

SAYRE
SCHOOL

MAKE·YOUR·MARK

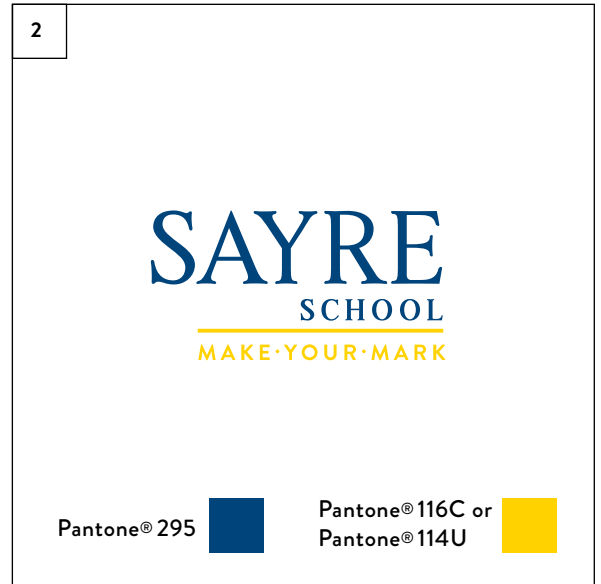
Logo Standards Guideline
September, 2012

LOGO GUIDELINES

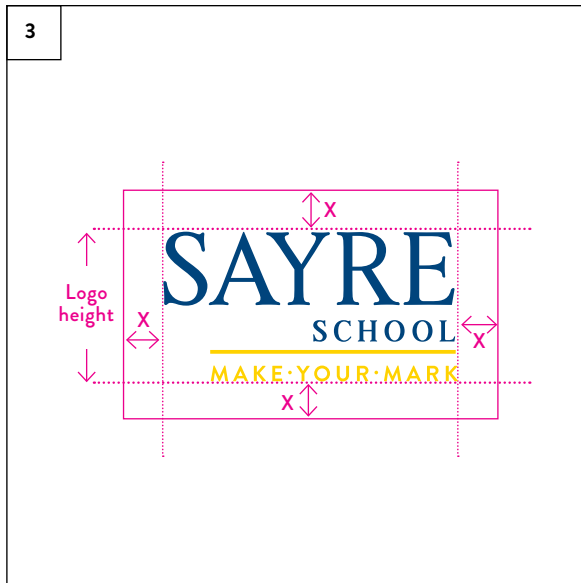
The Sayre School logo is the most important visual identifier for the School. Consistent use of the logo increases awareness of the school and reinforces our image with parents, students, partners and others. As such, the Sayre School logo should never be recreated. Always reproduce the logo from the approved electronic art.



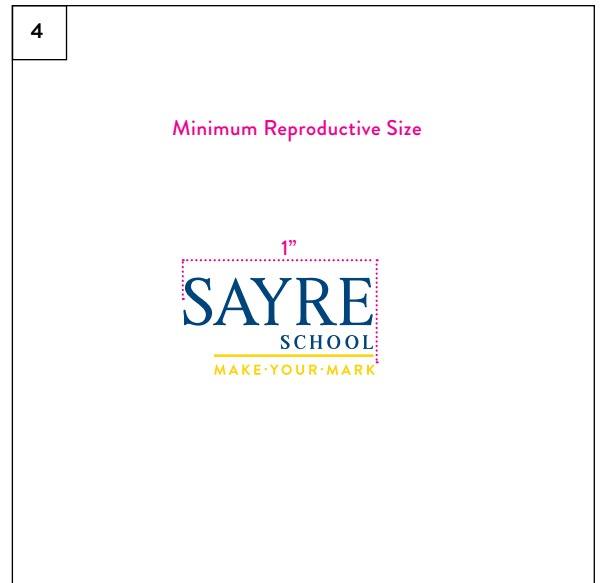
1. The logo is made up of three elements: the Sayre School logotype, the horizontal rule and the tagline. These elements should always appear together as shown in the lock-up.



2. The preferred logo is the two-color version which consists of Pantone® 295 (blue) for the logotype and Pantone® 116C or 114U (gold) for the horizontal rule and tagline.



