



Herron Classical Schools Brand Standards Guide



HERRON CLASSICAL SCHOOLS
AT A GLANCE

Aa

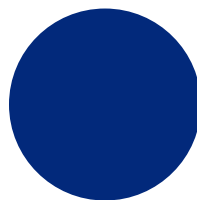
Source Sans
Pro Regular

Aa

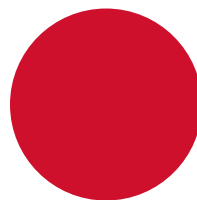
ITC Avant Garde
Gothic Pro Medium

AA

FM Bolyar Pro 900



#02297b



#cf102d



HERRON CLASSICAL SCHOOLS
PRIMARY LOGO

The Herron Classical Schools seal is designed to work well across a range of sizes and colors. It primarily relies on shape and contrast to be bold and confident – characteristics which allow it to maintain legibility at small scales. Its secondary elements and text create visual interest that translates well to large-scale formats. Authoritative and clear, this design is well-balanced and effectively combines classical motifs with a contemporary look and feel.





HERRON CLASSICAL SCHOOLS
FULL NETWORK LOGO

In addition to the primary seal for the Herron Classical Schools network, these vertical and horizontal versions offer further flexibility for use.



HERRON HIGH SCHOOL • HERRON-RIVERSIDE HIGH SCHOOL • HERRON PREPARATORY ACADEMY



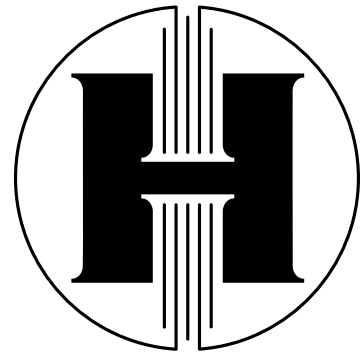
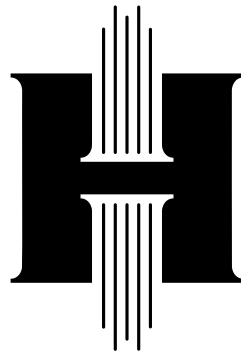
HERRON
HIGH SCHOOL
—
HERRON-RIVERSIDE
HIGH SCHOOL
—
HERRON
PREPARATORY
ACADEMY



HERRON CLASSICAL SCHOOLS
ATHLETICS SIMPLIFIED VARIATIONS

An effective branding system is built for flexibility, both to optimize changing circumstances of different uses (reproduction in low resolution and small scale versus large formats and media) as well as to feel energetic and fresh. The full logo is the primary design intended for most applications, while these simplified versions complement this to create a full and modular suite.

This subset of variations is ideal for uses such as social media and favicons as well as to provide variety in application such as on embroidered polo shirts or hats. As with the primary logo, these may be set in any of the brand colors.





HERRON CLASSICAL SCHOOLS
ATHLETICS LOGO SUITE



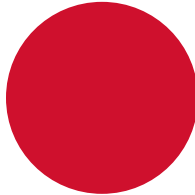


HERRON CLASSICAL SCHOOLS PRIMARY BRAND COLORS

Color is a critical component of communicating tone and has strong emotional as well as cultural connotations. The primary Herron palette is highly saturated and rich, conveying tradition and authority. These colors are used across the network: red for Herron High School, deep blue for Herron-Riverside High School, and together for Herron Preparatory Academy.

hex
RGB
CMYK
PMS
HSB

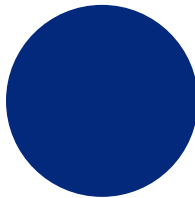
Red



#cf102d

207 / 16 / 45
12 / 100 / 91 / 3
186 C
350° / 92% / 81%

Blue



#02297b

2 / 41 / 123
100 / 93 / 22 / 12
288 C
220° / 98% / 48%

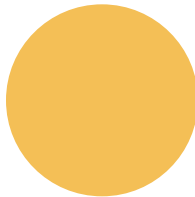


HERRON CLASSICAL SCHOOLS SECONDARY BRAND COLORS

The secondary color palette for Herron Classical Schools includes neutrals as well as a warm, sunflower gold. Variations of the logo may be set in these tones and they provide useful accents to the primary red and blue.

