



Brand Guidelines



VERSION UPDATED

September 2025

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
- Clarity

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

We speak in a third-person plural "they" to create a feeling of partnership and trust.

"Educators are driven by **their** purpose and commitment."

2

We use second-person "you" to convey our understanding of the unique challenges users face.

"Thanks for submitting **your** question. We'll get back to **you** shortly."

3

We speak in the first-person plural "we" to share our perspective and solutions.

"At PowerSchool, **we** believe every student deserves the best opportunities in life."

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.

X (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 PowerSchool Cyan on Light Cyan (#E4F5FC). 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.



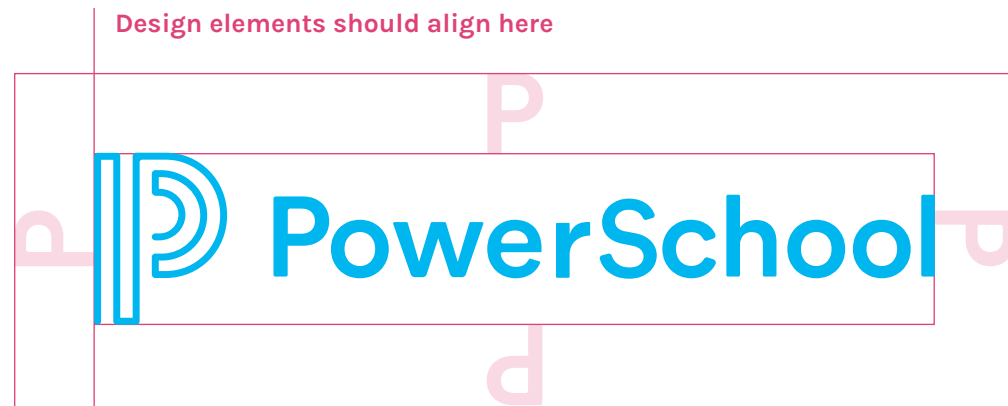
Limited Use Only:

Navy logo should only be used when additional contrast is needed.

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). 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.



The distance of the wordmark from the logomark should be equal to the width of the base of the logomark

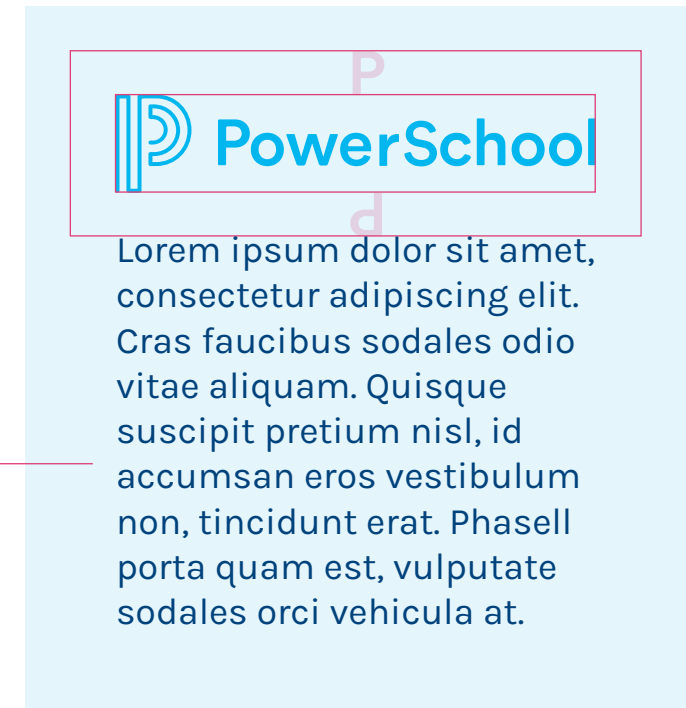
REQUIRED "SAFE AREA"

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 P).

EXAMPLE: If the height of the P is 1", then the safe area on all four sides of the logo = 0.45" and must be kept clear.

In use:

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.



Left-Aligned Logo With Tagline

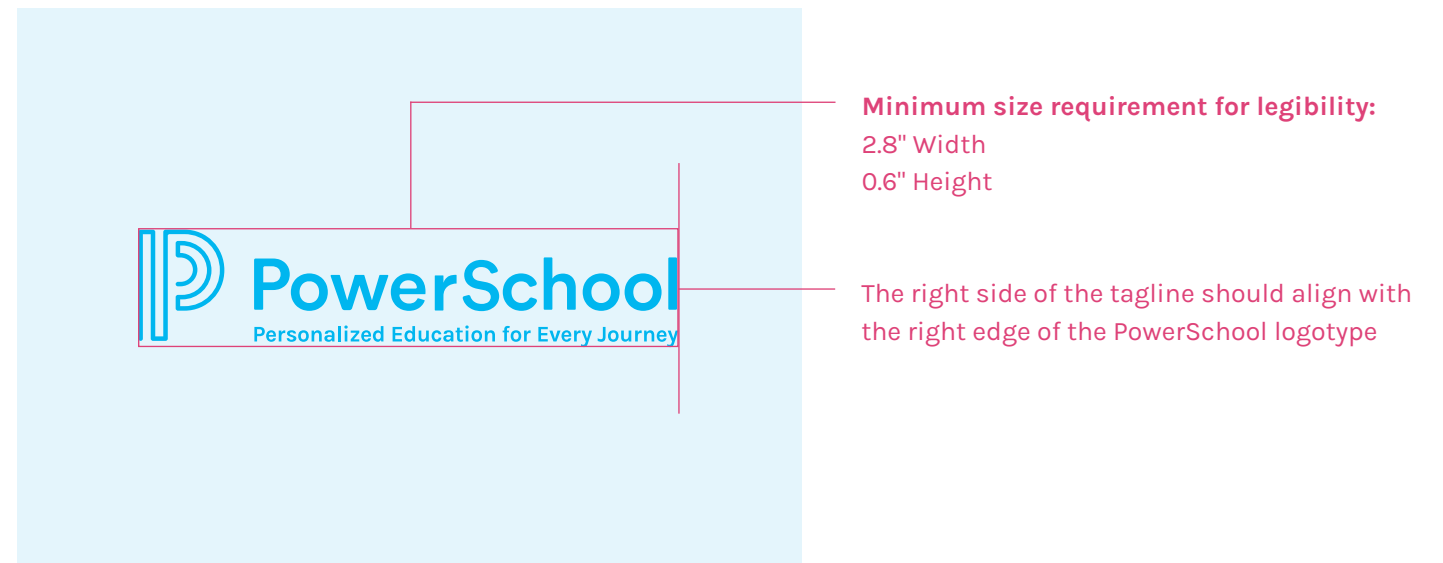
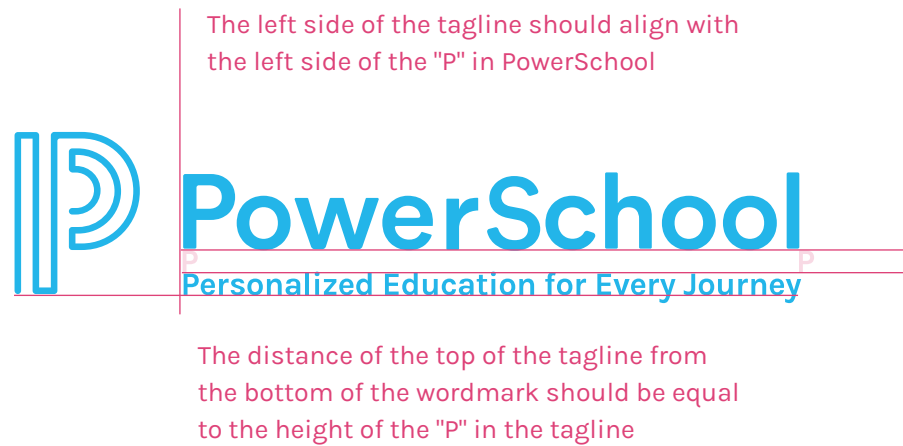
The left-aligned logo with tagline is only to be used in instances where the tagline needs to be present for brand purposes—

for example, on select apparel, marketing materials, and corporate initiatives. The logo should primarily be set in PowerSchool Cyan on a light background. 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.



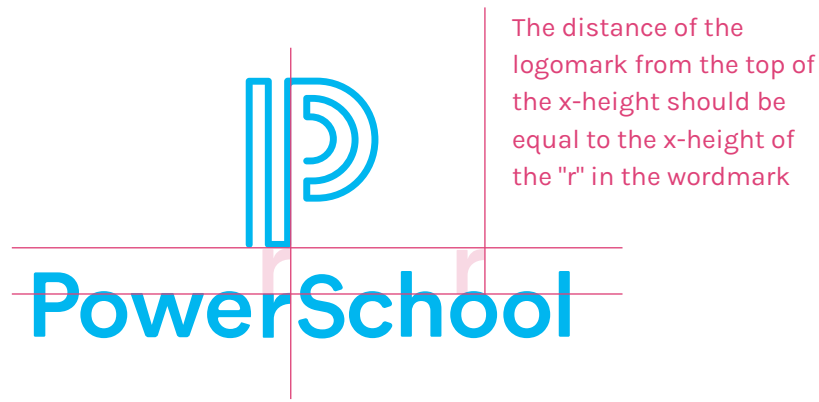
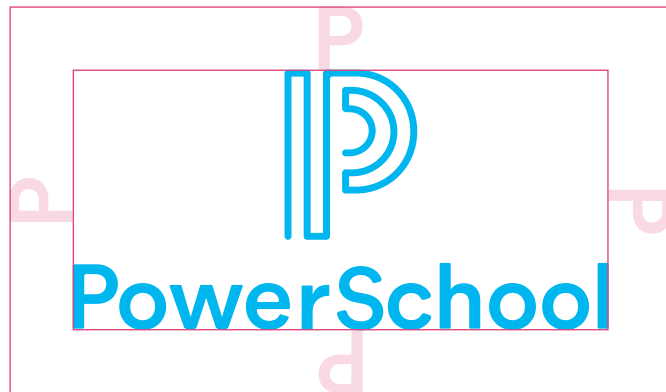
Centered Logo

Secondarily, the PowerSchool logo can be used in a centered format.

