CEDAR HILL ISD

BRAND BOOK

HOME OF THE LONGHORNS
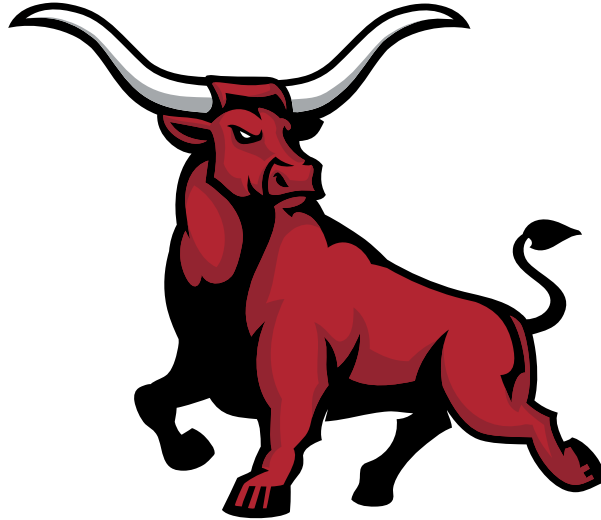
Letter To The School

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 the core essence of your school pride, accomplishment and spirit.

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 Global Village Concerns.

Sincerely,

Sean Conlon
Director of Marketing
Global Village Concerns
6142 Nancy Ridge Drive, Suite 101
San Diego, CA 92121
T: 858.768.7455

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Introduction

The following manual provides you with specifications to accurately utilize the Cedar Hill ISD brand elements. The Cedar Hill ISD brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Cedar Hill ISD brand elements follow this manual with attention to detail in order to preserve and protect the Cedar Hill ISD brand image.

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 Cedar Hill ISD brand elements must conform to approved standards as authorized by Cedar Hill ISD. Additionally, it is imperative that Cedar Hill ISD brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Cedar Hill ISD 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 Cedar Hill ISD.

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Approved Logos

Primary 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, etc…

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

Interlock
Interchangeable with Secondary Logo but is more appropriate for embroidery or applications requiring less detail.
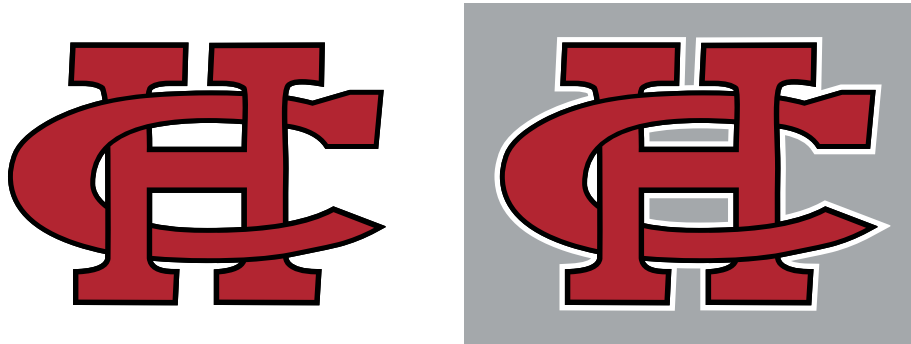
Official Colors
Red and White are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Black should only be used as a secondary accent color.
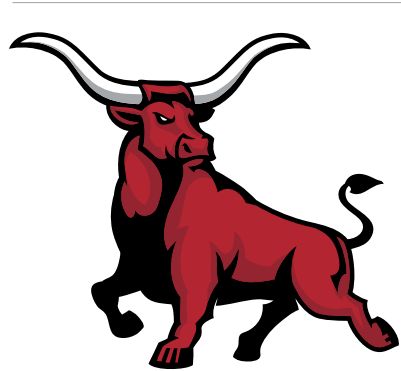
ELECTRONIC FILES

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

Approved Logos

1 Interlock

2 Full Body Mascot

3 Mascot Head

4 Youth Mascot

5 Cedar Hill Primary Logo

6 Cedar Hill Collegiate Primary Logo

7 Ninth Grade Center Primary Logo

Approved Logos

1 Joe Wilson Primary Logo

2 West Primary Logo

3 Coleman Primary Logo

4 Permenter Primary Logo

1

2

3

4

5

6

Approved Logos

1   Bray Primary Logo

2   Highlands Primary Logo

3   Plummer Primary Logo

4   Waterford Oaks Primary Logo

5   High Pointe Primary Logo

6   Lake Ridge Primary Logo

Approved Colors

IDENTITY COLORS

	Scarlet	White	Black
Pantone	PMS 186 C	White	Black
Web	#E31837	#FFFFFF	#000000
CMYK	C: 0 M: 100 Y: 81 K: 4	C: 0 M: 0 Y: 0 K: 0	C: 50 M: 50 Y: 50 K: 100
RGB	R: 227 G: 24 B: 55	R: 255 G: 255 B: 255	R: 0 G: 0 B: 0
Thread Color	Scarlet	Snow White	Black
	(Robison-Anton - 2219)	(Robison-Anton - 2297)	(Robison-Anton - 2296)

