SOUTHRIDGE RAIDERS



BRAND GUIDELINES

TWENTY SPORTS

1 LELEAN

VISION 05. BRAND GUIDELINES BRAND ACADEMIC MARKS 06. 02. BRAND COLORS EXTRA CURRICULARS 03. 07. **FONTS** SOCIAL MEDIA



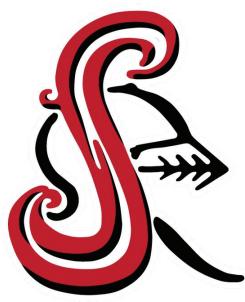
VISION

O1. VISION

Southridge High School was established in 1972 with the consolidation of Huntingburg and Holland High Schools. Since then, the school has been represented by a multitude of logos, some representing the school as a whole, while others were sport specific. The goal of the new brand is to promote the academic and athletic programs, while unifying the schools throughout the Southwest Dubois County School Corporation.



















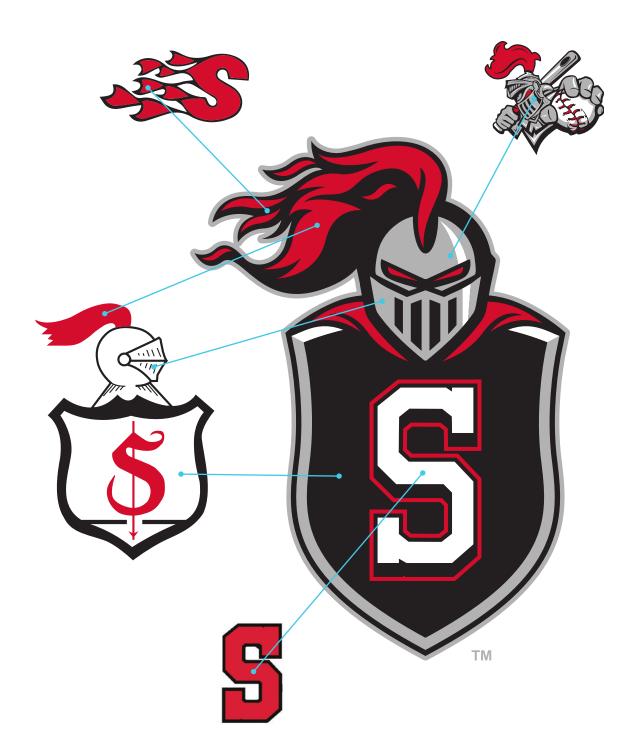




O1. VISION

In creating a logo that would represent the Southridge Raiders of the future, it was important to recognize the Raiders of the past. Multiple elements from previous logos were used as inspiration.

- The original logo from 1972 was a perfect starting point for the composition, a Raider head, positioned above an S emblazoned shield.
- The outline shape of the tailing flames of the flaming S logo were used in the plume of the Raider's helmet.
- The Gothic S from the original Raiders logo was replaced with the more frequently used Block S and given a more pronounced drop shadow.
- The gray mask and red eyes from the baseball team's alternate mark were the inspiration for the new Raider helmet.



BRAND

O2. BRAND

PRIMARY LOGO

This is the preferred version of the Southridge Raiders logo. This logo should act as the primary logo for most uses and applications. There is a family of secondary logos that are approved for use on the next page.

Always use the supplied logo files; never try to replicate the logo by auto-tracing or redrawing the elements.





These should be used for directional applications such as sleeve patches, helmets, vehicles, and flags. The mirrored logos feature a plume blowing to the right, while any text remains directionally appropriate.



















O2. BRAND

SECONDARY LOGOS

The family of secondary logos are designed to reinforce the primary logo, while adding visual variety to the brand. Each of these marks were designed using elements from the primary logo, but can be used in a multitude of ways throughout the school, athletic department, and fan apparel.

Always use the supplied logo files; never try to replicate the logo by auto-tracing or redrawing the elements.

O2. BRAND

LOGOTYPES

In addition to the primary and secondary logos, it is important that wordmarks that emulate the brand are used. These marks for "Southridge," "Raiders," "Huntingburg," and "Holland" were designed with sports jerseys, T-shirts, and signage in mind.

Always use the supplied logo files; never try to replicate the logo by typing it in with similar font.

















