



RIVERDALE
GRADE SCHOOL



RIVERDALE
HIGH SCHOOL

RIVERDALE

RIVERDALE

Brand Guide

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Logo lock-up (vertical)

Preferred use.

**Logo lock-up (horizontal)**

To be used only if layout doesn't allow for vertical logo.

**Wordmark**

To be used when logo icon or athletic mascot is used elsewhere in document or design.

**Logo "R" icon**

To be used internally to denote one school or another without wordmark, or in spirit wear.

**General wordmark**

To be used when both schools are being presented in one collateral piece, for internal use, and for spirit wear.

**District seal and wordmark**

The Riverdale District seal should be used for official documents.

The Riverdale District wordmark should be used for less formal collateral and communications purposes generated by the district office.



Reverse logo treatments

Preference is to use reverse logos on blue or black background.

Grade School



RIVERDALE
GRADE SCHOOL

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GRADE SCHOOL



RIVERDALE
GRADE SCHOOL

High School



RIVERDALE
HIGH SCHOOL

RIVERDALE
HIGH SCHOOL



RIVERDALE
HIGH SCHOOL

General

RIVERDALE

District



RIVERDALE
SCHOOL DISTRICT

Logo spacing and size requirements

Logo lock-up

Minimum size: 1.25" width

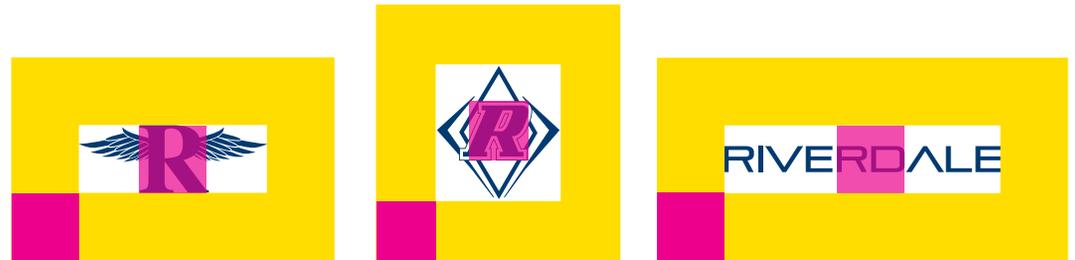
Clear space: minimum area equal to the height of the logo type.



Logo "R" icon and Wordmark

Minimum size: 1.25" width

Clear space: minimum area equal to the height of the "R" and in the case of the wordmark – the width shown.



Riverdale School District seal and wordmark

Seal

Minimum size: 1" diameter

Clear space: area equal to the radius of the inner circle of the seal.

Wordmark

Minimum size: 1.25" width

Clear space: minimum area equal to the height of the "R" and in the case of the wordmark – the width shown.

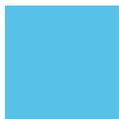


Four color version



PMS 654

RGB 0, 58, 112
CMYK 100, 71, 10, 47



PMS 2985

RGB 91, 194, 231
CMYK 60, 0, 3, 0



PMS 2935

RGB 0, 87, 184
CMYK 100, 52, 0, 0



PMS Pantone Yellow

RGB 254, 221, 0
CMYK 0, 1, 100, 0



Type pairings

RIVERDALE
GRADE SCHOOL



RIVERDALE



One color version



PMS 654

RGB 0, 58, 112
CMYK 100, 71, 10, 47



Note:

Athletic mascots should be used with Riverdale wordmarks. Avoid using mascot logos with 'R' logos.

Reverse



Two color version



PMS 654

RGB 0, 58, 112
CMYK 100, 71, 10, 47



PMS 429

RGB 162, 170, 173
CMYK 21, 11, 9, 23



Type pairings

RIVERDALE
HIGH SCHOOL



RIVERDALE



One color version



PMS 654

RGB 0, 58, 112
CMYK 100, 71, 10, 47



Note:

Athletic mascots should be used with Riverdale wordmarks. Avoid using mascot logos with 'R' logos.

Reverse



Primary Riverdale color

(Common to all collateral)



PMS 654

RGB 0, 58, 112
 CMYK 100, 71, 10, 47
 HTML #003A70

Secondary accent colors

Grade school collateral



PMS 376

RGB 132, 189, 0
 CMYK 54, 0, 100, 0
 HTML #84bd00

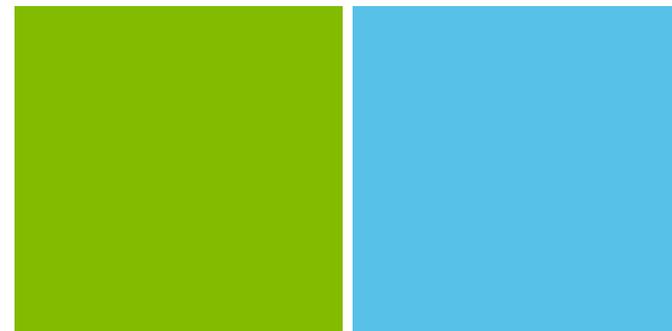
High school collateral



PMS 2985

RGB 91, 194, 231
 CMYK 60, 0, 3, 0
 HTML #5bc2e7

Collateral applicable to both schools
 (Colors should be used together for joint collateral)



