GLENOAK
HIGH SCHOOL
PLAIN LOCAL SCHOOLS

SEPTEMBER 2013

Letter To The School

Congratulations for being a part of the B1Self branding program brought to you by Global Village Concerns, we hope that your school will enjoy your newly refreshed 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 to those who view it the core essence of your school pride, accomplishment and spirit.

Your refreshed brand identity includes the following items:

•Primary Logo   •Mascot Face
•Universal Logo   •Typeface
•Mascot Full Body   •Official Colors
•District Logo

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 book, please contact the Global Village Concerns School Affairs team.

Sincerely,

Will Ford
Vice President - School Affairs
Global Village Concerns

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Introduction

The following manual provides you with specifications to accurately utilize the Plain Local Schools (PLS) brand elements. The PLS brand has been designed to reflect their all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce to those who view it the core essence of the school pride, accomplishment and spirit. It is critical that all parties utilizing any of the PLS brand elements follow this manual with attention to detail in order to preserve and protect the PLS brand image.

The elements include:

- •Primary Logo
- •Universal Logo
- •Mascot Full Body
- •District Logo

- •Mascot Face
- •Typeface
- •Official Colors

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

Legal Notes

USE OF THE ELEMENTS

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

When using the PLS 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 Plain Local Schools (PLS).

Approved Logos

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

When using the PLS 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 Plain Local Schools.

ELECTRONIC FILES

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

Primary Official School Logo: Should be used on official school documents and displays such as on the front of the school, diplomas, stationary, business cards, website home page, all athletics etc…

Universal Logo's Should be used on fashion gear, uniforms, club specific designs, sport specific designs, stadiums, gym floor, signage, informal letterhead, etc…

Mascot Full Body: Interchangeable with above but is more appropriate for embroidery or applications requiring small footprint (i.e. less than 1.5" width).

Mascot Face: Interchangeable with above

District Logo: Should be used on official district documents and displays such as on district stationary, business cards, and website home page.

Official Colors: Forest Green and Vegas Gold 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. Black should only be used as a background color.

Primary Logo

Universal Logo

Universal Logo

Mascot Full Body

Mascot Face

District Logo

Approved Colors

Forest Green and Vegas Gold are the official approved colors of Plain Local Schools and play a major role in supporting the core visual identity of the brand.

The color palette presented on this page represent the approved colors for PLS's brand identity. Forest Green and Vegas Gold 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.

Forest Green	Vegas Gold	White
BASE COLOR	**BASE COLOR**	**ACCENT COLOR**

OFFICIAL COLOR	*PANTONE® COATED	WEB	PROCESS (CMYK)	THREAD COLORS
Forest Green	PMS 350 C	#18472C	C=79 M=0 Y=100 K=75	Lizzy Lime (Robison-Anton - 2631)
Vegas Gold	PMS 4535 C	#D4CCAA	C=0 M=4 Y=30 K=11	TH Gold (Robison-Anton - 2606)
White	White	#FFFFFF	C=0 M=0 Y=0 K=0	White (Robison-Anton)

*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.

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo should only be used against Forest Green, Vegas Gold, Black, White, Pink transparent or neutrals such as gray/silver.

*When black is used as a background color, both Forest Green and Vegas Gold must be present in all logos. Gold and White or Green and White is not acceptable.

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

The logo should not be used against other strong colors that are not one of the approved colors.

Non-Approved Identity Uses

Do not use previous identity elements alone or in combination with the new brand elements

Do not use previous identity elements alone or in combination with the new brand elements

Do not use the logo or elements in non-approved colors.

Do not reverse placement of approved colors in design.

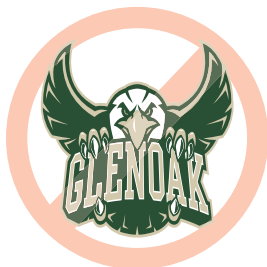Do not use non-approved versions of the district logo

Do not use non-approved versions of the district logo

Do not alter any portion of the brand elements. (Different typeface used)

Do not add graphics directly over any of the brand elements obscuring logo.

Do not flip/reflect logo or mascot elements.

Do not crop/cut logo elements.

Do not crop/cut the corner of the website and use as a logo.

Do not repurpose/rearrange approved logos elements with other approved elements.

One Color Logos and Approved Color Variations

Primary Logo

Secondary Logo

Mascot Full Body

Mascot Face

Interlock Approved Color Varaitions

ACCEPTABLE COLOR VARIATIONS

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

One Color On White/Light Color

One Color On Black/Dark Color

In one color designs eyes will always be dark

Simply inverting the color will result in a photo negative look.

LOGO ENHANCEMENTS

The brand identity elements should not be altered or varied in any way. However, it is acceptable to enhance the logo if desired with a soft drop shadow or hard drop shadow to add depth.

Logo With Soft Drop Shadow

Logo With Hard Drop Shadow

Typography

DISPLAY FONT

The approved fonts include B1Self Block and Helvetica. B1 Self Block should always be used for your school name with Helvetica used when identifying a sport, department, club or other secondary priority associated with the school.

ABCDEFGHIJKLMNOPQR
STUVWXYZ 0123456789

SERIF FONT

B1Self Block is a serif typeface, where the serifs are unbracketed and similar in weight to the horizontal strokes of the letters. It is geometric and because of its monoweighted stroke, this font is used primarily for display rather than lengthy bodies of text.

SANS SERIF FONT

Helvetica is a Grotesque sans serif face, also classified as Lineal under the Vox-ATypI Classification Of Type. The strokes in Helvetica are monotone in weight and the overall forms of the typeface itself are based on Akzidenz-Grotesk, Helvetica is used primarily for body copy as well as display text.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Compressed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ultra Compressed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890