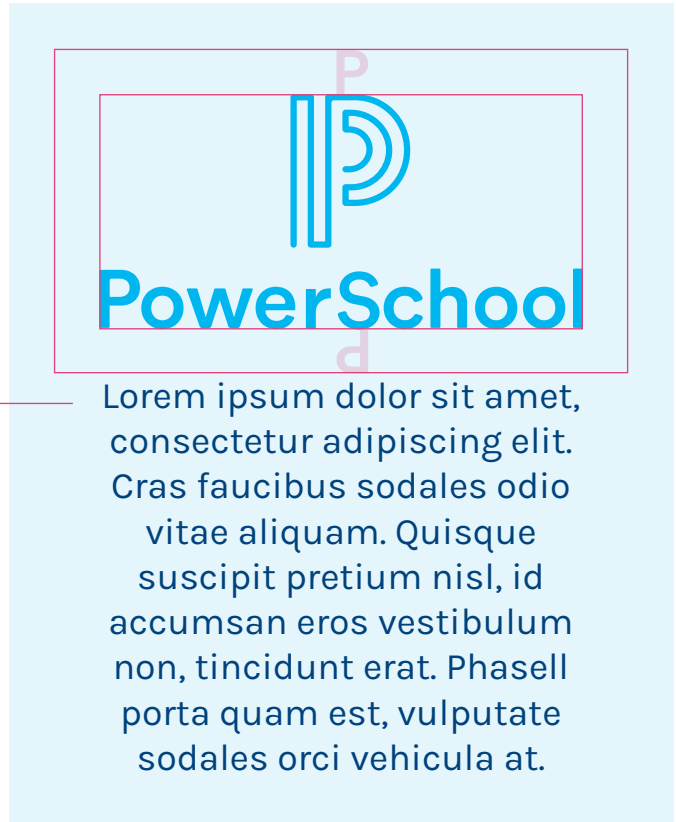
The preferred color formats include one-color, PowerSchool Cyan (#00B6EF) on a light background.

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 P).



The inside stem of the logomark should align with the right side of the "r" in the wordmark



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. 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.

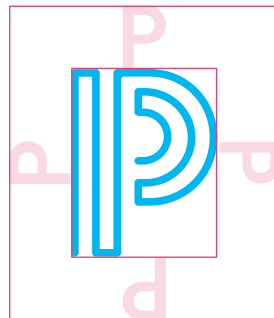
The only special circumstances when the "P" logomark may be considered for use in isolation (& must be approved prior to use) are:

- 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:



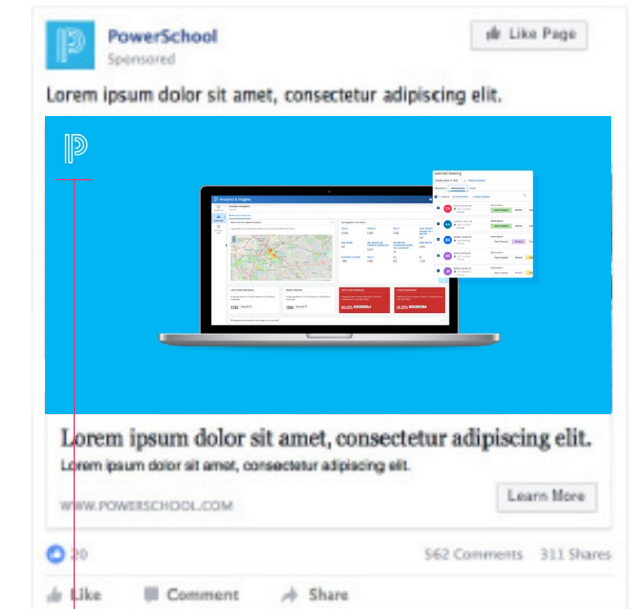
The logomark should be surrounded by white space equivalent to one of the proportionate logotype "P's"



Limited Use Only:

Navy logomark "P" should only be used when additional contrast is needed.

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


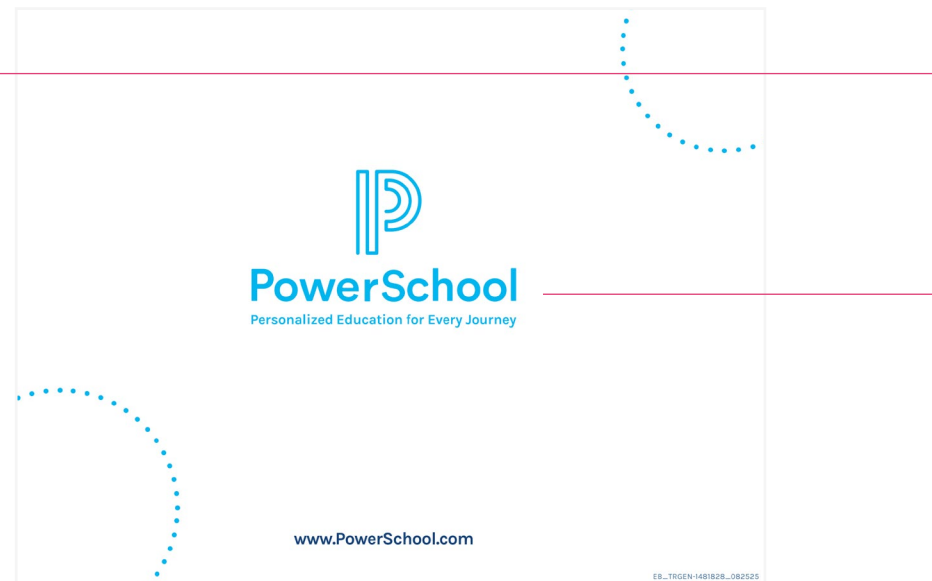
The logo with tagline should only need to appear once on a piece of collateral, at the end/last page, and only if it meets the minimum size requirement. If the tagline does not need to be present or does not meet the minimum size, use the version without the tagline.



PowerSchool

Teacher Shortage Survival Guide

Districts share tips to successfully hire and retain top educators in challenging times

PowerSchool
Personalized Education for Every Journey

www.PowerSchool.com

EB_TRGEN-1481928...082525

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.



PowerSchool

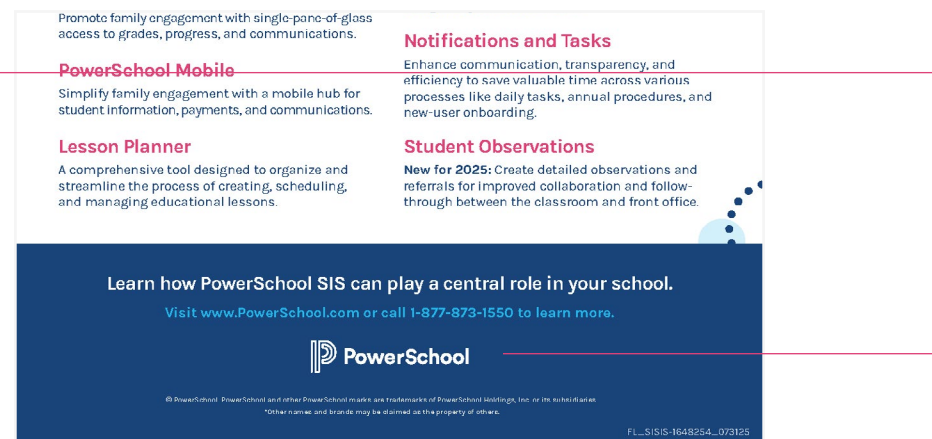
PowerSchool SIS

FLEXIBILITY AT THE HEART OF YOUR EDTECH ECOSYSTEM

Every school has its own story. Behind each one is a need for better connection, insight, and support. PowerSchool SIS offers you key flexibility and interoperability to meet your needs.

Configure for Your Specific Needs

Localization



Promote family engagement with single-pane-of-glass access to grades, progress, and communications.

PowerSchool Mobile
Simplify family engagement with a mobile hub for student information, payments, and communications.

Lesson Planner
A comprehensive tool designed to organize and streamline the process of creating, scheduling, and managing educational lessons.

Notifications and Tasks
Enhance communication, transparency, and efficiency to save valuable time across various processes like daily tasks, annual procedures, and new-user onboarding.

Student Observations
New for 2025: Create detailed observations and referrals for improved collaboration and follow-through between the classroom and front office.

Learn how PowerSchool SIS can play a central role in your school.
Visit www.PowerSchool.com or call 1-877-873-1550 to learn more.

PowerSchool

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FL_SIS-1648254...073125

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 resize the pieces of the logo lockup



✗ Do not add effects to the logo.



