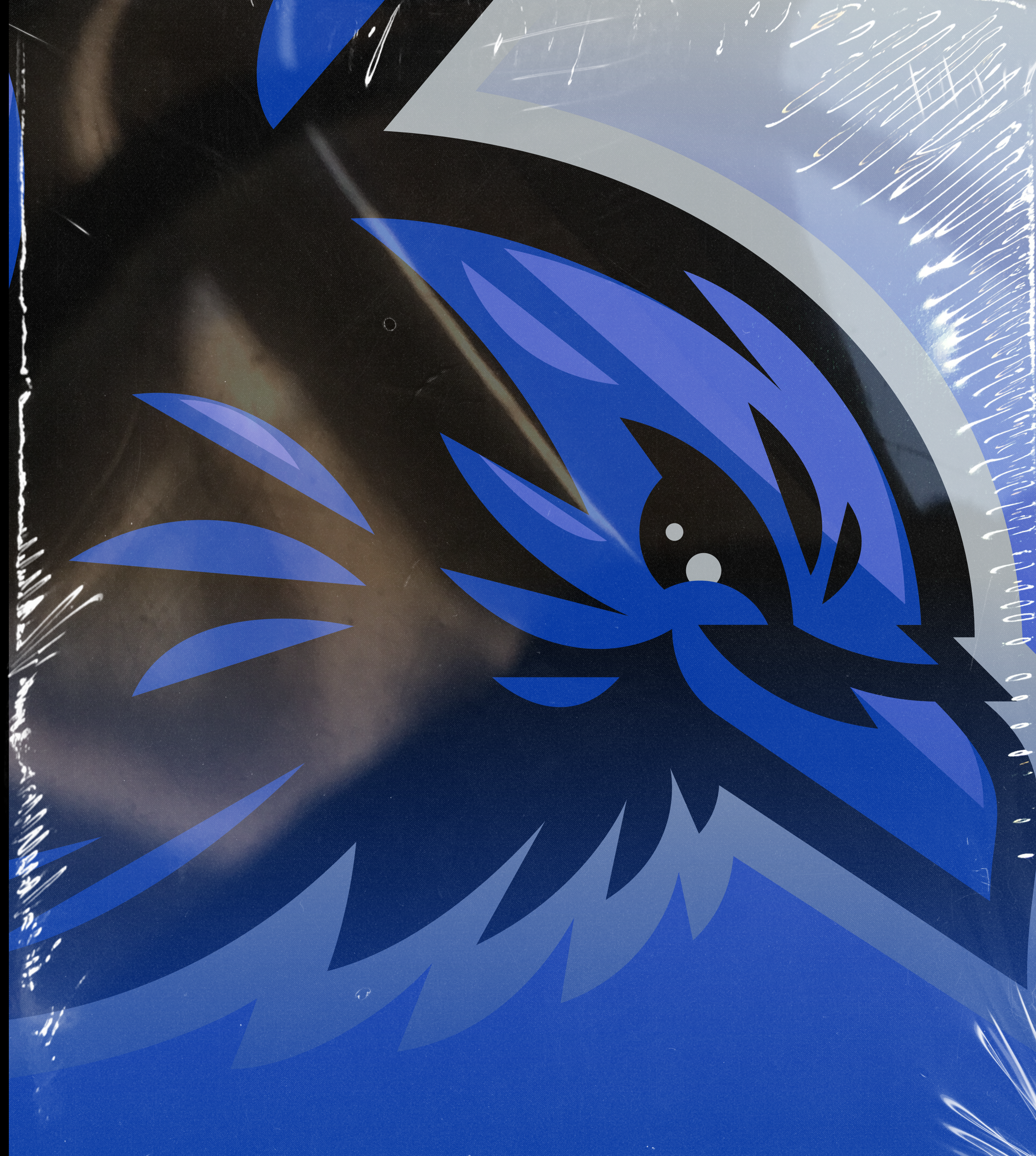


1344

River Trails Ravens

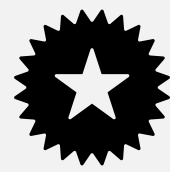


Colors



Colors

DESIGNATIONS



Primary Color
Use Generously



Secondary Color
Use Sparingly



Tertiary Color
Use Cautiously

PROPER USE



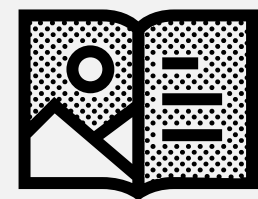
PANTONE
Apparel + Merchandise



RGB
Digital + Media



HEX/HTML
Web



CMYK
Print

Royal Blue

PANTONE 286 C
RGB 0 50 160
HEX/HTML 0032A0
CMYK 100 80 0 12



Black

PANTONE PROCESS BLACK
RGB 111
HEX/HTML 010101
CMYK 0 0 0 100



Silver

PANTONE 429 C
RGB 162 170 173
HEX/HTML A2AAAD
CMYK 35 23 19 2



Bright Violet

PANTONE 2726 C
RGB 72 92 199
HEX/HTML 485CC7
CMYK 83 66 0 0



Fonts

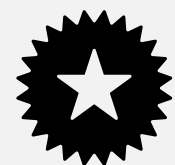


Fonts

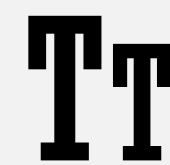
FTY KONKRETE RACE DTP

A B C D E F G H I J K L M N O P Q R S T U U 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 u w x y z
 0 1 2 3 4 5 6 7 8 9 ! " # \$ % & ' ~ [] * + , - .
 / [\] { ☺ } ^ _ ` : ; < = > ? @

NOTES



Primary Font
Type Hierarchy



Small Caps
Used in Logos



Customized
Font ≠ Wordmarks

Fonts

RUSTON COLLEGE BLACK

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 ! " # \$ % & ' ~ () * + , - .
/ [\] { | } ^ _ ` : ; < = > ? @



Logos



Logo 1

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION



Logo 2

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION



FULL COLOR

Logo 3



ONE COLOR - LIGHT VERSION



ONE COLOR - DARK VERSION



Logo 4

FULL COLOR



ONE COLOR - LIGHT VERSION



ONE COLOR - DARK VERSION



Logo 5

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION



FULL COLOR

Logo 6



ONE COLOR - LIGHT VERSION



ONE COLOR - DARK VERSION



Logo 7

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION



Logo 8

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION



Proper Use



Light / Dark Versions

To help subsidize printing costs and create the best possible brand, we created complementary single-color versions of the logos with light and dark backgrounds in mind.

Utilizing these marks properly can be confusing, so here are simple instructions on how to achieve the best results: the golden rule is **always use light-on-dark and dark-on-light**.

DARK VERSION



- + **Dark** designs should **only** be used on surfaces that are **lighter** than the printed color.
- + Design colors **may** be altered, but the mark **must** be placed on a **lighter** background.

LIGHT VERSION



- + **Light** designs should **only** be used on surfaces that are **darker** than the printed color.
- + Design colors **may** be altered, but the mark **must** be placed on a **darker** background.

DARK VERSION



LIGHT VERSION

River Trails Middle School
Ravens Brand Identity
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