

1344

Prairie Trails Chipmunks

Brand Guidelines
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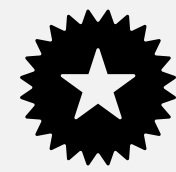


Colors



Colors

DESIGNATIONS



Primary Color
Use Generously



Secondary Color
Use Sparingly



Tertiary Color
Use Cautiously

PROPER USE



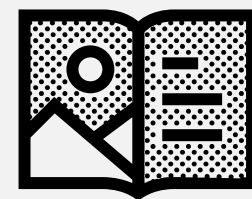
PANTONE
Apparel + Merchandise



RGB
Digital + Media



HEX/HTML
Web



CMYK
Print

Green	PANTONE RGB	355 C 0 151 57	HEX/HTML CMYK	009739 93 0 100 0	
Brown	PANTONE RGB	7533 C 71 55 41	HEX/HTML CMYK	473729 40 60 77 71	
Gray	PANTONE RGB	484 C 154 51 36	HEX/HTML CMYK	9A3324 1 90 92 33	
White	PANTONE RGB	N/A 255 255 255	HEX/HTML CMYK	FFFFFF 0 0 0 0	
Kiwi	PANTONE RGB	7488 C 120 214 75	HEX/HTML CMYK	78D64B 51 0 86 0	
Gold	PANTONE RGB	465 C 185 151 91	HEX/HTML CMYK	B9975B 13 31 63 12	
Beige	PANTONE RGB	466 C 198 170 118	HEX/HTML CMYK	C6AA76 13 25 52 6	
Caramel	PANTONE RGB	464 C 139 91 41	HEX/HTML CMYK	8B5B29 7 53 89 42	
Watermelon	PANTONE RGB	178 C 255 88 93	HEX/HTML CMYK	FF585D 0 75 57 0	

Fonts

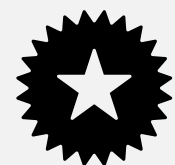


Fonts

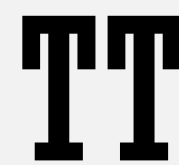
ED GOTHIC

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

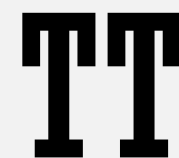


Customized
Font ≠ Wordmarks

Fonts

RUSTON BASIC 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



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 - DARK VERSION



ONE COLOR - LIGHT 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



Prairie Trails Early Childhood Center
Chipmunks Brand Identity
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Brand To Win™