✗ Do not rearrange the pieces of the logo



✗ Do not stretch the logo



✗ Do not use low quality or blurry versions of the logo



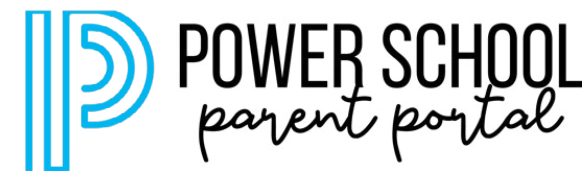
✗ Do not use the logomark as the letter "P" in the word "PowerSchool" or elsewhere



✗ Do not dip into the "safe area" around the logo



✗ 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 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 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

Primary Color Palette

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.

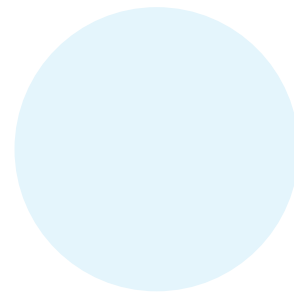
TECHNICAL SPECIFICATIONS:

(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*



POWERSCHOOL LIGHT CYAN

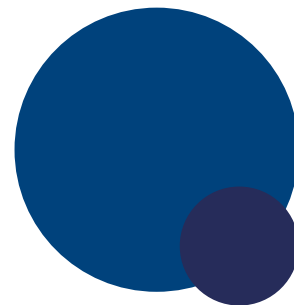
RGB: 228 / 245 / 252

HEX: #E4F5FC

CMYK: 9 / 0 / 0 / 0

PMS: P 115-3 C / P 115-2 U

PowerSchool Light Cyan is the most prominent color in the system and should always be the default for backgrounds and accents.



NAVY

RGB: 0 / 66 / 124

HEX: #00427C

CMYK: 100 / 82 / 26 / 10

PMS: 2154 C / 2945 U

Navy should be used frequently and as the primary color for nearly all text. It can also be used for small call-outs or overlays, but should never dominate the page unless exceptions are granted.

Dark Navy (Limited Use)

May be used as an accent when appropriate.

RGB: 38 / 44 / 90

HEX: #262C5A

CMYK: 92 / 85 / 30 / 18

PMS: 2766 C / 281 U



PURE WHITE

RGB: 255 / 255 / 255

CMYK: 0 / 0 / 0 / 0

HEX: #FFFFFF

Pure White is the most prominent background color. PowerSchool Light Cyan paired with Pure White is the highest ranking color combination with Navy as the primary text color.



CLOUD

RGB: 245 / 245 / 245

HEX: #F4F4F4

CMYK: 3 / 2 / 2 / 0

PMS: Cool Gray 1 C/U

Cloud should be used as a secondary background color option to white and PowerSchool Light Cyan. It may also be used as an accent color in icons and illustrations.

Dark Cloud (Limited Use)

May be used as an accent or as a secondary color to indicate the Personalized Learning solution. (See Colors by Solution)

RGB: 143 / 159 / 166

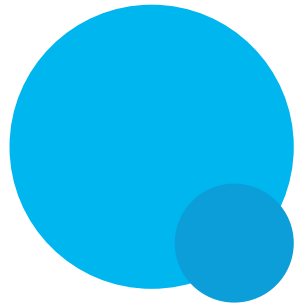
HEX: #8F9FA6

CMYK: 47 / 30 / 29 / 0

PMS: 2163 CP / 2164 UP

Secondary Color Palette

PowerSchool's secondary colors are to be used less frequently and should never be used as text colors with the exception of Raspberry. They are intended to be used as accent colors in icons and illustrations. They can also be used to add a pop of color to executions or to highlight a new feature or important call-out.



POWERSCHOOL CYAN

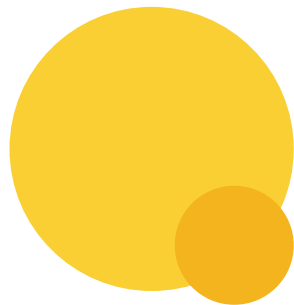
RGB: 0 / 182 / 239 HEX: #00B6EF
CMYK: 68 / 8 / 0 / 0 PMS: 306 C / 306 U

PowerSchool Cyan should always be the default for logos. It can also be used for backgrounds and accents.

Dark Cyan (Limited Use)

May be used as an accent when appropriate.

RGB: 12 / 158 / 217 HEX: #0C9ED9
CMYK: 75 / 22 / 0 / 0 PMS: 2925 C / 2995 U



LEMON

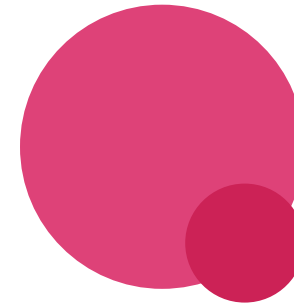
RGB: 250 / 207 / 51 HEX: #F9CE33
CMYK: 2 / 17 / 90 / 0 PMS: 123 C / 7404 U

Lemon should be used sparingly. It should never be paired with Pure White text. It should not be overwhelming, but should complement where appropriate.

Dark Lemon (Limited Use)

May be used as an accent when appropriate.

RGB: 244 / 180 / 29 HEX: #F4B41D
CMYK: 4 / 31 / 100 / 0 PMS: 1235 C / 7549 U



RASPBERRY

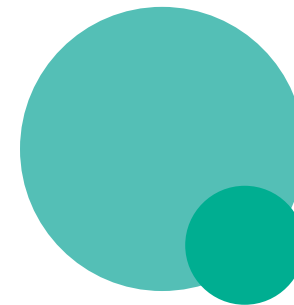
RGB: 222 / 66 / 120 HEX: #DE4278
CMYK: 7 / 89 / 28 / 0 PMS: 205 C / 214 U

Raspberry should be used mainly as a complementary color and as a secondary color in all icons and illustrations.

Dark Raspberry (Limited Use)

May be used as an accent when appropriate.

RGB: 204 / 34 / 86 HEX: #CC2256
CMYK: 100 / 82 / 26 / 10 PMS: 7425 C / 207 U



TEAL

RGB: 83 / 192 / 183 HEX: #53C0B7
CMYK: 63 / 1 / 34 / 0 PMS: P 130-5 C / 7465 U

Teal should be used sparingly. It should never be paired with Pure White text or overlap/butt up against PowerSchool Cyan. It should not be overwhelming, but should complement where appropriate.

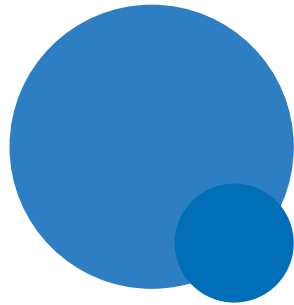
Dark Teal (Limited Use)

May be used as an accent when appropriate.

RGB: 0 / 174 / 145 HEX: #00AE91
CMYK: 79 / 0 / 48 / 0 PMS: 3268 C / 3275 U

Limited Use Color Palette

PowerSchool's Limited Use Color Palette should be used sparingly. They should never dominate the page and should be treated as either accents or use cases only. They are intended for limited use cases such as holidays, illustrations, and/or to indicate a specific PowerSchool Solution.



BLUEBERRY

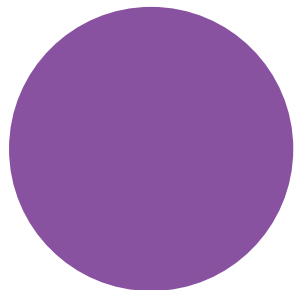
RGB: 45 / 126 / 194 HEX: #2D7EC2
CMYK: 80 / 44 / 0 / 0 PMS: 285 CP / 2195 U

Blueberry should be used 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.

Dark Blueberry (Limited Use)

May be used as an accent when appropriate.

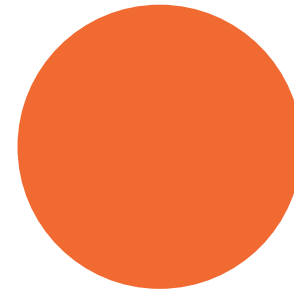
RGB: 0 / 111 / 184 HEX: #006FB8
CMYK: 85 / 40 / 2 / 0 PMS: 7461 C / 3005 U



GRAPE

RGB: 137 / 82 / 161 HEX: #8952A1
CMYK: 53 / 80 / 0 / 0 PMS: 258 C / 2602 U

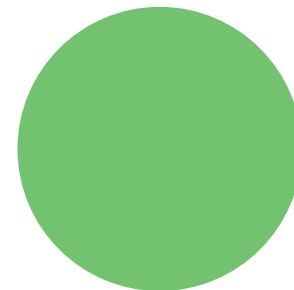
Grape is reserved to indicate the Communications & MyPowerHub solution. (See Colors by Solution)



ORANGE

RGB: 240 / 106 / 50 HEX: #F06A32
CMYK: 1 / 73 / 89 / 0 PMS: 2026 C / 2028 U

Orange is reserved to indicate the Analytics & Insights solution. (See Colors by Solution)



LIME

RGB: 115 / 194 / 111 HEX: #73C26F
CMYK: 58 / 0 / 76 / 0 PMS: 2269 U / 2464 CP

Lime is reserved to indicate the Data solution. (See Colors by Solution)

Colors by Solution

Each PowerSchool solution has an associated color to provide visual differentiation when needed. Most commonly used for event and environmental graphics.

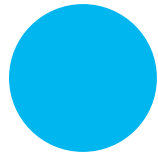
TECHNICAL SPECIFICATIONS:

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

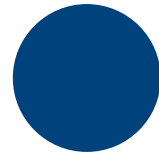
CMYK - used for 4-color digital and offset printing such as flyers, brochures, whitepaper and magazine ads

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

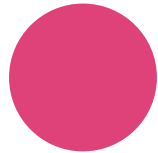


Personalized Learning
NAVY

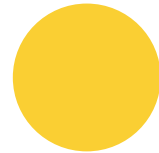
These colors should be used as prominent accent colors for their corresponding solution. They should be used sparingly in visual content. Do not use Cyan, Lemon, Blueberry, or Teal as text colors.

