.
- Email addresses are typically in a smaller font size.

** Downloadable Templates**

Digital brand assets and template resources available in Microsoft PowerPoint and Google Drive templates for use and easy access.

**OUR LOGO**

- The logo represents the Mills University Studies High School brand.
- The logo is used consistently in all publications and communications.
- The logo is available in black and white variants.
- The logo is scalable and pixel-perfect.

**BRAND STANDARDS MANUAL**

- This manual is a tool for consistent communication.
- It provides guidelines for using the brand elements correctly.
- It ensures that the brand is presented consistently across all channels.

**Digital district and school brand resources including letterhead, PowerPoint and Google Slides templates, logo files and signage.**

For information, those marked with * are required: email communication@pcssd.org.
“Athletics provide opportunities to grow socially and essential life skills such as punctuality, dependability, teamwork, dedication and many other life skills are promoted through athletics.”

RAYMOND COOPER
MILLS FEDERAL ATHLETIC DIRECTOR

Logo Use Examples

Thank you.

CARLOS DEADMON
CLASS OF 2022
FOOTBALL

DATE | OPPONENT | TEAM(S)
--- | --- | ---
10/8 | Huntsville | V, D
10/15 | Clarksville | V, D
10/29 | West Memphis | V, D
11/22 | Jonesboro (Benefit) | V, D
11/23 | Catholic | V, D
10/30 | Central | V, D
10/7 | Beebe | V, D
12/9/11 | LR Holiday Tourney | V, D
12/18 | Jonesboro | V, D
12/21 | Hot Springs | V, D, D
12/22 | Jacksonville | V, D
12/19-20 | Episcopal Christmas Tourney | V, D
12/19-20 | Neosho Tourney | V, D
1/4 | Pulaski Academy | V, D
1/7 | ESTEN | V, D
1/10 | Lonoke | V, D
1/14 | Forrest City | V, D
1/18 | Joe T. Robinson | V, D
1/23 | Wymore | V, D
1/25 | Stuttgart | V, D
1/28 | Pulaski Academy | V, D
2/4 | ESTEN | V, D
2/6 | Lonoke | V, D
2/8 | Forrest City | V, D
2/11 | Joe T. Robinson | V, D
3/7 | Wymore | V, D
3/18 | Stuttgart | V, D
Mills University Studies High Brand Revision Process

Previous Primary Logo

Unapproved Logo Variant

Selection of Proposed Logos