

**FLINTRIDGE
PREPARATORY SCHOOL**

BRAND GUIDE



HOME OF THE WOLVES



Letter To The School

Congratulations for being a part of VIP Branding Powered by Varsity Brands. We hope that your school will enjoy your 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 the core essence of your school pride, accomplishment and spirit.

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 guide, please contact VIP Branding.

Sincerely,

VIP Branding
Powered by Varsity Brands

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Brand Standards

USE OF THE LOGOS

The following manual provides you with specifications to accurately utilize the Flintridge Preparatory School brand elements. The Flintridge Preparatory School brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Flintridge Preparatory School brand elements follow this manual with attention to detail in order to preserve and protect the Flintridge Preparatory School brand image.

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



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

When using the Flintridge Preparatory 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 Flintridge Preparatory School.



Approved Logos

Primary Logos

Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

Initial(s) or Interlock

Interchangeable with Wordmarks and Activity Mark, but is more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

Wordmarks and Secondary

Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.



1



2

FLINTRIDGE PREP
WOLVES

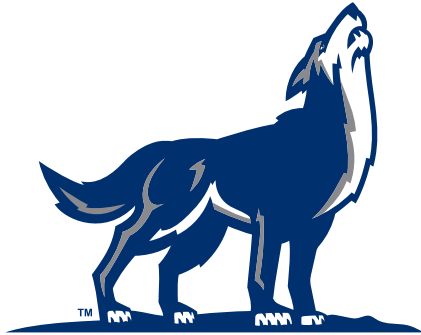
3

WOLVES
FLINTRIDGE PREP

4

Approved Logos

- 1 Primary Mark
- 2 Secondary Mark
- 3 Primary Word Mark
- 4 Secondary Word Mark



5



6



7



8



9



10

Approved Logos

- 5 Mascot Full Body
- 6 Mascot Head
- 7 Circle Mark Mascot
- 8 Circle Mark FP
- 9 Initial Mark
- 10 Paw Mark



The outline shown in white, in the right image, is necessary for dark colored backgrounds. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples.
See Page 3.2



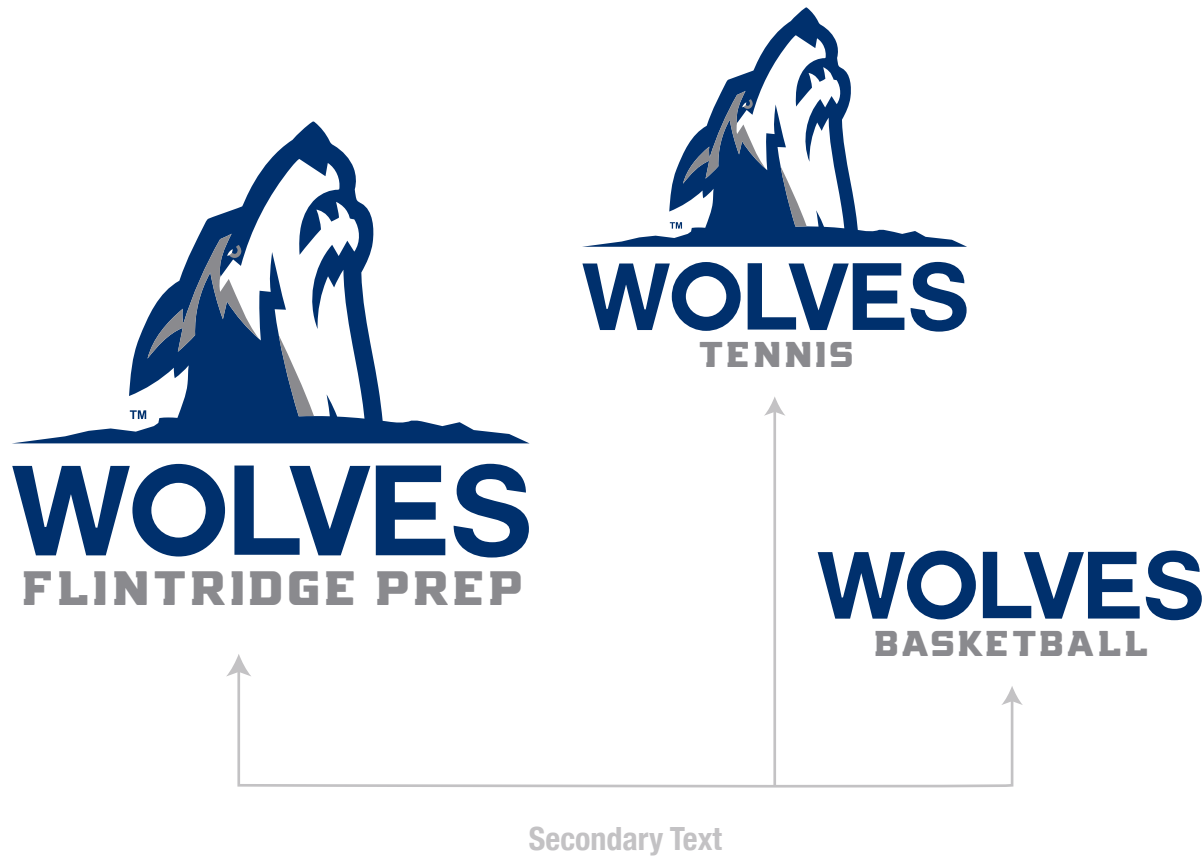
If present, highlights and shadows may be omitted to enhance the logos in various printing applications and where limited color variations are needed.