***Personalized Learning:**
Use Dark Cloud as a secondary accent color whenever Navy isn't appropriate/applicable.

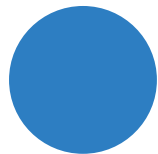
— For instance, if text is in navy and a visual accent is applied near the text with the purpose to show significance, use Dark Cloud to develop contrast.



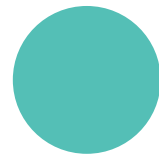
Student Success
RASPBERRY



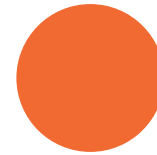
Resource Planning
LEMON



College, Career, & Life Readiness
BLUEBERRY

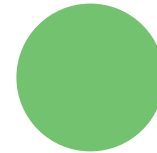


Talent Recruitment & Retention
TEAL



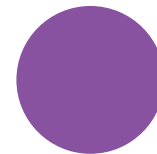
Analytics & Insights
ORANGE

Use Orange as an accent color for Analytics & Insights. It should be used sparingly in the design and should not be overwhelming. Do not use as text color.



Data/Connected Intelligence
LIME

Use Orange as an accent color for Data. It should be used sparingly in the design and should not be overwhelming. Do not use as text color.



Communications & MyPowerHub
GRAPE

Use Grape as an accent color for Communications & MyPowerHub. It should be used sparingly in the design and should not be overwhelming. Do not use as text color.

Gradient Overview

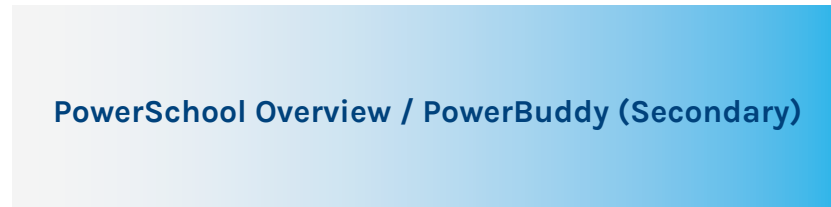
The PowerSchool gradient palette enhances our brand's visual interest by offering a level of depth and dimension. Each gradient has an associated theme/topic for use in marketing materials. These gradients can be used as the prominent accent color in visual representations of their specific theme. Please refer to the [How to Use Gradients](#) section for further direction on gradient guidelines.



AI / PowerBuddy (Primary)

OCEAN — CYAN + NAVY

Use Ocean as the primary gradient for AI or PowerBuddy content.



PowerSchool Overview / PowerBuddy (Secondary)

SKY — CLOUD + CYAN

Use Sky as the secondary gradient for PowerBuddy content. Offered to provide an airy vibe, it should be used sparingly and compliment where appropriate.



EDGE

BLACKBERRY — CYAN, NAVY + RASPBERRY

Use Blackberry for PowerSchool's flagship event, EDGE, and its corresponding content.



Web

PLUM —
RASPBERRY + CYAN

Use Plum for web-related content and assets. Supporting web content that is not hard coded may use other colors. For instance, web thumbnails should have a different color.

PERSONA THEMED



Student

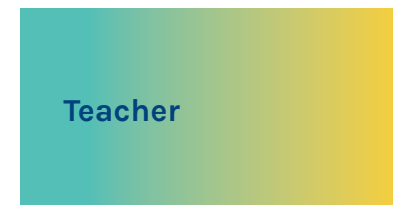
OCEAN—
CYAN + NAVY

Persona-themed gradients should be used sparingly and is reserved for content that is specific to those instances. Please reference the How to Use Gradients section for visual examples. While Ocean and Blackberry are defined for other use cases, they are granted the exception to also be used for their assigned personas.



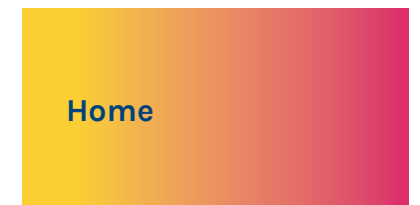
Admin

BLACK CHERRY —
NAVY + RASPBERRY



Teacher

PEAR —
TEAL + LEMON



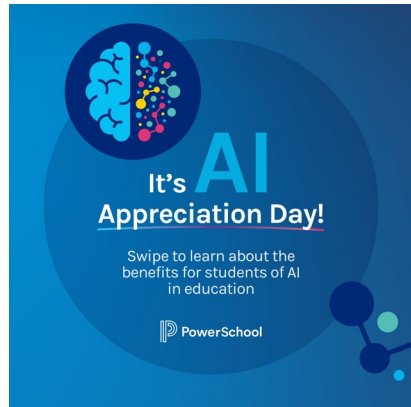
Home

MANGO —
LEMON + RASPBERRY

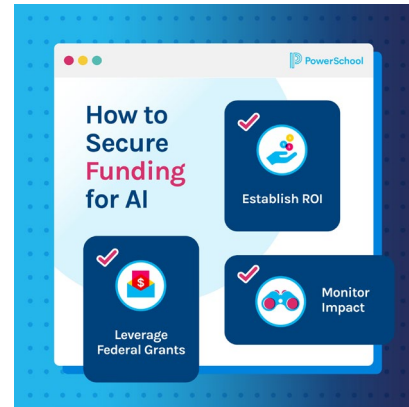
DO NOT USE GRADIENTS FOR ANYTHING OTHER THAN THEIR CORRELATED USE-CASE SPECIFIED

How to Use Gradients

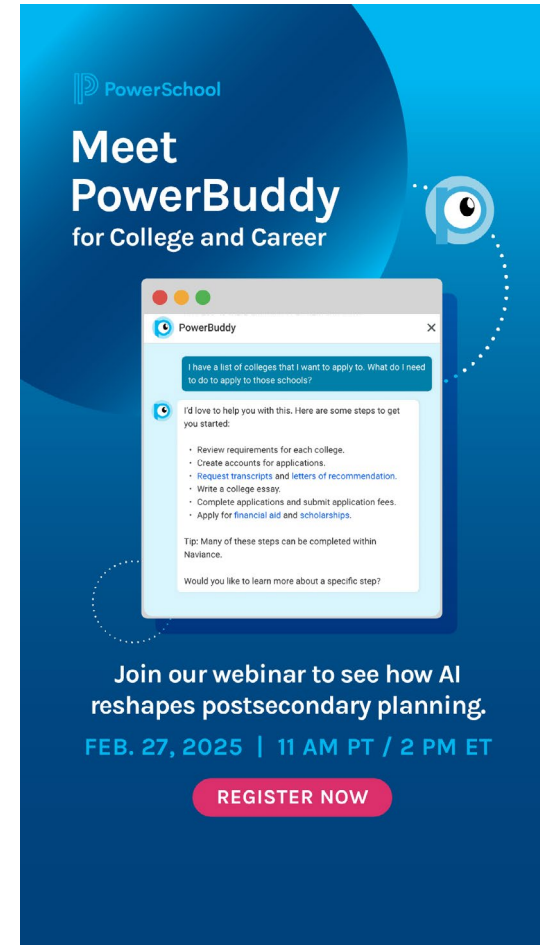
Gradients are reserved for high-level / high-impact content and should be used in moderation as design accents or relative to their specific product/theme. They may be either linear in any direction or free-form. Our gradients must use at least 1 primary color and can be used in both digital and print formats.



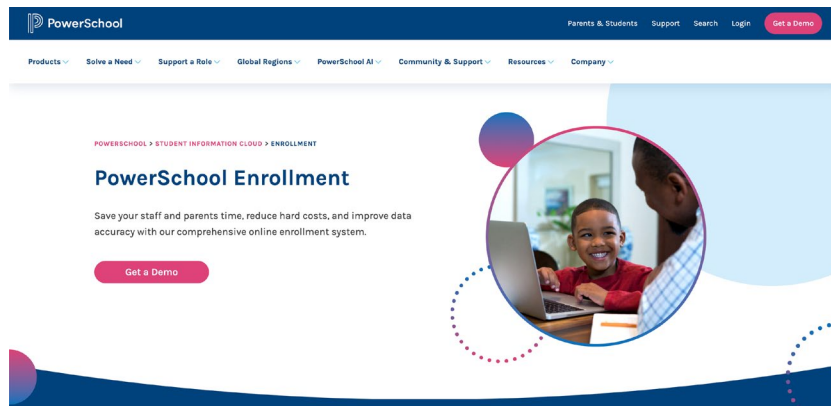
OCEAN — AI SOCIAL GRAPHICS



BLACKBERRY — EDGE SOCIAL GRAPHICS



OCEAN — AI / POWERBUDDY SOCIAL MEDIA GRAPHIC



PLUM — WEB ACCENTS (DECORATIVE CIRCLES)

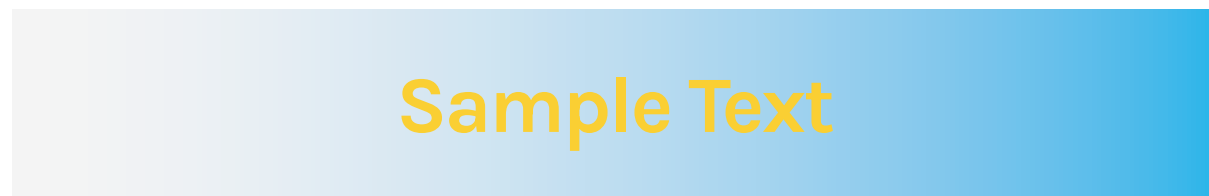


BLACKBERRY — EDGE SOCIAL MEDIA GRAPHICS



Gradients – What Not to Do

Gradients should only be used according to, and as specified by the brand guidelines. Please review below for how not to use our gradient palette.



