

1344

Indian Grove Owls

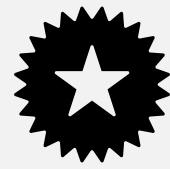


Colors



Colors

DESIGNATIONS



Primary Color
Use Generously



Secondary Color
Use Sparingly



Tertiary Color
Use Cautiously

PROPER USE



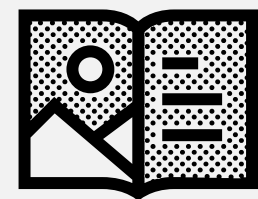
PANTONE
Apparel + Merchandise



RGB
Digital + Media



HEX/HTML
Web



CMYK
Print

Sanguine Red

PANTONE	484 C	HEX/HTML	9A3324
RGB	154 51 36	CMYK	1 90 92 33



Mahogany

PANTONE	BLACK 5 C	HEX/HTML	3E2B2E
RGB	62 43 46	CMYK	52 78 53 74



Gray

PANTONE	422 C	HEX/HTML	9EA2A2
RGB	158 162 162	CMYK	36 26 23 4



White

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



Brick Red

PANTONE	7619 C	HEX/HTML	C04C36
RGB	192 76 54	CMYK	1 80 79 12



Taupe

PANTONE	438 C	HEX/HTML	584446
RGB	88 68 70	CMYK	52 62 51 47



Tangerine

PANTONE	144 C	HEX/HTML	ED8B00
RGB	237 139 0	CMYK	0 49 100 0



Fonts



Fonts

PANTHER BLACK EXTENDED

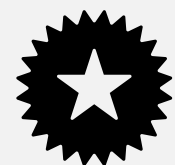
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

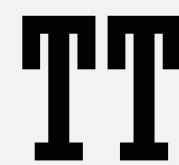
0 1 2 3 4 5 6 7 8 9 ! " # \$ % & ' ~ () * + , - .

/ [\] { | } ~ _ ` : ; ~ = ~ ? @

NOTES



Primary Font
Type Hierarchy



All Caps
Used in Logos

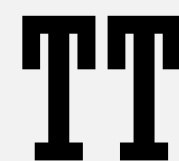


Customized
Font ≠ Wordmarks

Fonts

RUSTON BASIC 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
0 1 2 3 4 5 6 7 8 9 ! " # \$ % & ' ~ () * + , - .
/ [\] { | } ~ _ ` : ; ~ = ~ ? @



Logos



Logo 1

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION

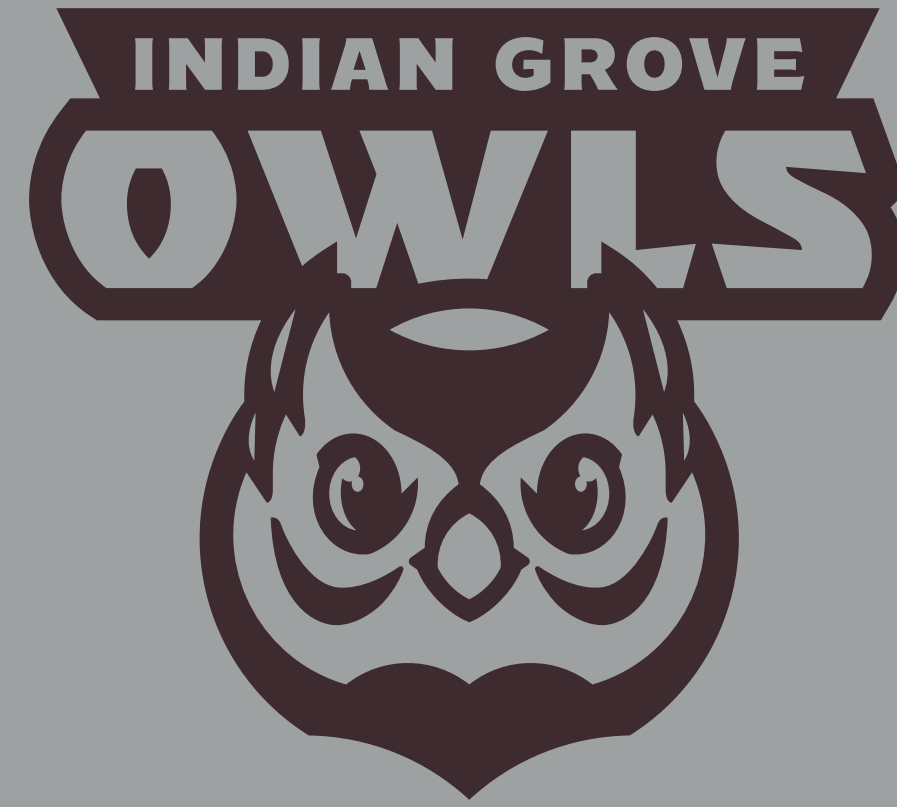


Logo 2

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION



Logo 3

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION



Logo 4

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION



Logo 5

FULL COLOR



ONE COLOR - LIGHT VERSION



ONE COLOR - DARK VERSION



Logo 6

FULL COLOR



ONE COLOR - LIGHT VERSION



ONE COLOR - DARK VERSION



Logo 7

FULL COLOR



ONE COLOR - DARK VERSION



ONE COLOR - LIGHT VERSION



Proper Use

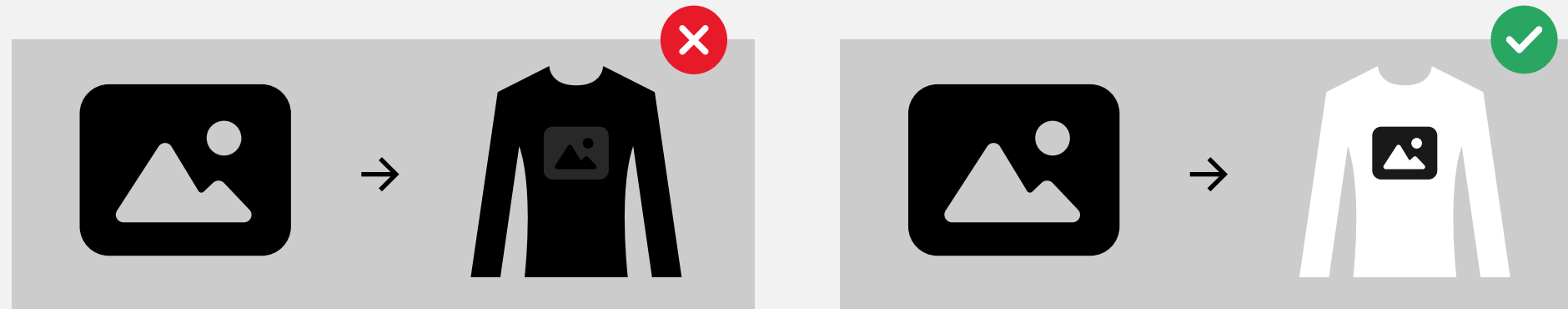


Light / Dark Versions

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



Indian Grove Elementary School
Owls Brand Identity
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1344

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Brand To Win™