3. A minimum amount of clear space should be maintained around all four sides of the Sayre School logo (as indicated by the solid magenta rule). This minimum space is defined as X (where X is 1/4 the height of the logo). Illustrations, photography and typography should not enter the space as defined by the magenta rule.



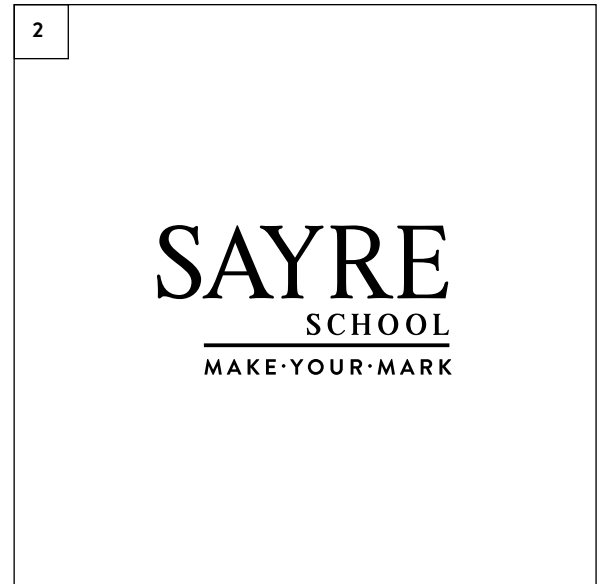
4. The minimum reproduction size of the Sayre School logo is 1" wide.

LOGO USAGE

There are three approved versions of the Sayre School logo.



1. Whenever possible the Sayre School logo should appear in two colors.



2. When it is impossible to use the two-color version, the logo may be reproduced in 100% black.



3. On black or dark colored backgrounds, the logo may reverse to white.

FILE FORMATS

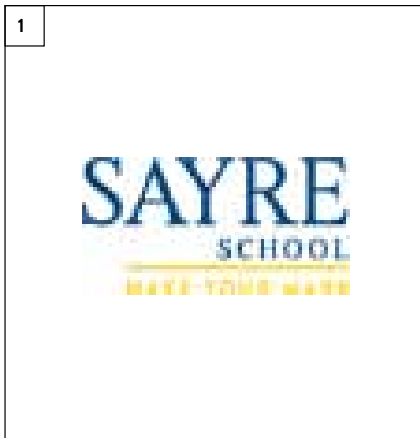
Before downloading Sayre School logo art, please review the file types below to be sure you are using the correct one.

The EPS file is the source vector file. It can be sized up without loss of resolution and should be used for all printed materials.

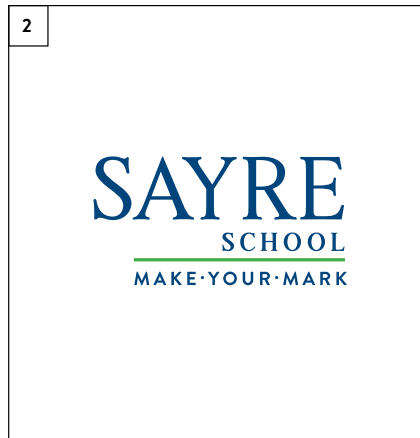
The JPEG and GIF files are pixel-based and resolution dependent. Sizing up will result in resolution loss (i.e., fuzzy or pixelated appearance). These files should be used for all online materials and with programs that do not accept EPS files.