hex
RGB
CMYK
PMS
HSB

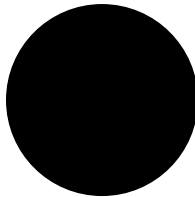
Gold



#f4bf56

244 / 191 / 86
4 / 26 / 77 / 0
142 C
39° / 64% / 95%

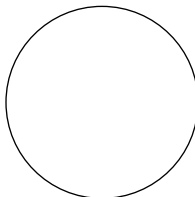
Black



#000000

0 / 0 / 0
75 / 68 / 67 / 90
Black 6 C
1° / 0% / 0%

White



#ffffff

255 / 255 / 255
0 / 0 / 0 / 0
11-0601 TCX
1° / 0% / 100%

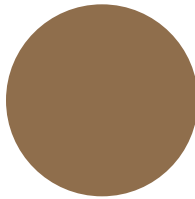


HERRON CLASSICAL SCHOOLS ADDITIONAL ATHLETICS COLORS

The athletics logos use an additional set of neutral hues, consistent across all three schools. These add detail to the full color versions of the logos, as well as providing additional options for single and two-tone variations.

hex
RGB
CMYK
PMS
HSB

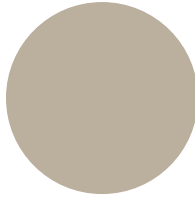
Brown



#8b6f4b

139 / 111 / 75
40 / 50 / 74 / 18
874 C
32° / 45% / 54%

Tan



#b6b09c

182 / 176 / 156
30 / 26 / 38 / 0
7535 C
45° / 14% / 71%

Cool Gray



#e2e2e5

226 / 226 / 229
10 / 8 / 6 / 0
Cool Gray 1 C
240° / 1% / 89%



HERRON CLASSICAL SCHOOLS
IMPROPER LOGO USE

Typography helps to anchor a brand identity and should be used consistently. ITC Avant Garde Gothic is the primary brand typeface for Herron Classical Schools, used for headings and each variation of the logotype. It is generally set in its Medium weights, with hierarchy established through variation in scale and color. FM Bolyar Pro accompanies it to identify the mascot in each athletics logo.

ITC Avant Garde Gothic Pro

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPp

QqRrSsTtUuVvWw

XxYyZz1234567890

~!@#\$%^&*() - + ÷ = ?



HERRON CLASSICAL SCHOOLS IMPROPER LOGO USE

The suite of logo variations that constitute the Herron Classical Schools brand system includes the network seal, the set of wordmarks and corresponding logos for each individual school, and an array of athletic logos. This system has been designed for flexibility and with great variety for many different uses, so further alteration is both unnecessary and potentially damaging to brand recognition of the visual identity.

The following page uses the Herron Preparatory Academy athletics logo to demonstrate such improper use, although this of course extends across the full set of brand assets created for Herron Classical Schools.



HERRON CLASSICAL SCHOOLS IMPROPER LOGO USE



DO NOT PLACE ON A BACKGROUND WITH TOO LITTLE CONTRAST, COMPETING ELEMENTS OR CONFLICTING COLORS.



DO NOT PLACE GRAPHICS OR TYPE TOO CLOSE TO THE LOGO. THE WIDTH OF THE SEAL CREATES A UNIT OF SPACE TO BE USED AS LOGO CLEARANCE.



DO NOT REARRANGE THE ELEMENTS OF THE LOGO OR CHANGE ITS PROPORTIONS.



DO NOT EXPAND OR CONDENSE THE LOGO.



DO NOT ALTER THE COLORS OF THE LOGO OR USE ANY ADDITIONAL COLORS BEYOND THOSE SPECIFIED BY BRAND STANDARDS.



DO NOT SUBSTITUTE A TYPEFACE IN PLACE OF THE LOGOTYPE.



HERRON CLASSICAL SCHOOLS
INDIVIDUAL SCHOOL ELEMENTS

The following pages are grouped according to school and include the full set of logos — both academic and athletic — for Herron High School, Herron-Riverside High School, and Herron Preparatory Academy.



