

1344

# Euclid Eagles

Brand Guidelines  
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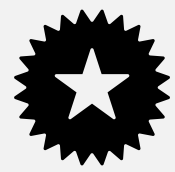
# Colors





# Colors

DESIGNATIONS



**Primary Color**  
Use Generously



**Secondary Color**  
Use Sparingly



**Tertiary Color**  
Use Cautiously

PROPER USE



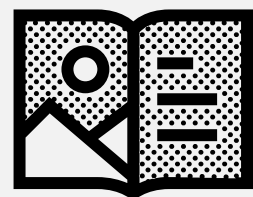
**PANTONE**  
Apparel + Merchandise



**RGB**  
Digital + Media



**HEX/HTML**  
Web



**CMYK**  
Print

## Denim Blue

PANTONE	7693 C	HEX/HTML	004976
RGB	0 73 118	CMYK	100 55 0 37



## Athletic Gold

PANTONE	1235 C	HEX/HTML	FFB81C
RGB	255 184 28	CMYK	0 25 94 0



## Silver

PANTONE	5445 C	HEX/HTML	B7C9D3
RGB	183 201 211	CMYK	26 10 3 0



## White

PANTONE	N/A	HEX/HTML	FFFFFF
RGB	255 255 255	CMYK	0 0 0 0



## Celadon Blue

PANTONE	7690 C	HEX/HTML	0076A8
RGB	0 118 168	CMYK	89 34 2 9



## Steel

PANTONE	5415 C	HEX/HTML	5B7F95
RGB	91 127 149	CMYK	65 34 16





**Fonts**





# Fonts

## **HUNTERRA OBLIQUE**

**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**

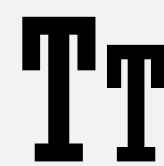
**0 1 2 3 4 5 6 7 8 9 ! " # \$ % & ' ~ [ ] \* + , - .**

**/ [ \ ] { | } ^ \_ ` : ; < = > ? @**

NOTES



**Primary Font**  
Type Hierarchy



**Small Caps**  
Used in Logos



**Customized**  
Font ≠ Wordmarks



# Fonts

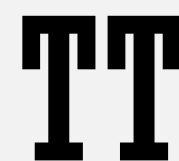
## RUSTON BLOCK BLACK SEMI-EXTENDED

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

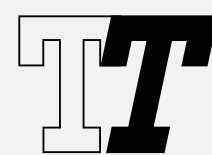
NOTES



Secondary Font  
Type Hierarchy



All Caps  
Used in Logos



Italicized  
10° Angle



# 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





# Logo 3

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION





# Logo 4

FULL COLOR



ONE COLOR - LIGHT VERSION



ONE COLOR - DARK VERSION





# Logo 5

FULL COLOR



ONE COLOR - LIGHT VERSION



ONE COLOR - DARK VERSION





# Logo 6

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION





# Logo 7

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION





# Proper Use



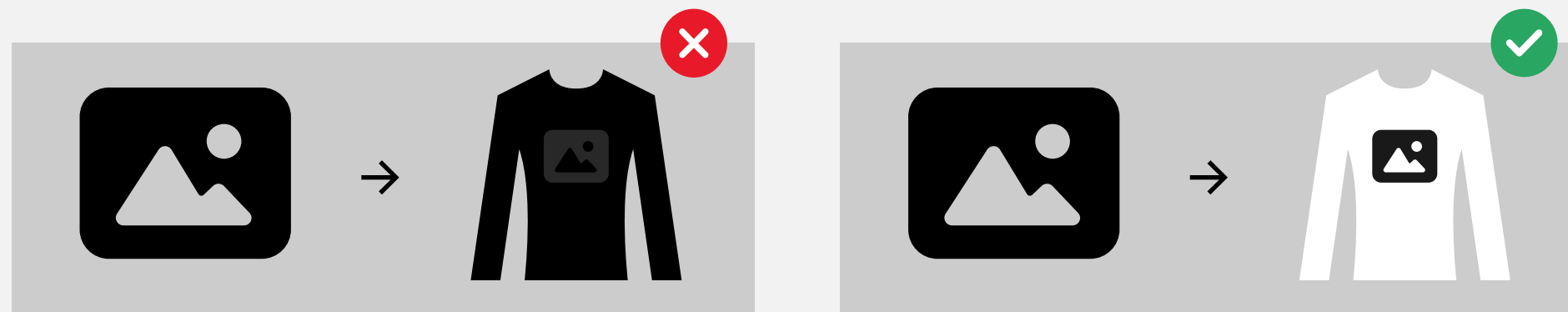


# Light / Dark Versions

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



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Eagles Brand Identity  
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Brand To Win™