- Word and Excel: JPEG
- InDesign and QuarkXpress: EPS
- Web: GIF or JPEG

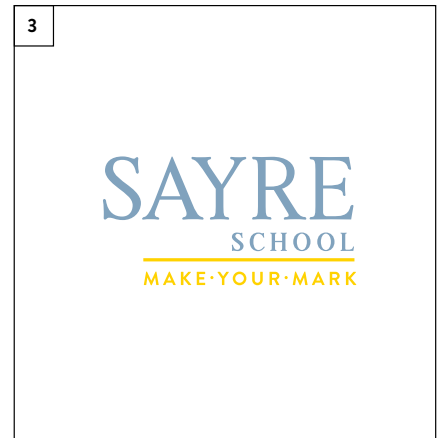
LOGO MISUSE



1. Do not use a scan or photocopy of the Sayre School logo.



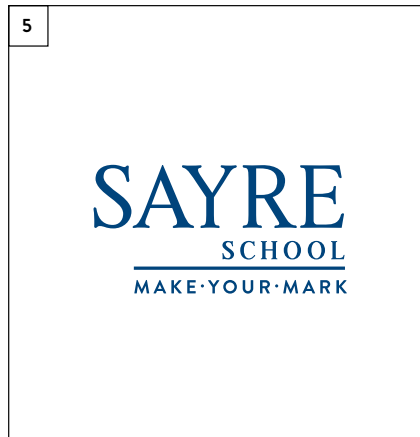
2. Do not use colors other than the approved Sayre School logo colors.



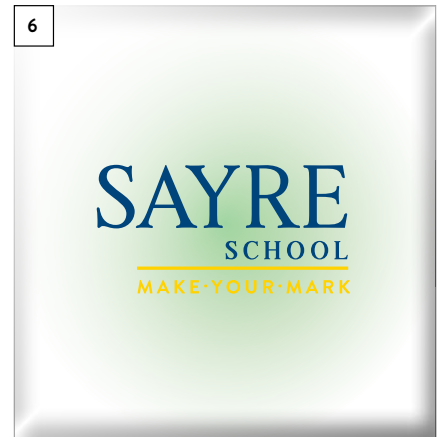
3. Do not use tints of the approved Sayre School logo colors.



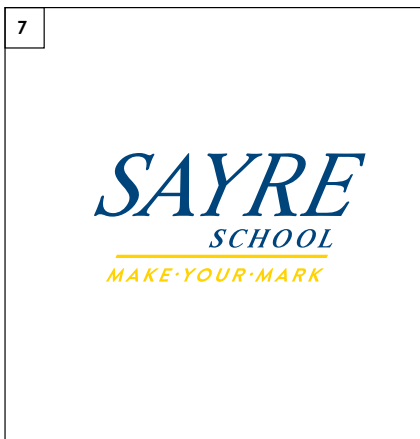
4. Do not interchange the Sayre School blue and Sayre School gold. The logotype and tagline are always blue. The cross icon and horizontal rule are always gold.



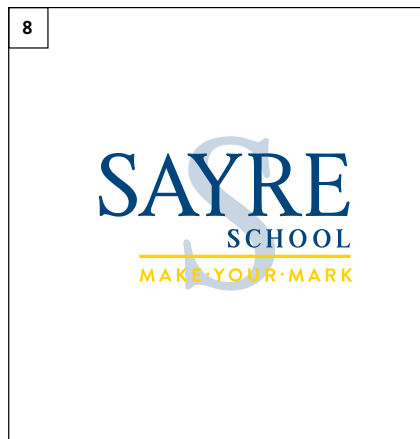
5. Do not use the one-color logo in any color other than black or white.



6. Do not place the logo on any patterned or gradient backgrounds, images or any other competing backgrounds.



7. Do not distort the logo.



8. Do not use any letterform as a design element unless it has been approved.



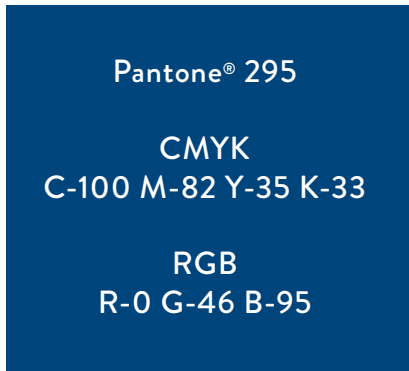
9. Do not enclose the logo in a shape which could be interpreted as part of the logo.

COLOR PALETTE

REPRODUCING THE COLORS

Color reproduction must visually match the PANTONE® Matching System color guide. Vendors and printers may need to adjust presses and inks to get an exact match.

For web or electronic reproduction, please refer to the RGB translations. The CMYK translations are for printed pieces and will print differently on each color laser or inkjet printer. It is impossible to reproduce color with 100% accuracy using anything other than Pantone inks.



TYPOGRAPHY

The School name is typeset in Alita Regular.
The tagline is set in Brandon Grotesque.

All fonts should always appear in their original form and should never be distorted.

Alita Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890