PMS 376

RGB 132, 189, 0
 CMYK 54, 0, 100, 0
 HTML #84bd00

PMS 2985

RGB 91, 194, 231
 CMYK 60, 0, 3, 0
 HTML #5bc2e7

Font library (Grade School, High School and District communications)

Primary font

Myriad
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()[]{}

Alternative font

(if Myriad is unavailable)

Arial
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()[]{}

Secondary font

for blocks of text longer than
 125 words – booklets and brochures

Book Antiqua
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()[]{}

Riverdale logo font

For Riverdale logotype and use
 with athletic mascot logos for
 spirit wear

PIRULEN
 ABCDEFGHIJKLMNOPQRST
 UVWXYZ
 1234567890!@#\$%^&*()

Informal fonts

Black Jack, Matt B and SF Slapstick Comic are all fonts to be used to distinguish a special event, for signage, or for headings in print. They are to be used with discretion and not to be used on all Riverdale communications. Their informal nature does not make them good choices for any sort of formal communication.

Black Jack

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!\$%^&*()

mat B

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

SF SLAPSTICK COMIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()[]{}

To be used in advertising and promotional collateral and paired with logo and set in Myriad italic.



RIVERDALE
GRADE SCHOOL

*Teaching students to be thoughtful
in their education, about each other,
and for their community.*



RIVERDALE
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Banners
and signage



Web advertising



Email and blog
banners



Advertising and fliers

We'd like to meet you!

Info Day
Sunday, Nov. 15
Program starts at 1 p.m.

RIVERDALE HIGH SCHOOL

Teaching students to be thoughtful in their education, about each other, and for their community.

Register today at www.riverdaleschool.com
503-263-4601 | 1927 S.W. Terwilliger Blvd., Portland, OR 97219

Rovit siminctem
Nihilcat astrum exicit molor andi aut
Molor danhilio to

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Itatur ignihil laccum volorem as ut fuga
Nequia site voles alit ut quo volor mod

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Brochures

RIVERDALE HIGH SCHOOL

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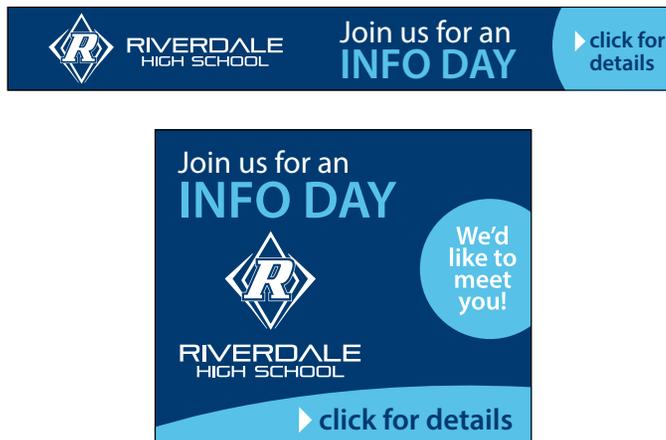
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Banners and signage



Web advertising



Email and blog banners



Advertising and fliers



Web advertising



Email and blog banners



Select either athletic mascot or logo "R" icon to pair with Riverdale font – Pirulen.



Select either athletic mascot or logo "R" icon to pair with Riverdale font – Pirulen.

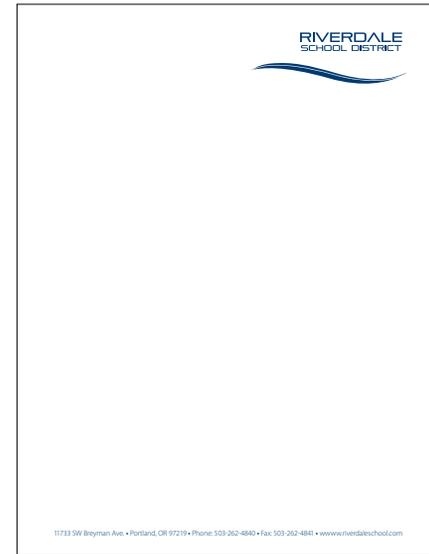


Grade School

High School

District

Letterhead



Business Cards

