



Logo Style Manual

Last Updated: September 2014

Proctor Mission

“Live to Learn, Learn to Live”

Taking inspiration from our motto, Proctor Academy creates a diverse learning and living community: one that values the individual and recognizes the potential of each member to stretch beyond what had been thought possible.

Balancing academic rigor, structure, and support with the freedom for students to explore, create and define themselves, Proctor encourages students to achieve their optimal growth. A deep commitment to a learning skills program and a strong emphasis on experiential learning is interwoven throughout Proctor's academic, athletic, artistic, and environmentally conscious programs both on and off campus.

Proctor students graduate understanding the values of honesty, compassion, respect, and responsibility, proceeding with confidence and with strategies to become life-long learners and thoughtful contributors to their communities.

Please note that the motto has changed.

Voted on and Approved by the Board of Trustees on May 4, 2013

Proctor Logo

The new Proctor logo was developed starting from the existing logo. The original font is present but the tree graphic has been changed to give it a more contemporary look.



Styles And Variations

Wherever possible, the logo should be reproduced in the two color version, with black text and green tree with black outlines. If needed the following combinations can be used.

One Color - Green



Black and White



Reversed

When the logo needs to be placed on a dark background it should be reversed to white. The tree can be displayed either as a solid white or a green tree with a white outline.



Watermark

When used as a watermark on a dark background, the all white logo should be used at a 30% opacity and when on a white background the all green logo should be used at 30% opacity.



Incorrect Logo Usage

To maintain the quality and integrity of the logo do not alter or distort the logo. Do not change the size or position of the tree graphic or replace it with a different tree graphic. Do not change the color or font of the logo. Do not place the logo on a background that causes the logo to be unreadable. Do not add any filters or dropshadow to logo.



Color and Typography Specifications

Color Palette



PMS: 357 C
R33, G91, B51
Hex: #215B33



PMS: Process Black
R0, G0, B0
Hex: #000000

Logo Typeface

The logo typeface is Goudy Old Style, Regular. It should not be replaced with another font and is set in all caps.

Goudy Old Style, Regular

Logo Sizing

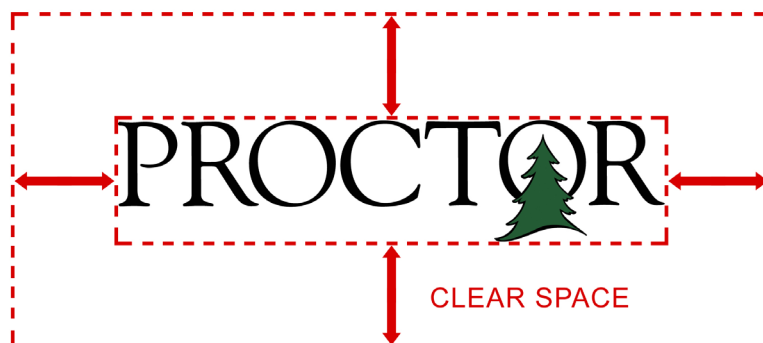
Minimum size

The smallest size the logo should be printed, to still be readable, is 1.25 inches wide. On the web, it should not be smaller than 170 pixels wide.

PROCTOR 

Clear Space

For ultimate visibility and impact, it's important to retain a designated minimum 'clear space' around the logo. This area is designated as being equal to the height of the tree graphic within the logo.



Website

Main and lower level pages



Identity Development

Sample Letterhead, Business Card, Envelope

PROCTOR 

PROCTOR 

204 Main Street
PO Box 500
Andover, NH 03216

PROCTOR 

Bob Smith
Title

204 Main Street
PO Box 500
Andover, NH 03216

p: 603-555-5555 x55
f: 603-555-5551
bsmith@proctoracademy.com

PROCTOR 

Proctor Academy 204 Main Street PO Box 500 Andover, NH 03216 p. 603-735-6000 f. 603-735-5129 proctoracademy.org

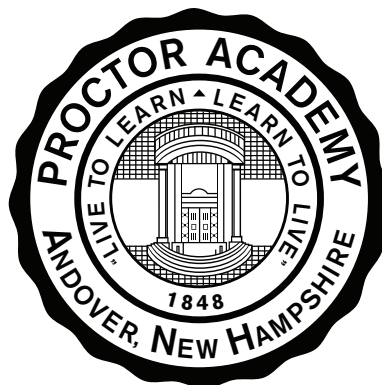
Proctor Academic Seal

The Proctor Academic Seal may be used the green, or black when found on a light background.