Approved Logos

LOGO MODIFICATIONS

SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark **must be approved by the school administration.**



Approved Logos

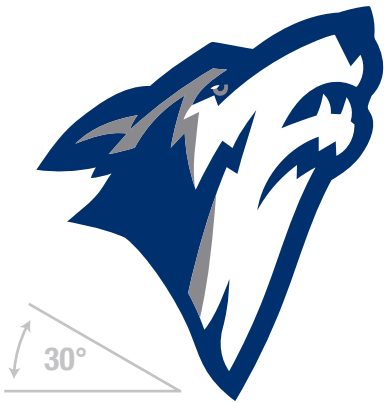
SECONDARY TEXT

The smaller text ("Flintridge Prep") in the secondary mark and secondary word mark logos are to be used with specific teams, clubs, and organizations.

Spacing and size of lettering will need to be adjusted for any replacement text to stay cohesive with the brand.
(eg. Track and Field)

Please contact school administration for personalized logo.

Original

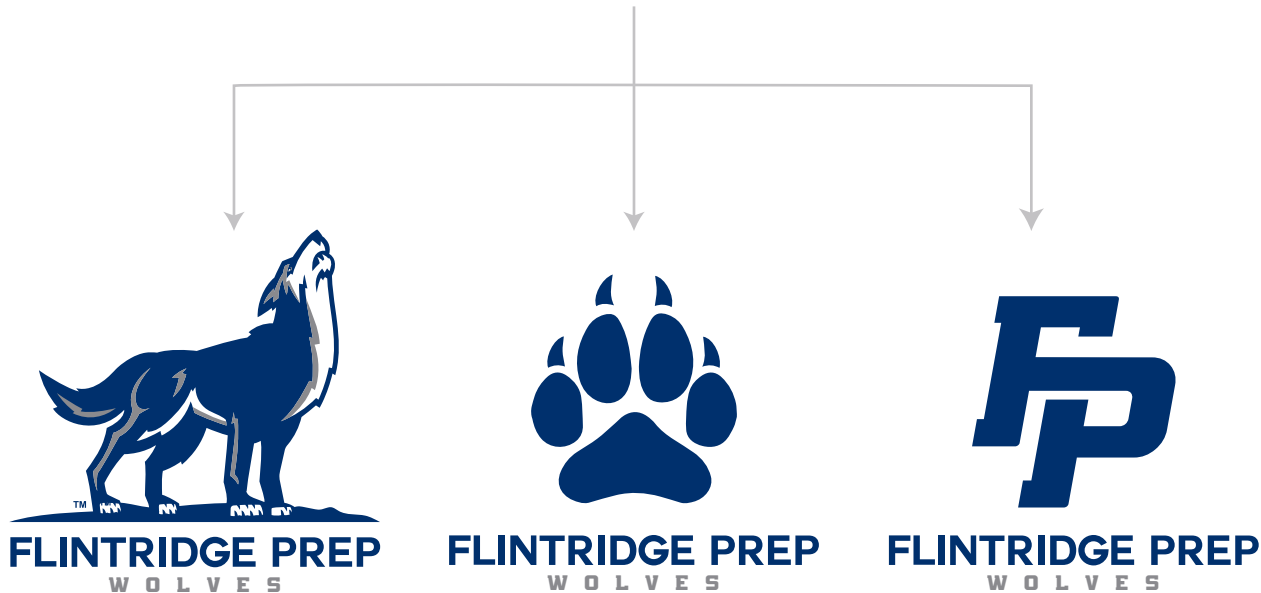


Approved Logos

ROTATING THE MASCOT

With school approval, the mascot may be rotated up to 45° in special circumstances.

Please contact the Flintridge Prep School administration for any questions.






The official word marks and circle marks images are interchangeable with the other official mascot, paw or FP logo.

Approved Logos

LOGO COMBINATIONS

SCHOOL APPROVAL

Any new combination of the official assets **must be approved by the Flintridge Prep school administration.**

			
	Navy Blue	Gray	White
Pantone	PMS 294 C	PMS Cool Gray 8 C	White
Web	#002F6C	#888B8D	#FFFFFF
CMYK	C: 100 M: 74 Y: 0 K: 45	C:44 M: 34 Y: 29 K: 10	C: 0 M: 0 Y: 0 K: 0
RGB	R:0 G: 47 B: 108	R: 136 G: 139 B: 141	R: 255 G: 255 B: 255

Navy Blue, Gray, and White are the official approved colors of Flintridge Preparatory School and play a major role in supporting the core visual identity of the brand.

Navy Blue and Gray 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.

Approved Colors

IDENTITY COLORS

***All Logos were created using the PANTONE+ Solid Coated color book.**

***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.



Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Navy Blue, Gray, transparent or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).



Approved Colors

ONE COLOR LOGOS





In one color designs, the eyes will always be dark.



Simply inverting the color will result in a photo negative look that is not acceptable for the brand.

Approved Colors

ACCEPTABLE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

Couture Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Champions**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

The approved fonts are Couture Bold and Champions. Couture Bold and Champions should always be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the school.

FONT FILES

*VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.

NOW IT IS TIME TO

ELEVATE YOUR BRAND

WITH...

Avenue Banners

Windscreens

Wall Murals

Vinyl Banners

Flags

Pop-Up Tents

Table Cloths

Decals

Window Graphics

Media Backdrops

AND MORE!

CONTACT VIP BRANDING FOR MORE INFO!

Email: info@vipbranding.com

