

# MURRY BERGTRAUM HIGH SCHOOL

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Brought to you by  
Global Village Concerns  
B1Self Branding



## Letter To The School

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Congratulations for being a part of the B1Self branding program brought to you by Global Village Concerns, we hope that your school will enjoy your newly refreshed brand identity for decades to come! Your brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by your school. It will also serve to reinforce to those who view it the core essence of your school pride, accomplishment and spirit.

Your refreshed brand identity includes the following items:

- Primary Logo
- Mascot
- Mascot Full Body
- Interlock
- Mascot Face
- Typeface
- Official Colors
- Athletic Logos

To help you maintain brand consistency, we recommend you require all parties utilizing any element of your brand identity to meet the specifications outlined within this manual.

Thank you in advance and should you have any questions regarding any content involved within this brand book, please contact the Global Village Concerns School Affairs team.

Sincerely,

**Will Ford**

Vice President - School Affairs  
Global Village Concerns



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## Introduction

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The following manual provides you with specifications to accurately utilize the Murry Bergtraum High School (Murry Bergtraum) brand elements. The Murry Bergtraum brand has been designed to reflect their all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce to those who view it the core essence of the school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Murry Bergtraum brand elements follow this manual with attention to detail in order to preserve and protect the Murry Bergtraum brand image.

The elements include:

- Primary Logo
- Mascot
- Mascot Full Body
- Interlock
- Mascot Face
- Typeface
- Official Colors
- Athletic Logos

Thank you in advance for reviewing this manual, thoroughly understanding its contents and abiding by the specifications provided.

## Legal Notes

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### USE OF THE ELEMENTS

Creation, application or any use of the Murry Bergtraum High School (Murry Bergtraum) brand elements must conform to approved standards as authorized by Murry Bergtraum High School (Murry Bergtraum). Additionally, it is imperative that Murry Bergtraum brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Murry Bergtraum brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Murry Bergtraum High School (Murry Bergtraum).



## Approved Logos

Creation, application or any use of the Murry Bergtraum brand elements must conform to approved standards as authorized by Murry Bergtraum High School. Additionally, it is imperative that Murry Bergtraum brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Murry Bergtraum brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Murry Bergtraum High School.

### ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.

**Primary Official School Logo:** Should be used on official school documents and displays such as on the front of the school, diplomas, stationary, business cards, website home page, etc...

**Mascot Full Body:** Should be used on fashion gear, uniforms, club specific designs, sport specific designs, stadiums, gym floor, signage, informal letterhead, etc...

**Mascot and Mascot Face:** Interchangeable with above but is more appropriate for embroidery or applications requiring small footprint (i.e. less than 1.5" width).

**Interlock:** Interchangeable with above

**Official Colors:** Crimson Red and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Vegas Gold should only be used as a secondary accent color.



Primary Logo



Mascot Full Body



Mascot



Mascot Face



Interlock



Athletic Logos

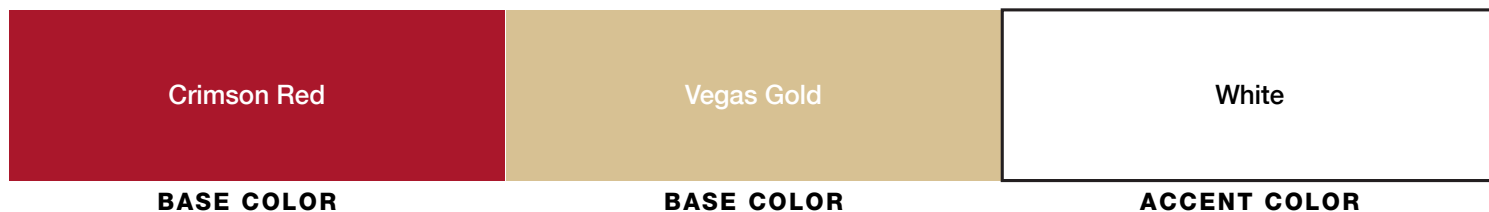




## Approved Colors

Crimson Red and Black are the official approved colors of Murry Bergtraum High School and play a major role in supporting the core visual identity of the brand.

The color palette presented on this page represent the approved colors for Murry Bergtraum’s brand identity. Crimson Red and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Vegas Gold should only be used as a secondary accent color.



OFFICIAL COLOR	*PANTONE® COATED	WEB	PROCESS (CMYK)	THREAD COLORS
Crimson Red	PMS 187 C	#B31B34	C=0 M=100 Y=79 K=20	Scarlet (Robison-Anton - 2219)
Black	Black	#000000	C=50 M=50 Y=50 K=100	Black (Robison-Anton)
Vegas Gold	PMS 4535 C	#D4CCAA	C=0 M=4 Y=30 K=11	Cottage Beige (Robison-Anton - 2593)
White	White	#FFFFFF	C=0 M=0 Y=0 K=0	White (Robison-Anton)

**\*Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.

### LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo should only be used against Crimson Red, Black, White, transparent or neutrals such as gray/silver.

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).

The logo should not be used against other strong colors that are not one of the approved colors.





## Non-Approved Identity Uses



Do not use previous identity elements alone or in combination with the new brand elements



Do not use the logo or elements in non-approved colors.



Do not reverse placement of approved colors in design.



Do not alter any portion of the brand elements.  
(Different typeface used )



Do not add graphics directly over any of the brand elements obscuring logo.



Do not distort proportions of any of the graphic elements.



Do not flip/reflect logo or mascot elements.



Do not crop/cut logo elements.



Do not repurpose/rearrange approved logos elements with other approved elements.



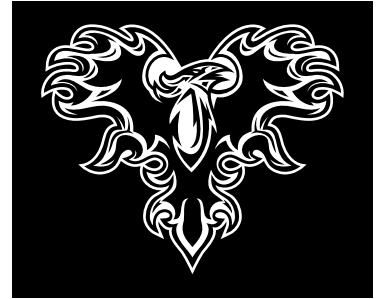
## One Color Logos



Primary Logo



Mascot Full Body



Mascot



Mascot Face



Interlock



### ACCEPTABLE COLOR VARIATIONS

The approved ink/thread colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

### LOGO ENHANCEMENTS

The brand identity elements should not be altered or varied in any way. However, it is acceptable to enhance the logo if desired with a soft drop shadow or hard drop shadow to add depth.



One Color On White/Light Color



One Color On Black/Dark Color



Logo With Soft Drop Shadow



Logo With Hard Drop Shadow



In one color designs eyes will always be dark



Simply inverting the color will result in a photo negative look.





## Typography

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### DISPLAY FONT

The approved fonts include Bobcats Classic and Century Gothic. Bobcats Classic should always be used for your school name with Century Gothic used when identifying a sport, department, club or other secondary priority associated with the school.

A B C D E F G H I J K L M N O P Q  
R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

### SERIF FONT

**Bobcat Classic** is a custom created font that works very well in logos. It is bold and makes a statement. It works very well in athletic and school logos.

#### Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### SANS SERIF FONT

**Century Gothic** is a geometric sans-serif typeface designed for Monotype Imaging in 1991. It is a digital typeface that has never been made into actual foundry type. Century Gothic takes inspiration from Sol Hess's Twentieth Century, which was drawn between 1937 and 1947 for the Lanston Monotype Company as a version of the successful Futura typeface, but with a larger x-height and more even stroke width.

#### Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0