One Color - Green



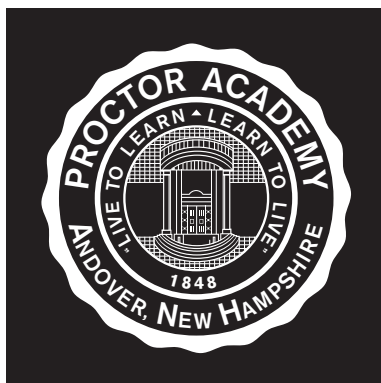
Black and White



Styles And Variations

Reversed

When the logo needs to be placed on a dark background it should be reversed to white.



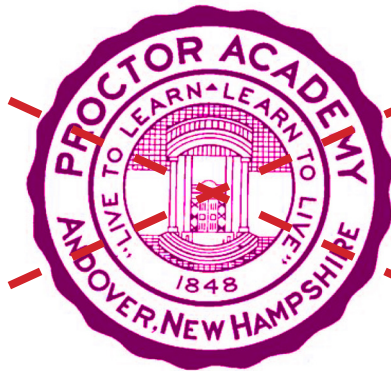
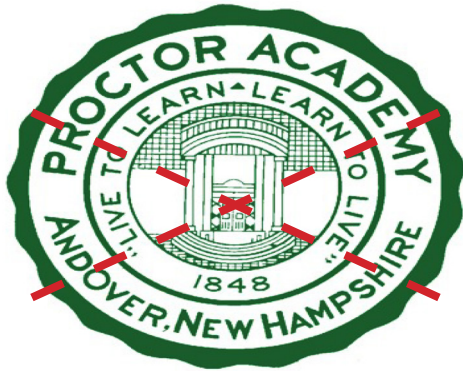
Watermark

When used as a watermark on a dark background, the all white logo should be used at a 30% opacity and when on a white background the all green logo should be used at 30% opacity.



Incorrect Seal Usage

To maintain the quality and integrity of the seal do not alter or distort the seal. Do not change the color or font of the seal. Do not place the seal on a background that causes it to be unreadable. Do not add any filters for dropshadows to the seal.



Color Specifications

Color Palette



PMS: 357
R33, G91, B51
Hex: #215B33



PMS: Process Black
R0, G0, B0
Hex: #000000

Seal Sizing

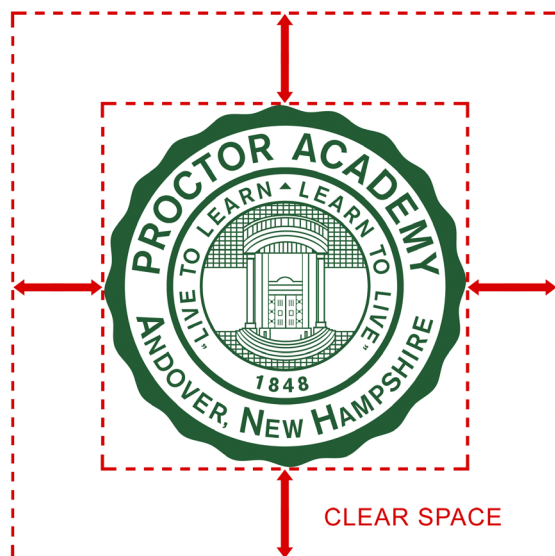
Minimum size

The smallest size the logo should be printed, to still be readable, is 1.25 x 1.25 inches. On the web, it should not be smaller than 145 x 145 pixels.



Clear Space

For ultimate visibility and impact, it's important to retain a designated minimum 'clear space' around the logo. This area is designated as being one fourth of the seal's height.



Proctor Athletic Identity

There are two main Athletic Identities. The Proctor “P”, and the Hornet.



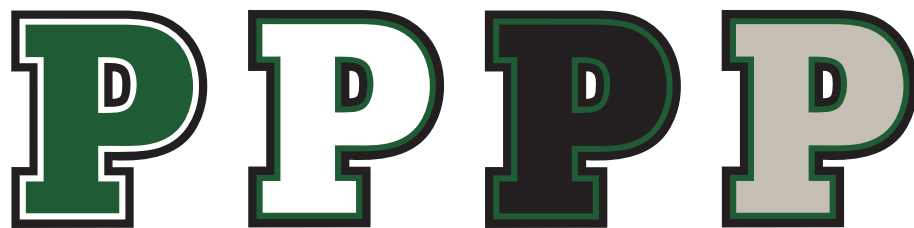
Both families have many variations and will be discussed separately in more detail.