HERRON
HIGH SCHOOL



HERRON HIGH SCHOOL
ACADEMIC LOGO SUITE



**HERRON
HIGH SCHOOL**



**HERRON
HIGH SCHOOL**



**HERRON
HIGH SCHOOL**



**HERRON
HIGH SCHOOL**



HERRON HIGH SCHOOL
PRIMARY ATHLETICS LOGO





HERRON HIGH SCHOOL
ATHLETICS LOGO SUITE





HERRON HIGH SCHOOL
ATHLETICS SIMPLIFIED VARIATIONS





HERRON-RIVERSIDE
HIGH SCHOOL



HERRON-RIVERSIDE HIGH SCHOOL
ACADEMIC LOGO SUITE



**HERRON-RIVERSIDE
HIGH SCHOOL**



HIGH SCHOOL



**HERRON-RIVERSIDE
HIGH SCHOOL**



**HERRON-RIVERSIDE
HIGH SCHOOL**



**HERRON-RIVERSIDE
HIGH SCHOOL**



**HERRON-RIVERSIDE
HIGH SCHOOL**



HERRON-RIVERSIDE HIGH SCHOOL
PRIMARY ATHLETICS LOGO





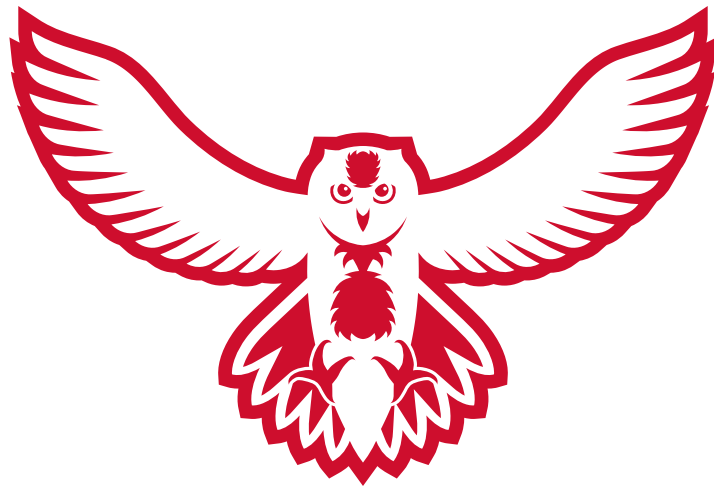
HERRON-RIVERSIDE HIGH SCHOOL
ATHLETICS LOGO SUITE





HERRON-RIVERSIDE HIGH SCHOOL
ATHLETICS SIMPLIFIED VARIATIONS





HERRON
PREPARATORY
ACADEMY



HERRON PREPARATORY ACADEMY
ACADEMIC LOGO SUITE



**HERRON
PREPARATORY
ACADEMY**



**HERRON
PREPARATORY
ACADEMY**



**HERRON
PREPARATORY
ACADEMY**



**HERRON
PREPARATORY
ACADEMY**



HERRON PREPARATORY ACADEMY
PRIMARY ATHLETICS LOGO



HERRON PREPARATORY ACADEMY



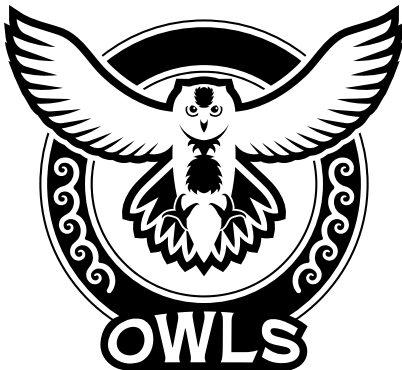
HERRON PREPARATORY ACADEMY
ATHLETICS LOGO SUITE



HERRON PREPARATORY ACADEMY



HERRON PREPARATORY ACADEMY



HERRON PREPARATORY ACADEMY



HERRON PREPARATORY ACADEMY



HERRON PREPARATORY ACADEMY



HERRON PREPARATORY ACADEMY
ATHLETICS SIMPLIFIED VARIATIONS

