SOUTH HILLS HIGH SCHOOL

December 2012

Letter To The School

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 Face

•Primary Variations   •Typeface

•Secondary Logo   •Official Colors

•Secondary Logo Variation   •Graphic Icon

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

The following manual provides you with specifications to accurately utilize the South Hills High School brand elements. The SchoolName 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 SchoolName brand elements follow this manual with attention to detail in order to preserve and protect the SchoolName brand image.

The elements include:

- •Primary Logo
- •Primary Variations
- •Secondary Logo
- •Secondary Logo Variation

- •Mascot Face
- •Typeface
- •Official Colors
- •Graphic Icon

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

Legal Notes

USE OF THE ELEMENTS

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

When using the South Hills High School 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 South Hills High School.

Approved Logos

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

When using the SchoolName 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 South Hills 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…

Secondary Logo: Should be used on fashion gear, uniforms, club specific designs, sport specific designs, stadiums, gym floor, signage, informal letterhead, etc…

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

Mascot Face: Interchangeable with above

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

Primary Logo

Primary Variation

Graphic Icon

Mascot

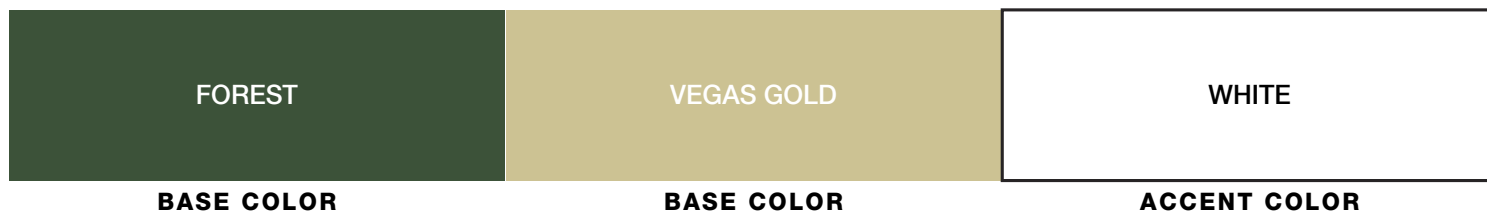Mascot Variation

Variations

Secondary

Secondary Variation

Approved Colors

Forest Green and Vegas Gold are the official approved colors of South Hills 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 SchoolName's brand identity. Forest Green and Vegas Gold are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White should only be used as a secondary accent color.

FOREST	VEGAS GOLD	WHITE
BASE COLOR	BASE COLOR	ACCENT COLOR

OFFICIAL COLOR	*PANTONE® COATED	WEB	PROCESS (CMYK)	THREAD COLORS
Forest Green	PMS 350 C	#18472C	C=79 M=0 Y=100 K=75	Lizzy Lime (Robison-Anton - 2631)
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 Forest Green, Vegas Gold, 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
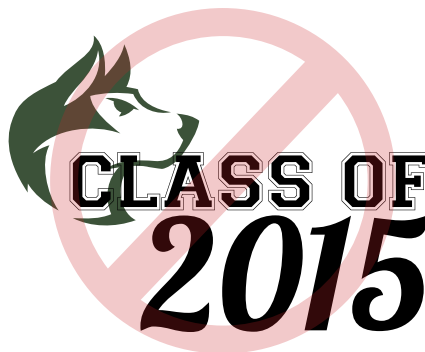
Do not use the logo or elements in non-approved colors.

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.
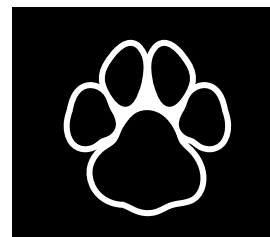
One Color Logos

Primary Logo

Primary Variation

Secondary

Mascot

Graphic Icon

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.

One Color On White/Light Color

One Color On Black/Dark Color

In one color designs eyes will always be dark

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

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.

Logo With Soft Drop Shadow

Logo With Hard Drop Shadow

Typography

DISPLAY FONT

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

ABCDEFGHIJKLMNOPQRS
TUVWXYZ   1234567890

SERIF FONT

Bobcats Classic is a custom created typeface that exemplifies the bold attitude of a wild bobcat.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgh ijklmnopqrstuvwxyz
1234567890

SANS SERIF FONT

Lobster is a script typeface, based on caligraphic letters. Lobster was famously used in underwater documentaries for its aquatic characteristics that represent the waves and swirls of the ocean.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgh ijklmnopqrstuvwxyz
1234567890