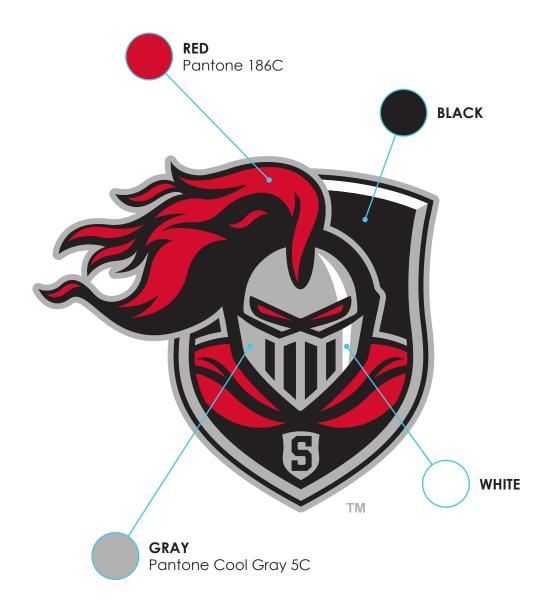


BRAND COLORS

O3.

The new Southridge Raiders logos retain the Black, Red, and White the school has embraced since its conception. In order to regulate the shade of Red, Pantone 186C should be used whenever possible.

Gray has been added to the official color palette for the school in order to add more depth and interest to the logos and wordmarks. Pantone Cool Gray 5C should be used whenever possible.





GRAY

PANTONE: HEX: Cool Gray 5C B2B4BE

 CMYK:
 RGB:

 C 28
 R 178

 M 21
 G 180

 Y 18
 B 190

 K 1

BLACK

K 100

PANTONE: HEX: BLACK 000000

 CMYK:
 RGB:

 C 0
 R 34

 M 0
 G 31

 Y 0
 B 32

RED

PANTONE:

 CMYK:
 RGB:

 C 0
 R 201

 M 100
 G 18

 Y 80
 B 53

HEX:

WHITE

 PANTONE:
 HEX:

 WHITE
 FFFFFF

 CMYK:
 RGB:

 C 0
 R 255

 M 0
 G 255

 Y 0
 B 255

 K 0
 B



BRAND FONTS

04. FONTS

SOUTHRIDGE RAIDERS

The wordmarks within the Southridge Raiders brand are based on the font **A Absolute Empire.** This font can also be used as a headline font on supporting materials.

Within the athletic department, a block font is often used to create a traditional look. **Superstar M54** should be used to create these marks.

For the school corporation and its member schools, a more conservative serif font is used on letterhead, and official documentation. **STIXGeneral** is the preferred font for these applications.

RAIDERS TENNIS

HUNTINGBURG ELEMENTARY SCHOOL

A Absolute Empire

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Superstar M54

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

STIXGeneral

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

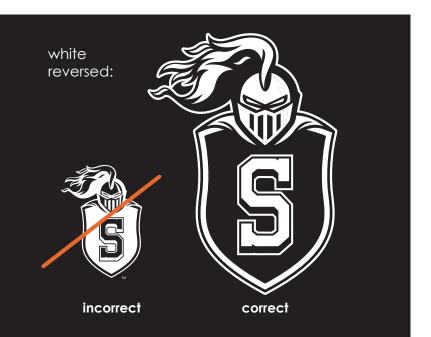


BRAND GUIDELINES

OS. BRAND GUIDELINES

In certain circumstances, a one-color, two-color, or grayscale logo will be needed. These can be used on a multitude of backgrounds. In all cases, the Raider helmet should be the lighter color used.

Always use the supplied logo files; never try to replicate the logo by typing it in with a similar font.



full color:



two-color:



grayscale:



black:























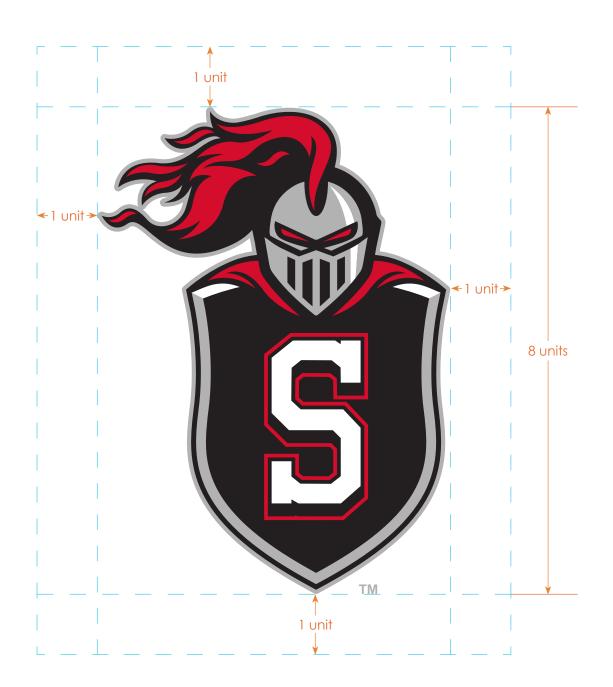


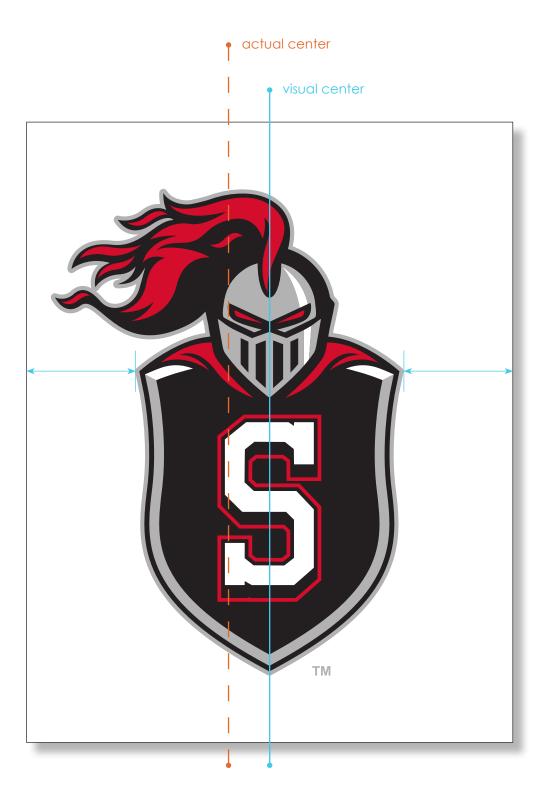


OS. BRAND GUIDELINES

SPACING

To display the Southridge Raiders logo properly and effectively, it is important to give it proper spacing without interference. The proper minimum spacing should be at least $^{1}/_{8}$ the height of the logo. For example if the logo is 4" tall, there should be .5" of space on each side.





05. **BRAND GUIDELINES**

CENTERING

To center the Southridge Raiders logo properly and effectively, it is important to recognize that because of the asymmetrical nature of the logo, the visual center of the logo is different than the actual center of the logo. When centering, use the point of the crest and the Raider head as an anchor. Do not center based on the far edge of the plume.







OS. BRAND GUIDELINES

Southridge has worked hard to create a brand that is truly representative of its history, teams, and the communities of Huntingburg & Holland. The improper use of the Raiders logo weakens the ability to build and maintain strong brand recognition. Southridge asks that no liberties be taken or changes be made in order for the logo to work for various user needs.

Contact Southridge High School directly for assistance and direction on logo usage.

Please obtain the proper logo formats from Southridge High School for any graphic needs.

DO NOT stretch vertically or horizontally



DO NOT rearrange the logo's elements



DO NOT warp or slant



DO NOT use overly distracting shadows



DO NOT use **any** colors other than what is specified in this Brand Standard Guidelines as acceptable.



DO NOT use on patterned background for print materials, apparel can be a case by case decision - may require use of one-color logo.



GACADEMIC MARKS

O6. ACADEMIC MARKS



The following logos and wordmarks have been developed for the academic departments. The school corporation and each of the schools have their own marks. These use the "crest" logo, with the academic institution noted.

Always use the supplied logo files; never try to replicate the logo by typing it in with a similar font.











O6. ACADEMIC MARKS



The following logos and wordmarks have been developed for each school in the corporation. Each of the schools have their own marks, but are clearly part of the same family.

Always use the supplied logo files; never try to replicate the logo by typing it in with a similar font.







EXTRA CURRICULARS

07. EXTRA CURRICULARS



With twenty sports teams, countless clubs, and an extensive liberal arts department, the new logo will be used to represent a multitude of entities. The family of secondary marks were designed to be combined with simple text and supporting graphics to give each of these extra curricular entities the ability to create marks that relate back to the brand standards set in this book. The following pages show just a few of the ways these logos can be used on signage, uniforms, fan apparel, and other visual media.

Always use the supplied logo files as a starting point. Then add the supporting text using the approved fonts.





















SOCIAL MEDIA

08. **BRAND GUIDELINES**

On social media, the logo should be used as the profile picture. Because of the small size of most social media profile pictures, using the more simplified logos is a way to keep the Southridge Raiders brand consistent and recognizable even at a smaller size.

Examples:









Always use the supplied logo files; never try to replicate the logo by typing it in with a similar font.













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