✘ AVOID poor contrast



✘ DO NOT create new gradients

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 Regular, Semi-Bold, Bold, and Extra Bold, and to access the web fonts, go here: fonts.google.com/specimen/Karla and select the variable font version.

Primary Type Weights

Karla Bold

HEADLINES

14pts. or larger, in sentence case, with -30pt tracking

SMALL BUTTONS / CALL-OUTS

14pts. or smaller, all caps with 20pt tracking

Karla Regular

BODY COPY

14pts. in sentence case, with -30pt tracking

OR less than 14pts. in sentence case, with 0pt tracking

Secondary Type Weights

Karla ExBold

EMPHASIS

To be used after prioritizing using Karla Bold and when additional emphasis is required.

– Use variable font version of this typeface and set the weight to 750.

Karla Semi

CONTRAST

To be used after prioritizing using Karla Regular and when additional contrast is needed.

– For instance, it may be used in replace of or in addition to Karla Regular within large visual instances such as event spaces.

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 0pt tracking. Bulleted lists should be indented 30 additional pixels for each bulleted level after the first.

This is a Headline

Karla Bold
Title 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, 0pt tracking, 13pt or smaller

This is an H2 subhead

Karla Bold
Sentence case, -30pt tracking, 14pt or larger
Subheads that are not paired with headlines should be set in Raspberry and are considered H2 (secondary headings) as they are intended to divide the content into main themes/sections.

- 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

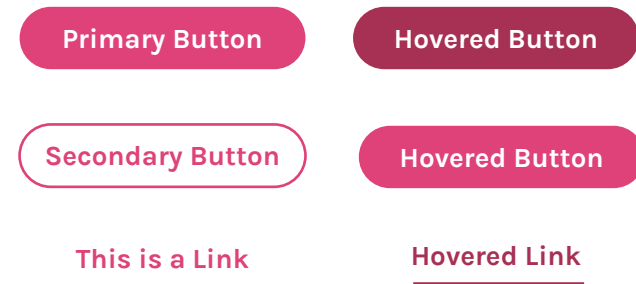
If a further level of subheadings are needed, considered H3 (tertiary headings), to breakdown H2 sections, set them to Navy and decrease the point size accordingly.

- 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

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.

Karla Bold
Title case, 0pt tracking, 13pt 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

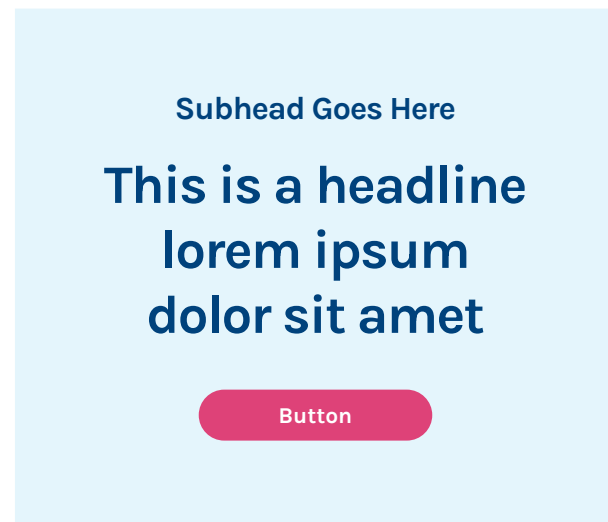
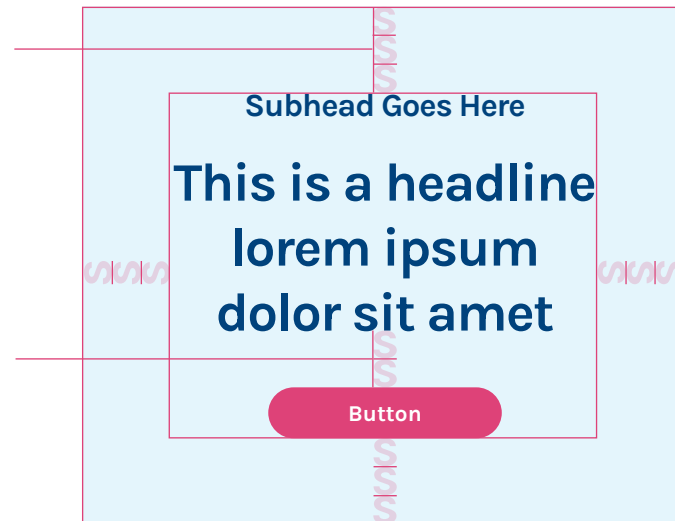
When typography is used in smaller blocks (not paragraph form) there will be additional guidelines. The most important thing to consider is to provide ample padding around the text blocks. Use the smallest text's x-height as a guideline to determine how much padding is necessary.

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.

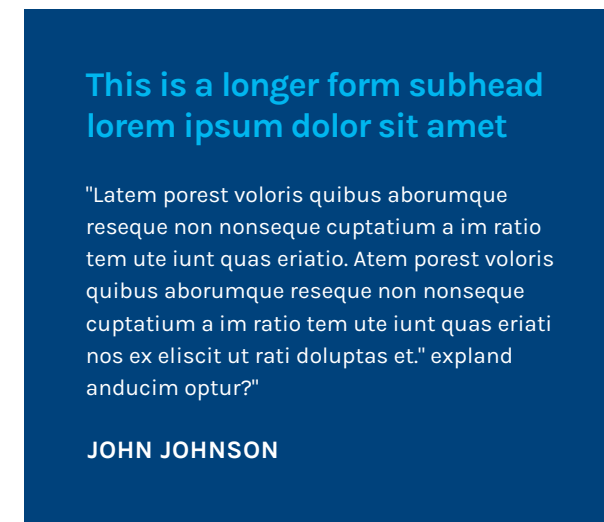
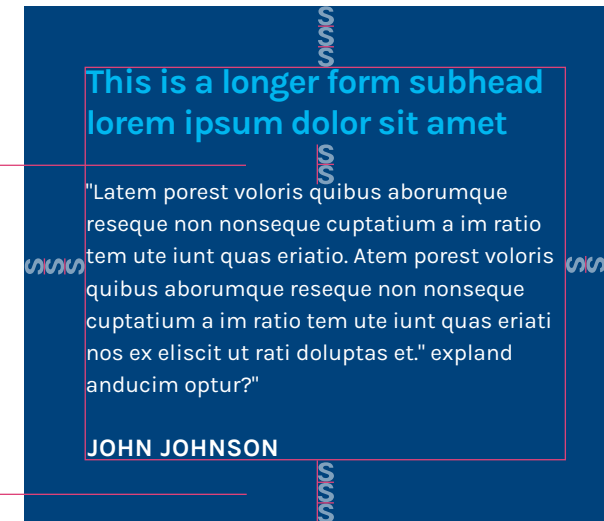


Space Between Elements

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 Navy, with exceptions for accessibility. The majority of executions should have a light background, such as Pure White, PowerSchool Light Cyan, 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 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.

When set on a light background, such as PowerSchool Light Cyan, Pure White, or Cloud, headlines should always default to Navy.

On a light background, all text should default to Navy. Exceptions are made for headlines as they may be set in either Navy or Raspberry depending on content.

This is a Headline

Nam, quis modignatem nimi, quidele nihicit

When set on a PowerSchool Light Cyan background, all text should default to Navy with the exception of our PowerSchool logo set in PowerSchool Cyan. Large blocks of type should not be set on Light Cyan backgrounds. For longer text and paragraphs, use a light background such as Pure White or Cloud. All text set on a Light 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 Navy 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, Arial can be used within internal documents or presentations. Arial should only be used if Karla is not available.

Karla Bold

The quick brown fox
jumps over the lazy dog.



Arial Bold

The quick brown fox
jumps over the lazy dog.

Karla Regular

The quick brown fox
jumps over the lazy dog.



Arial Regular

The quick brown fox
jumps over the lazy dog.

Photography

Photography Overview

PowerSchool has a distinct photography style. It should be bright, genuine, and diverse, and feature students, teachers, administrators, and/or families in school and home environments.



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 inside 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.

