

**AMANDA-CLEARCREEK
LOCAL SCHOOLS**

BRAND GUIDE



HOME OF THE ACES



Overview

The Amanda-Clearcreek Local Schools brand guide is for use by the entire Amanda-Clearcreek Local Schools Community. This brand guide provides a framework that promotes consistency and outlines the standards for use of Amanda-Clearcreek Local Schools logos. This includes the Amanda-Clearcreek Local Schools official logo, logo modification, and identity colors. We recommend all parties utilizing any element of our brand identity to meet the specifications outlined within this manual to help establish brand consistency.

NOTE: Any time the name Amanda-Clearcreek is printed on the same line it must be hyphenated.

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Brand Standards

USE OF THE LOGOS

The following manual provides you with specifications to accurately utilize the Amanda-Clearcreek Local Schools brand elements. The Amanda-Clearcreek Local Schools 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 Amanda-Clearcreek Local Schools brand elements follow this manual with attention to detail in order to preserve and protect the Amanda-Clearcreek Local Schools brand image.

NOTE: Any time the name Amanda-Clearcreek is printed on the same line it must be hyphenated.

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



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

When using the Amanda-Clearcreek Local Schools 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 Amanda-Clearcreek Local Schools.



Approved Logos

Primary Marks

Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

Mascots, Secondary Marks, Alternate Marks and Word Marks

Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

ELECTRONIC FILES

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



1



2

Approved Logos

- 1 Primary Mark
- 2 Secondary Mark
- 3 Card Mark
- 4 Athletics Card Mark
- 5 Word Mark



3



4



5



The outline shown in white, in the right image, is necessary for dark colored backgrounds. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples.
See Page 3.2

Approved Logos

LOGO MODIFICATIONS

SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark **must be approved by the school administration.**



Pantone
Web
CMYK
RGB

Black
Black
#000000
C: 50 M: 50 Y: 50 K: 100
R: 0 G: 0 B: 0

White
White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Orange
PMS 152 C
#E57200
C: 0 M: 66 Y: 100 K: 0
R: 229 G: 114 B: 0

Approved Colors

IDENTITY COLORS

Black, White, and Orange are the official approved colors of Amanda-Clearcreek Local Schools and play a major role in supporting the core visual identity of the brand.

Black and White are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Orange should only be used as a secondary accent color.

***All Logos were created using the PANTONE+ Solid Coated color book.**

***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 is recommended to be used against Transparent, Black, Orange or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

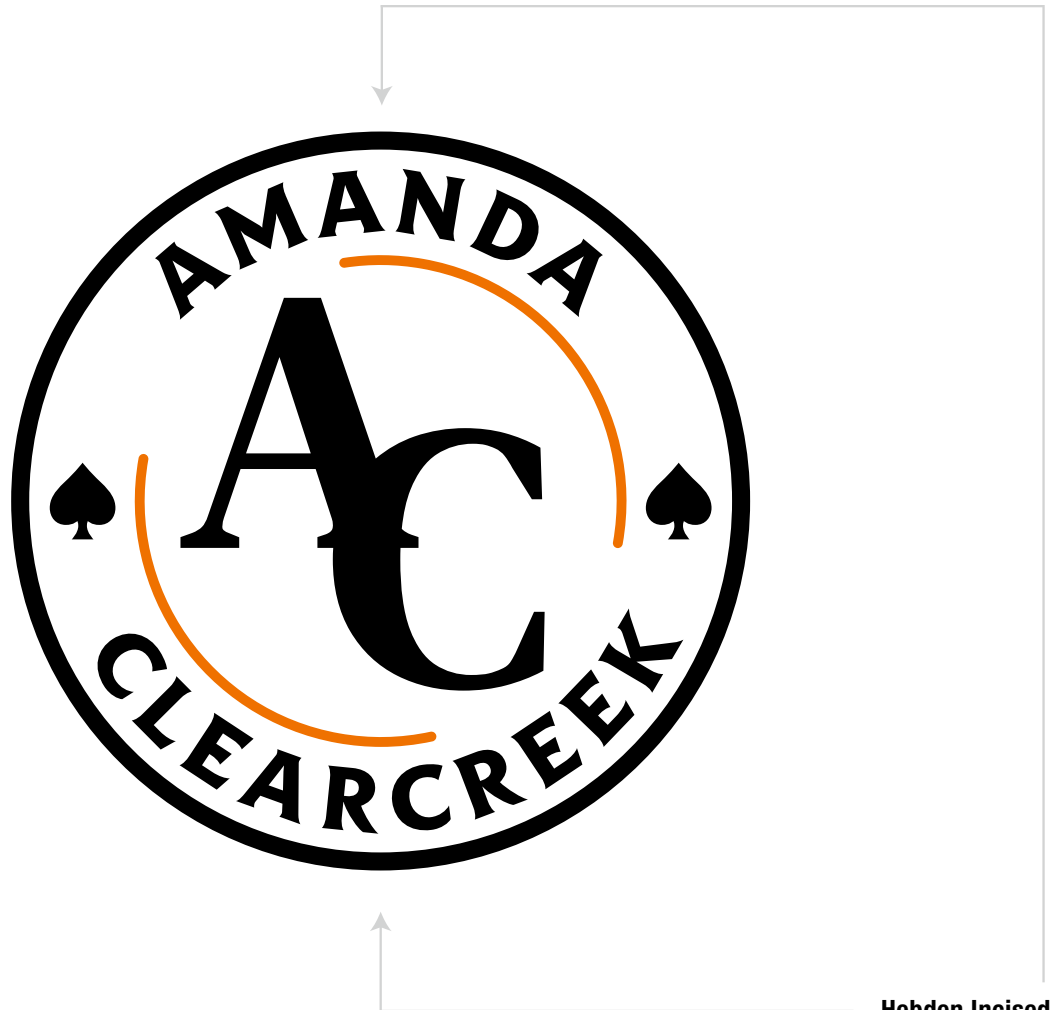
The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).



Approved Colors

ONE COLOR LOGOS





Hebden Incised

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

The approved font is Hebden Incised. Hebden Incised should always be used for Amanda-Clearcreek Local Schools and used when identifying a sport, department, club or other secondary priority associated with the school.

FONT FILES

*VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.

NOW IT IS TIME TO

ELEVATE YOUR BRAND

WITH...

Avenue Banners

Pop-Up Tents

Windscreens

Table Cloths

Wall Murals

Decals

Vinyl Banners

Window Graphics

Flags

Media Backdrops

AND MORE!

Contact **BSN SPORTS** Campus Branding for more info!

BSNSPORTS.com/CampusBranding

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