	Silver Gray	Red
Pantone	PMS 429 C	PMS 187 C
Web	#B0B7BC	#C41230
CMYK	C: 3 M: 0 Y: 0 K: 32	C: 0 M: 100 Y: 79 K: 20
RGB	R: 176 G: 183 B: 188	R: 196 G: 18 B: 48
Thread Color	Silver Steel	Scarlet
	(Robison-Anton - 2592)	(Robison-Anton - 2219)

Red and White are the official approved colors of Cedar Hill ISD 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 Cedar Hill ISD's brand identity. Red and White are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Black should only be used as a secondary accent color.

*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.
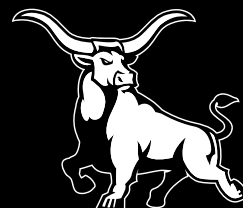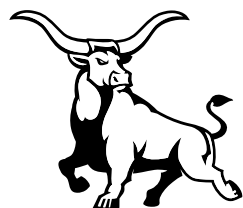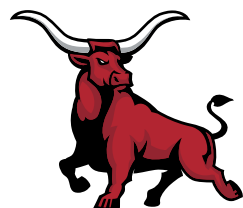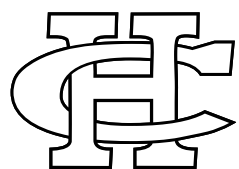
Approved Colors

**LOGO GUIDELINES AGAINST
BACKGROUND COLORS**

The logo should only be used against Red, White, Black, White, transparent or neutrals such as gray/silver.

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

The full primary logo should only be used against approved colors.

Approved Colors

ONE COLOR LOGOS

In one color designs, the eyes will
always be dark

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

Approved Colors

ACCEPTABLE COLOR VARIATIONS

The approved ink/thread colors include the official
primary and secondary colors, accent colors if
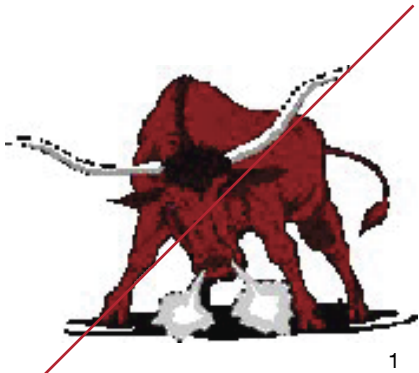mentioned on page 3.1, white and black.
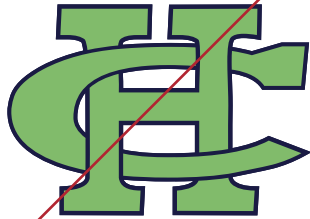
Logo With Soft Drop Shadow   Logo With Hard Drop Shadow

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
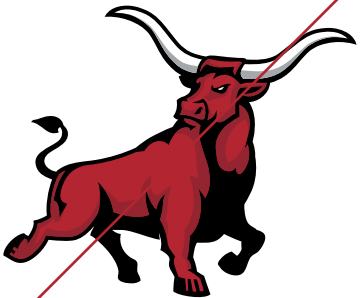or hard drop shadow to add depth.

Non-Approved Identity Uses

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

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

3   Do not reverse placement of approved colors (3.1) in design.

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

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

6   Do not distort proportions of any of the graphic identity elements.

7   Do not flip/reflect logo elements.

8   Do not crop/cut logo elements.

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

East Market

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typography

The approved fonts include East Market and Crown. East Market should always be used for your school name with Crown used when identifying a sport, department, club or other secondary priority associated with the school.

Crown

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

1

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6

Apparel

1   Basic T-shirts

2   Polos

3   Pullover Sweaters

4   Long Sleeves

5   Zip Hoodies

6   Caps

***To order official Cedar Hill ISD Merchandise, please contact Global Village Concerns at (888) 501-1577.