✓ At least 80% of images should include technology

80%

20%

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% of images include technology

LESS THAN 80%

OVER 20%

Photography – Comparison



Desaturated
Over posed
Warm, yellow tone
Chalkboard and books

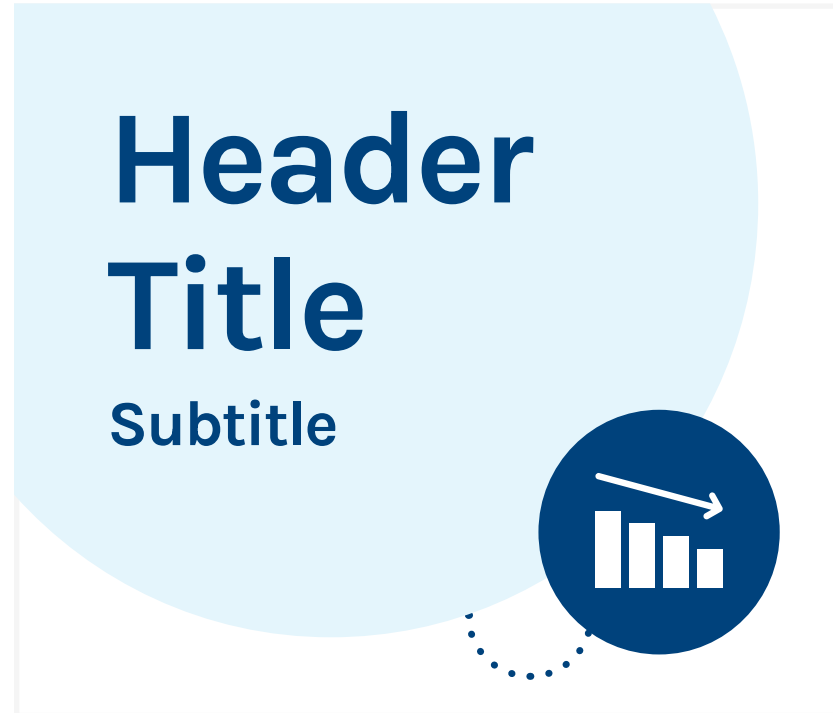


Saturated
Candid
Cool, blue tone
Whiteboards and computers

Design

Decorative Circles Overview

PowerSchool's decorative circles are crucial to PowerSchool's visual presence online, in print and at trade shows or other events. The use of the decorative circle patterns are meant to give the PowerSchool brand an approachable appearance while delivering a refreshing level of boldness and energetic visual interest.



SAMPLE 01

- text in large circle
- icon in circle



SAMPLE 02

- image in large circle

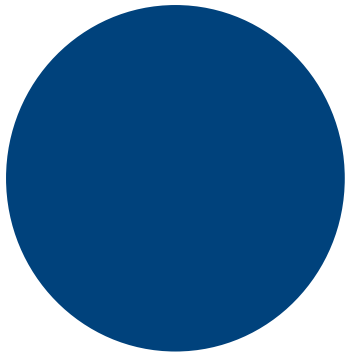


SAMPLE 03

- circles used as supporting elements

Decorative Circles – Elements Overview

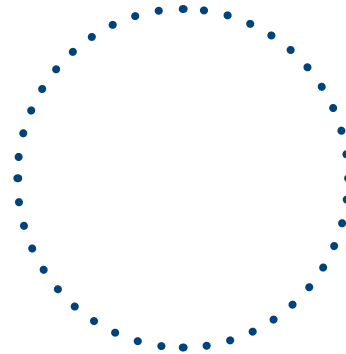
The decorative circles can be composed of the following 3 styles. They should be positioned and arranged to create balance, hierarchy and visual interest.



Primary Circle

SOLID FILLED-IN CIRCLES

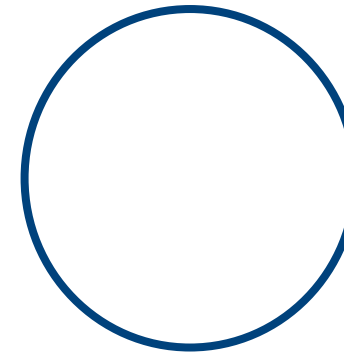
- Should be treated as the primary element of the texture, but may be smaller when paired with a secondary circle.
- May be of any size, as long as it doesn't take up more than 75% of the content.
- May be paired / overlapped with either secondary or tertiary circles.
- If the largest circle takes up 25% or more of content space, it must be filled with either an image or text, making it the focal point and creating balance within the content.



Secondary Circle

DOTTED OUTLINE

- As the secondary element of the texture, it may also be largest circle as long as it's paired with a primary circle. For instance, primary circle may be smaller and overlap secondary circle.
- May be of any size, as long as it doesn't take up more than 75% of the content and is not overpowering.
- May be paired / overlap with a solid filled-in circle.
- Ensure dotted line weight is of size that is legible to the eye without being too bold or overpowering.



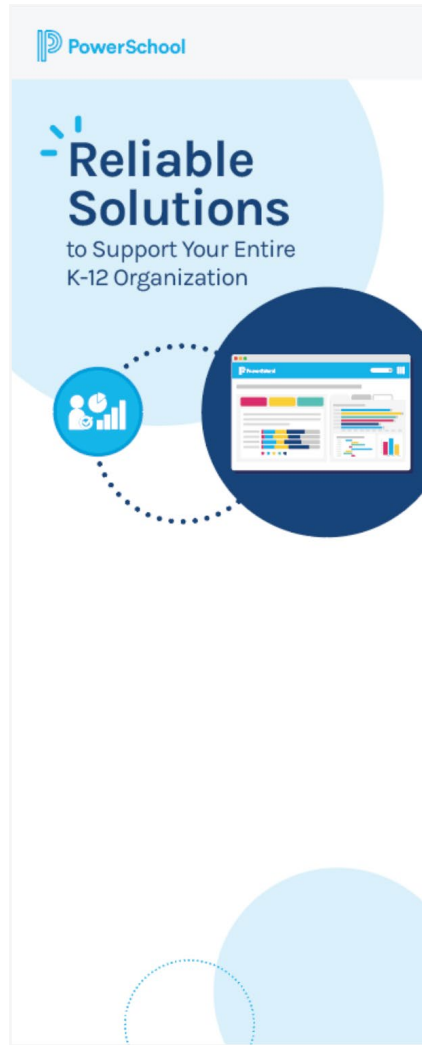
Tertiary Circle

SOLID STROKE OUTLINE

- Always to be treated as the tertiary element of the texture and used sparingly.
- Solid outlined circles should also always be paired with a solid circle.
- They may larger or smaller than solid circles.
- Ensure stroke outline is of size that is legible to the eye, without being too bold or overpowering.

When creating a decorative texture, prioritize using PowerSchool's primary colors as the prominent element in the textured pattern. Secondary colors may be used as accent colors. Patterns must be applied on backgrounds that align with our color and accessibility guidelines.

Decorative Circles – What to Do (Execution Samples)



Largest circle acts as vessel for text.

Second largest circle acts as vessel for graphic.

Circles being used as an anchor and to achieve visual balance

Booth Graphic Example

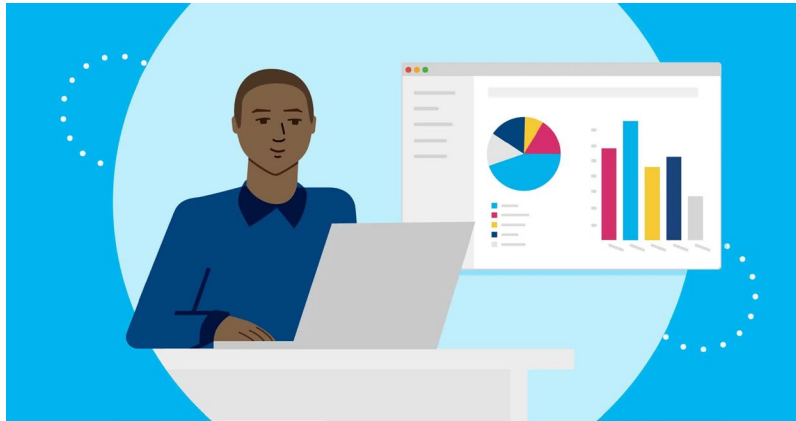


This is an exception to overusing colors when they are used to highlight all of PowerSchool's Cloud offerings.

Circles being used as an anchor and to achieve visual balance

Booth Graphic Example

Decorative Circles – What to Do (Execution Samples)



Blog Thumbnail

Largest circle takes up less than 75% of the content space. This example showcases how decorative circles may be combined with other creative elements.



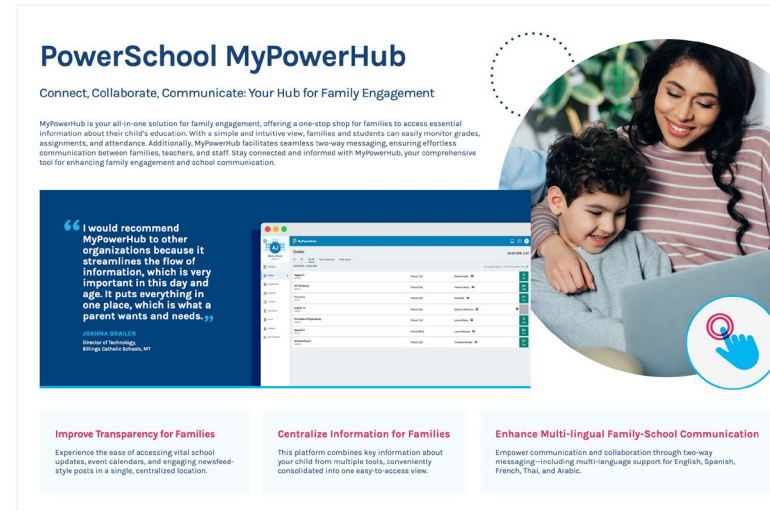
Social Graphic Example

Largest circle acts as vessel for text and smaller circles provide artistic support in content layout. This example showcases how decorative circles may be combined with other creative elements.



Email Signature

Largest circle is filled with a campaign logo. This example showcases how decorative circles may be combined with other creative elements.



Brochure Example

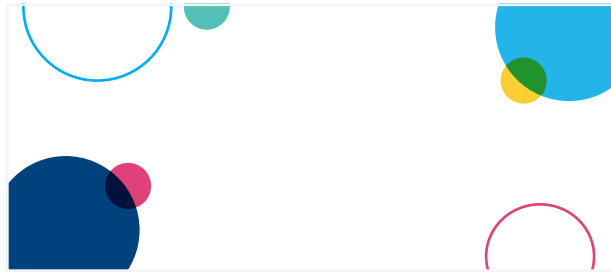
Largest circle is roughly 25% of the layout and is being used to hold an image. Also showcased is a smaller supporting circle that has a solid outline filled with color and an icon.