Proctor Athletic “P”

Wherever possible, the logo should be reproduced in the green version, with a green “P”, black inner stroke, and white outside border. If needed the following combinations can be used. On all versions, the background color should not be the same outer border color of the logo.

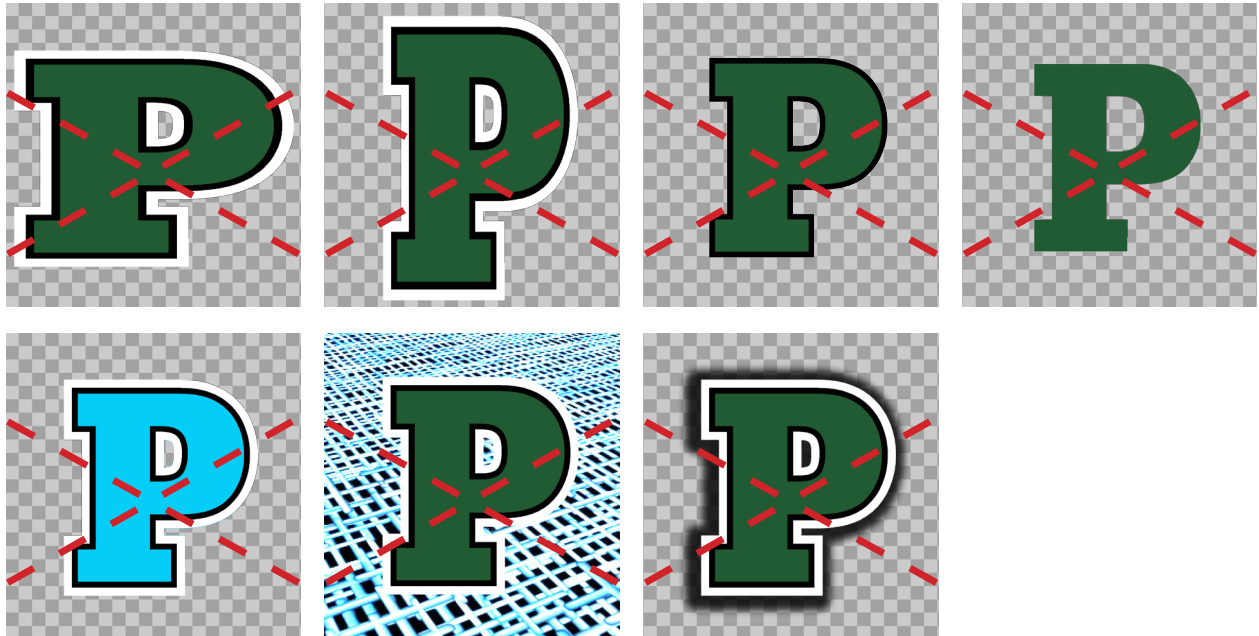


Versions below for use on white backgrounds:



Incorrect Logo Usage

To maintain the quality and integrity of the logo do not alter or distort the logo. Do not strip the outer strokes from the logo. Do not change the color or font of the logo. Do not place the logo on a background that causes the logo to be unreadable. Do not add any filters or dropshadow to the logo.



Color Specifications

Color Palette



PMS: 357
R33, **G**91, **B**51
Hex: #215B33



R255, **G**255, **B**255
Hex: #ffffff



PMS: Process Black
R0, **G**0, **B**0
Hex: #000000



PMS: 400
R197, **G**191, **B**181
Hex: #c5bfb5

Logo Sizing

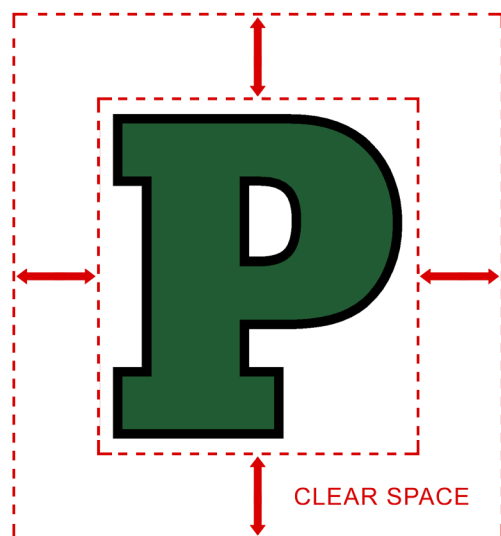
Minimum size

The smallest size the logo should be printed, to still be readable, is 0.5 inches wide. On the web, it should not be smaller than 34 x 37 pixels.