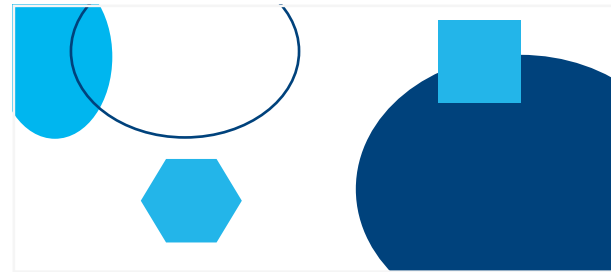
Email CTA Graphic

This is an exception of combining gradients with decorative circles and a navy background. This corresponds to content that is high-level/high-impact.

Decorative Circles – What Not to Do



❌ DO NOT use too many circles or colors.



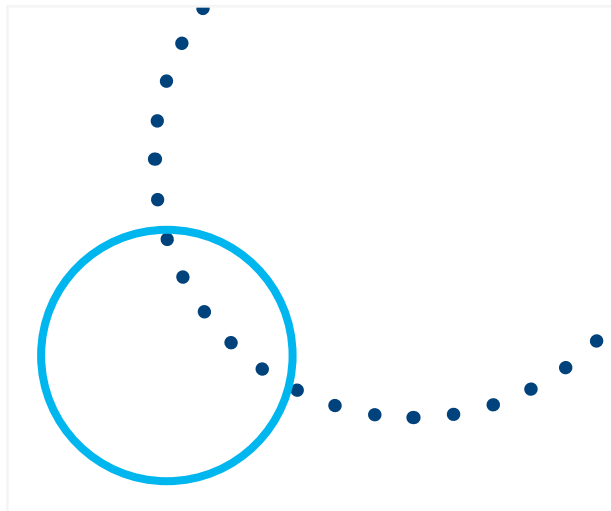
❌ DO NOT distort or use shapes other than circles to create the texture.



❌ DO NOT make navy the primary color.



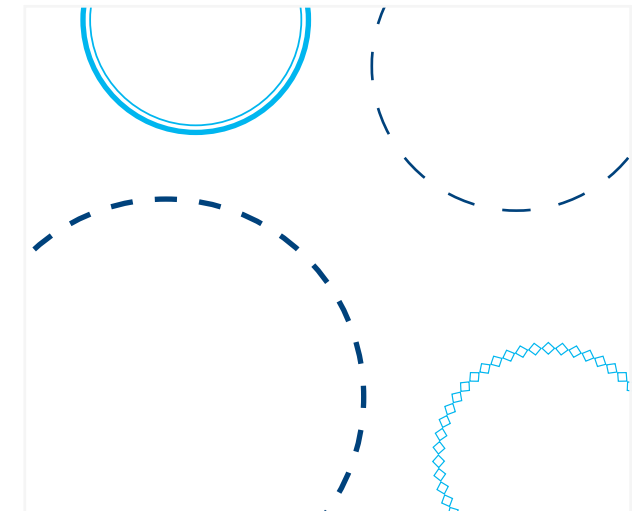
❌ DO NOT make largest circle more than 75% of content layout.



❌ DO NOT overlap dotted outlined and solid outlined circles.



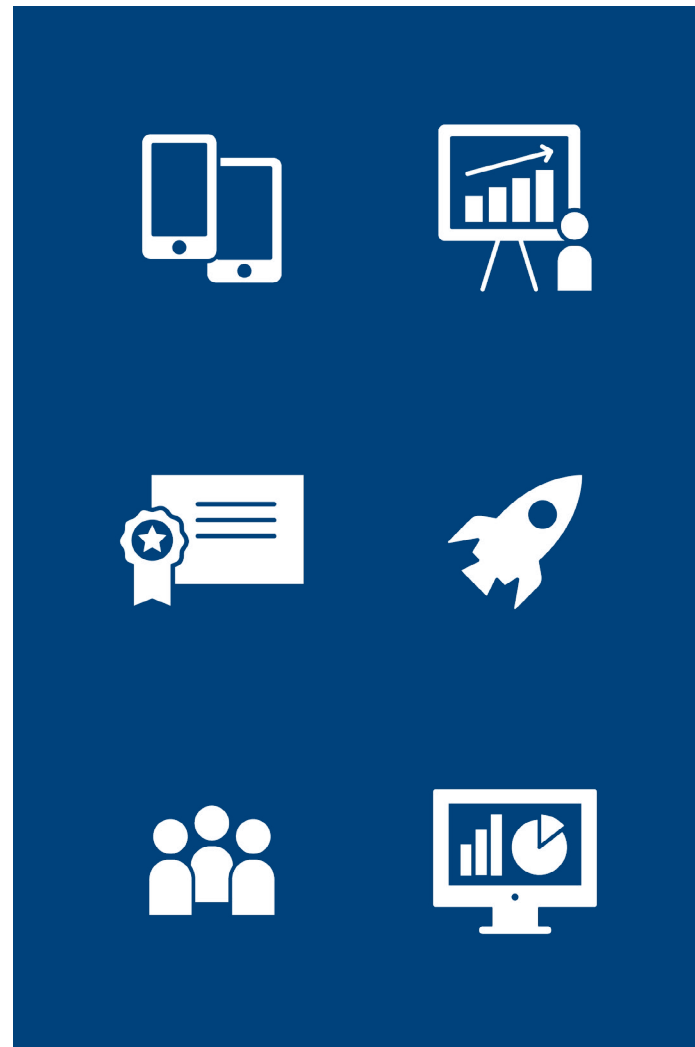
❌ DO NOT fill dotted outlined circles with image, color, or text.



❌ DO NOT use any other styles for stroke outlines other than solid lined or dotted.

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.



Fill/Color Icon
Colored icons may be placed in either a white or cloud circle.



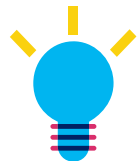
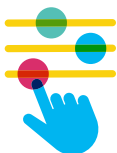
Fill/White Icon
White icons may be placed in a cyan or navy circle. It may also be placed on colors aligned with our PowerSchool Cloud & Platforms or Gradient guidelines.



Stroke
Icons may be placed in a circle with a stroke outline. Stroke outline may be any of the brands' colors as long as it aligns with the guidelines.

Iconography – Sample Library

Below is a sample of PowerSchool's commonly used icons.



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

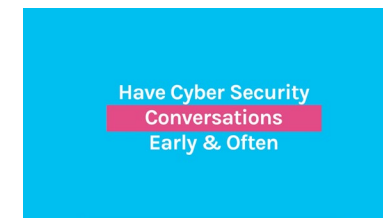
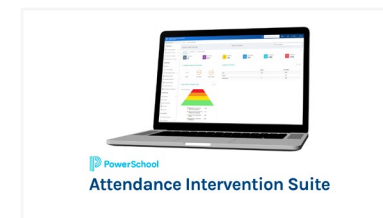
For a standard frame, margin spacing around logo and text elements should be a minimum of 100px. Subject matter should be thoughtfully arranged within the "rule of thirds". Leverage the brightest natural lighting available.

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.

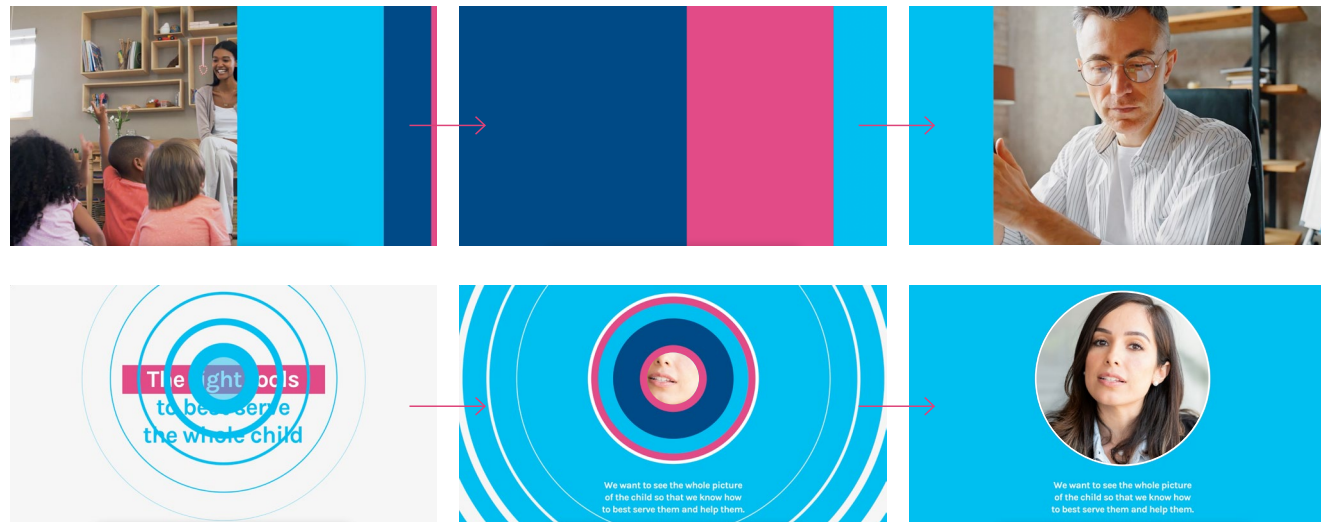


Motion Graphics

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.

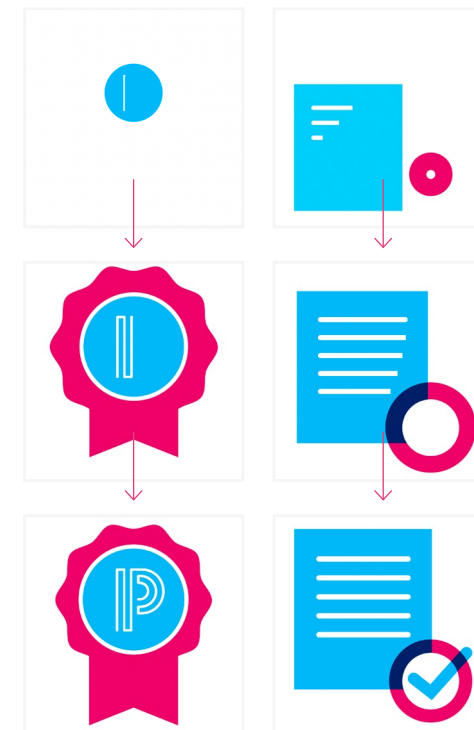
Transitions

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 off screen.



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.



Product Animations

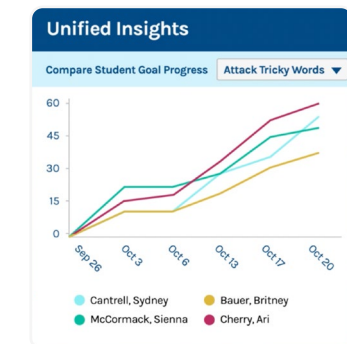
Product Animations (also referred to as widgets) are product UI illustrations that can be used as a design element in PowerSchool videos. Widgets are custom designed and should represent a simplified aspect of a PowerSchool product.

PowerSchool

Student Item Analysis

Item Attributes	Performance Bands	Item Detail
Attribute	# of Items	% of Students
CCSS.Math.Content.7.EE.A.1	3	3
CCSS.Math.Content.7.EE.A.2	2	2 1
CCSS.Math.Content.7.EE.B.3	3	3

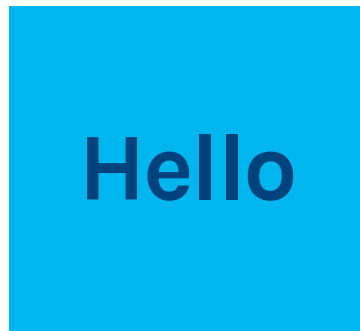
Interaction Scores	Item Scores	Rubric Scores		
Student ID	Student Name	1.	2.	3.
1001350	Harness, Parker	C	3	A
1004254	O'Hara, Austin	B	2	B
1001769	Perkins, Stephanie	D	2	A



Accessibility

Accessibility – Best Practices

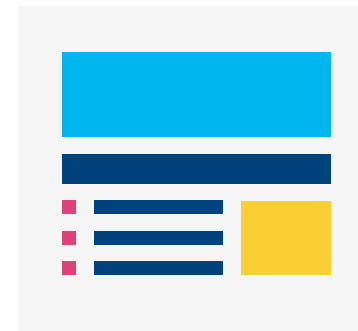
When creating for print and digital, PowerSchool content should be made with the intent to be accessible for all individuals. The [Web Content Accessibility Guidelines \(WCAG\)](#) should be taken into consideration with a goal of meeting Level AA. Follow the best practices outlined below to present PowerSchool in a way that is perceivable, operable, understandable, and robust.



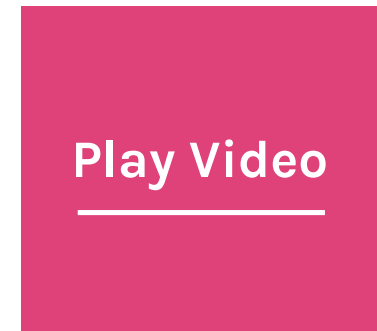
Use a strong color contrast and readable type size. **Resource:** [Contrast Checker](#)



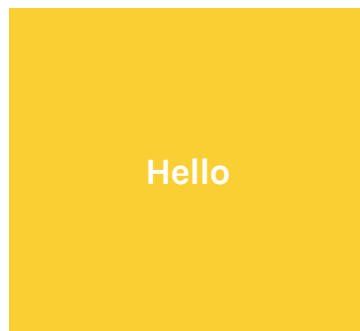
Provide alt text, captions, or transcripts as alternatives for static digital content.



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



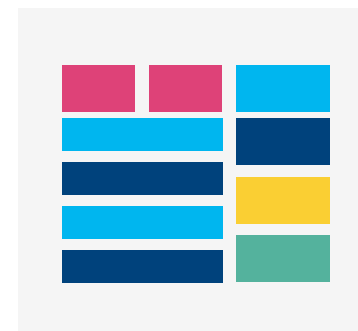
Create intentionally in a way that conveys clear purpose and meaning.



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.

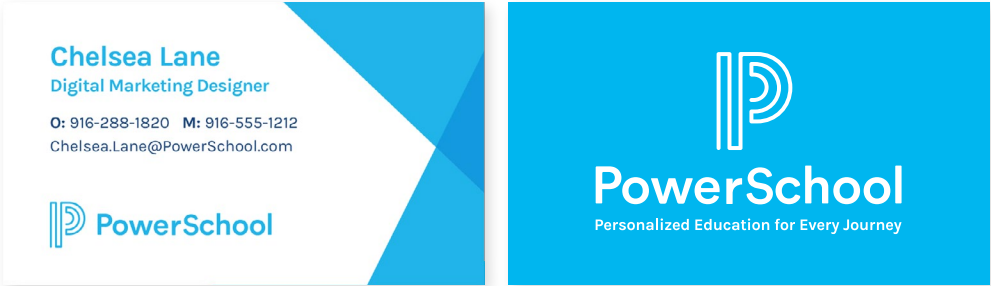


Don't create uninformative copy or design elements with unclear purpose.

Sample Executions

Sample Executions

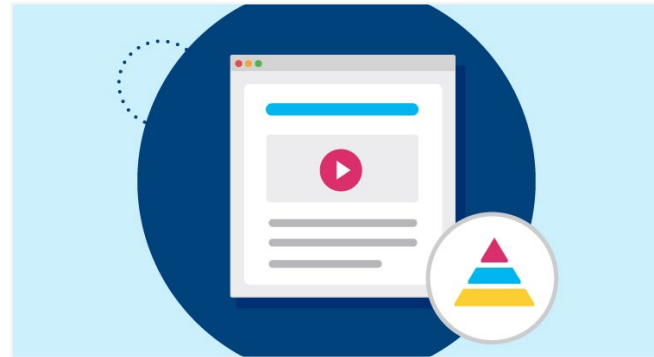
The following are examples of how the PowerSchool Brand Guidelines can be used to execute in both digital and print. None of these examples are print-ready and should be used as conceptual examples to inspire actual work. This document can be updated with actual executions in the future. All of the photos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





How can attendance intervention and management tools support each tier?

Swipe to learn how!



Join Us!
Oct. 22, 2025
11AM EST

REGISTER NOW

PowerSchool
NAVIANCE CCLR
VirtCon



Boosting Attendance at Every Age



Strategies for addressing absenteeism in elementary, middle, and high school

Chronic absenteeism is rising, and students across all grade levels feel the impact.

28% chronic absenteeism rate in 2022-2023

75% increase over pre-pandemic levels

Grades + graduation rates + future earning potential all affected by chronic absenteeism



The reasons students miss school vary by age. Use these targeted strategies to help students show up, stay engaged, and succeed—at every stage.



Elementary School

Build the foundation early

- 1 Create routines students can count on. Predictable schedules ease anxiety and support daily attendance.
- 2 Engage families as partners. Send home positive messages and keep communication consistent.
- 3 Make school a welcoming place.



Struggling with Chronic Absenteeism?

GET PRACTICAL TOOLS TO BRING STUDENTS BACK INTO YOUR CLASSROOMS

Over 1 in 4 students were chronically absent last year. The rate for 10th-12th graders rose by almost 2% in 2024-25.

Why it matters:

When students miss class, grades and graduation rates drop, they lose a sense of belonging, and experience higher anxiety and behavior issues.

Start Turning Attendance Around

Download the K-12 Attendance Intervention Toolkit for proven tips and tools.



Get the Toolkit



www.powerschool.com | 1-877-873-1550



PowerSchool SIS vs. Colegium

In today's evolving education landscape, schools worldwide need a trusted partner that offers:



Scalability to support institutions of any size



Robust functionality to save time by centralizing your most critical workflows



Customization to easily integrate with other systems

See how PowerSchool SIS outperforms Colegium, feature by feature*

Functionality	PowerSchool	Colegium
Artificial Intelligence		
AI tools to help administrators and teachers save time on tedious tasks or complicated workflows (e.g. communications, data analysis, etc.)	✓	✓
AI tools to support students with personalized learning	✓	✗
Integrations		
Allows importing and exporting of data to work with other modules	✓	✓
Supports integrations with third-party vendors for ease of data movement	✓	✓
Provides an app center with thousands of LTI tools and apps to support enhanced teaching and learning	✓	✗
Reporting and Analytics		
Flexible reporting tools to consolidate data across a variety of curricular/academic set-ups	✓	✓
Dashboards to automatically display most important metrics such as attendance and grades	✓	✗
Data as a service (DaaS) platform for data consolidation across a variety of sources	✓	✗

Ready for a SIS that does more? Contact us today.

Visit www.Powerschool.com or call 1-877-873-1550 to learn more.

*As of June 2025

PL_PSINT-1885704_071825





www.powerschool.com