Clear Space

For ultimate visibility and impact, it's important to retain a designated minimum 'clear space' around the logo. This area is designated as being one fourth of the logo's height.



Proctor Athletic “P” Identity with Team

There are four variations that may be used when the team name is used in conjunction with the “P”.

OPTION 1



Logo Typeface

The logo typeface is Goudy Old Style, Regular. It should not be replaced with another font and is set in all caps.

Goudy Old Style, Regular

OPTION 2



Logo Typeface

The logo typeface is Impact, Regular. It should not be replaced with another font and is set in all caps.

Impact, Regular

OPTION 3



Logo Typeface

The logo typeface is Impact, Regular. It should not be replaced with another font and is set in all caps. There is a white lettering version or black.

Impact, Regular

OPTION 4



Logo Typeface

The logo typeface is Goudy Old Style, Regular. It should not be replaced with another font and is set in all caps. There is a white lettering version or black.

Goudy Old Style, Regular

Proctor Athletic Hornet



Incorrect Logo Usage

To maintain the quality and integrity of the logo do not alter or distort the logo. Do not strip the outer strokes from the logo. Do not change the color or font of the logo. Do not place the logo on a background that causes the logo to be unreadable. Do not add any filters or dropshadow to the logo.



Color Specifications

Color Palette



PMS: 357
R33, G91, B51
Hex: #215B33



R255, G255, B255
Hex: #ffffff



PMS: Process Black
R0, G0, B0
Hex: #000000

Logo Sizing

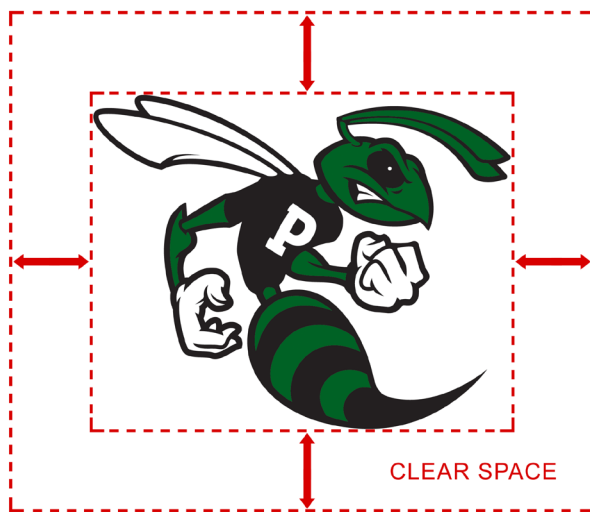
Minimum size

The smallest size the logo should be printed, to still be readable, is 0.75 inches wide. On the web, it should not be smaller than 60 x 48 pixels.



Clear Space

For ultimate visibility and impact, it's important to retain a designated minimum 'clear space' around the logo. This area is designated as being one fourth of the logo's height.



Proctor Athletic Hornet Identity with Team

There are four variations that may be used when the team name is used in conjunction with the Hornet.

OPTION 1



Logo Typeface

The logo typeface is Goudy Old Style, Regular. It should not be replaced with another font and is set in all caps.

Goudy Old Style, Regular

OPTION 2



Logo Typeface

The logo typeface is Impact, Regular. It should not be replaced with another font and is set in all caps.

Impact, Regular

OPTION 3



Logo Typeface

The logo typeface is Impact, Regular. It should not be replaced with another font and is set in all caps. There is a white lettering version or black.

Impact, Regular

OPTION 4



Logo Typeface

The logo typeface is Goudy Old Style, Regular. It should not be replaced with another font and is set in all caps. There is a white lettering version or black.

Goudy Old Style, Regular

Winter Sports Logo

The snowflake “P” logo can be used in white or green. There also is the logo with the sports team that can be used, as is, with the green snowflake. The font (Impact) should not be changed and should remain in black.



Additional Approved Logos

Proctor Social Media Logo



Proctor Bookplate Usage

Approved bookplates and ILL Routing Slip for Proctor's Lovejoy Library.



ILL ROUTING SLIP	
Van Stop:	
For:	
From:	Lovejoy Library, Proctor Academy HTHQ PO BOX 500, 204 Main Street Andover, NH 03216 Ph: (603) 735-6285 Email: library@proctornet.com
Request #:	
Date:	
Initials:	
Due Date:	

PROCTOR

PROCTOR

Proctor Campus Signage

Farmhouse



Gulick



Mary Lowell Stone



Sally B



Proctor Vehicle Guidelines

Passenger cars, mini-vans, pick-up trucks and SUVs have the school logo on the driver and passenger doors.



The logo appears on the rear side panels of larger vans.



Mini-buses have the logo on the sides, above the windshield, and on the back door below the window. The website URL appears on the back door above the window.



Text will go here. Kim to provide description. Text will go here. Kim to provide description. Text will go here. Kim to provide description.



Phasing out the Hornet

Most New England prep schools adopted mascots between 1969 and 1972, when athletic leagues became increasingly formalized. Prior to 1972, Proctor's baseball team featured a stylized "P" on caps, but the school had no mascot until 1972, when the hornet appeared on football helmets. Bob Livingston had arrived as Athletic Director the previous year, and it is likely that Bob selected the hornet.

From the beginning, the complexity of the hornet image posed problems. Compared to the Tilton Ram, Holderness Bull, New Hampton Husky, KUA Wildcat and Vermont Academy Wildcat, the Proctor Hornet—with legs, wings, antennae and stinger—proved unsuitable for reproduction on small surfaces, and by 1973, Proctor football helmets were solid color—with

no mascot. The hornet did, however, appear on larger surfaces: the soccer kickboard, on banners during Spirit Week, etc.



CURRENT TRADEMARK INFRINGEMENT

From USA Today article on this topic:

Emmaus (Pa.) High School has been the Green Hornets for more than 70 years. When the school was notified by Georgia Tech that its Green Hornet logo looked a little too much like the Yellow Jackets' Buzz, it reached an agreement with Georgia Tech in 2004 to keep the logo for four years for \$2 total and extended that agreement another four years. The Yellow Jackets have similar agreements with about 100 schools across the country, Georgia Tech spokeswoman Lisa Ray Grovenstein said. "It would have been very expensive to change," Emmaus athletics director Dennis Ramella said. "I feel sorry for the schools that have run into that situation."



http://www.usatoday.com/sports/preps/2010-12-06-high-school-logos-trademark_N.htm

2009-2010

During the 2009-2010 school year the Athletic Department explored a new presentation of the hornet on a crest with honeycomb lattice as a background.



This incarnation of the hornet was not well received by many who found it to be too muscle bound and masculine, and the final crest was faulted for connoting a militaristic shield.

Once the 2010 Hornet was finalized the shield was introduced as a way to incorporate PROCTOR in to the logo. The shield was inspired by the success of Major League Soccer logos. The thinking was it looked modern and fresh.



ADDENDUM

2012-2013

During the 2012-2013 school year, a re-evaluation of the Hornet mascot took place. There was some consideration as to the feasibility of keeping a unique hornet mascot due to the realities that involve graphics, reproduction on diverse materials and surfaces, and aesthetics. After a yearlong process involving community voting and student-submitted designs, the current hornet logo was unveiled in the spring of 2013.

Identity Archive

- 1 The school seal, often circumscribed with a scalloped edge, features the front portico of Maxwell Savage Hall, the traditional “front door” of the school.
- 2 This seal represents the “Liberal Course” which was an industrial arts alternative to the college preparatory program. This practical skills part of “The Proctor Plan” offered woodshop, metal shop, machine shop, boat building and an iron forge from the late 1930s to 1958, when it was discontinued. Since 1958, the facilities employed by the Liberal Course have enabled a rich set of “skills courses” that supplement the academic curriculum.
- 3 Featuring a male artist holding a painter’s palette in front of an easel, this rarely seen seal celebrated visual arts in the 1940s-60s.
- 4 A rectangular logo featuring an airborne skier with a billed cap was first employed during J. Halsey Gulick’s tenure as Headmaster. Roland Burbank brought skiing to campus in 1930, after racing with the first collegiate team in America, Dartmouth Outing Club. During the late 1950s, the school was marketed as “The School On Skis.”
- 5 An evergreen first appeared on an admission brochure logo in 1978. The tree top leans slightly to the right and the bottom right corner sticks out more than the left. The iconic tree was often reproduced apart from the school’s name with a simple “P” emblazoned in front.
- 6 This logo, jokingly named “The Pill,” appeared alone on a white admission brochure throughout the 1980s and 90s, and is therefore associated with the school during David Fowler’s tenure as Head of School (1971-1994).
- 7 The oval was removed from “The Pill” logo in the late-’90s so that the name PROCTOR stood alone with a light blue, highly symmetrical tree over the second “O”. This logo is associated with the tenure of Steve Wilkins as Head of School (1994-2004).

