



The Panther Brand



Why is visual identity branding important?

It is incredibly important to present a consistent and professional image of C.E. King High School, both internally and externally. This ensures that we as a community have an opportunity to shape and mold our image in the eyes of our key constituents. Each piece of collateral, apparel and signage must present a cohesive message when used individually or in cooperation with other elements. Anything less gives an immediate impression of disorganization and a lack of internal communication. A strong visual identity conveys the same level of professionalism and excellence that we put into everything else that we do.

Why do we need Brand Guidelines?

There are many elements within the C.E. King High School identity and each needs to work together with the other in unison. This Panther Brand Guideline is designed to provide a useful set of tools for using the new identity elements, and to ensure that these are used in a consistent and professional manner. If you have questions, please contact the Sheldon ISD Communications Department at 281-727-2000 or by email at communications@sheldonisd.com.





Basic Elements & Guidelines

C.E. KING HIGH SCHOOL PANTHERS

Logo Variations

The Classic logo

The C.E. King High School logo has three variations. Each variation can be used as representation for published material.

The classic logo is to be the primary identifier for the C.E. King High School and creates an easily recognizable and unique image to enhance the high school's visibility.



The Classic logo with Wordmark

The classic logo with the wordmark can be used in place of the classic. This logo gives the brand versatility across all platforms and mediums.



The Performance logos

These performance logos can be used for instances where C.E. King High School Athletics, and any performances, are represented and applied.



C.E. KING HIGH SCHOOL PANTHERS
Logo Guidelines



Panther Blue on white backgrounds



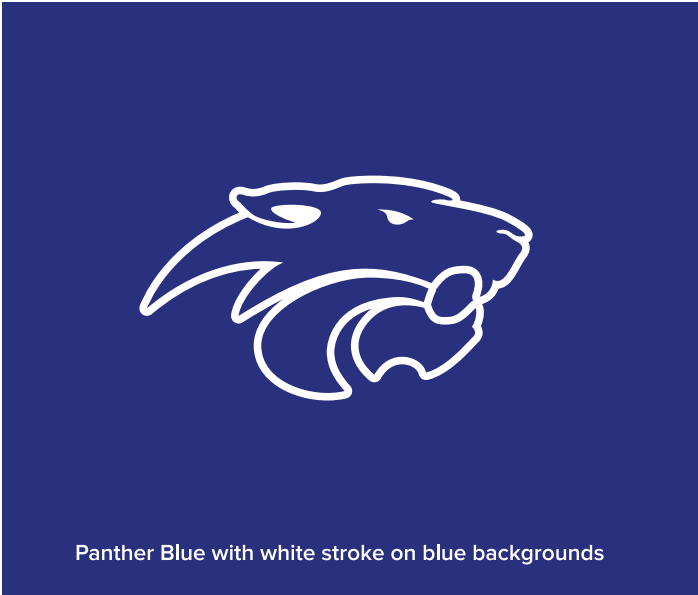
White on Panther Blue backgrounds



Black and white on white backgrounds



Black and white on black backgrounds



Panther Blue with white stroke on blue backgrounds



Two color on gray backgrounds

Do not recreate logos in any form. Use only official logos from this Panther Brand Guideline found at www.sheldonisd.com.
Materials can be obtained from the Sheldon ISD Communications Department.

C.E. KING HIGH SCHOOL PANTHERS

Secondary Logo Guidelines



Panther Blue on white backgrounds



Panther Blue on white backgrounds



Panther Blue on white backgrounds



White on Panther Blue backgrounds



Panther Blue on gray backgrounds



Two color on gray backgrounds



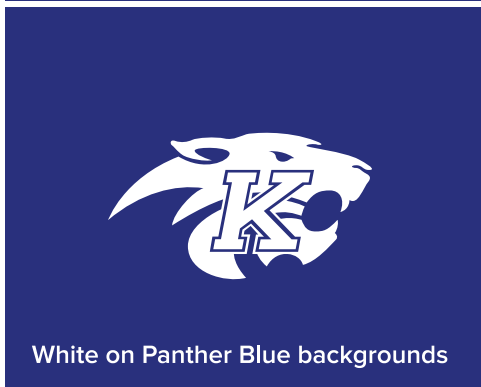
White on Panther Blue backgrounds



Panther Blue on gray backgrounds



Two color on gray backgrounds



White on Panther Blue backgrounds



Panther Blue on gray backgrounds



Two color on gray backgrounds

C.E. KING HIGH SCHOOL PANTHERS

Color Information

PANTHER BLUE For RGB Viewing : Pantone Reflex Blue r0 g22 b137	PANTHER WHITE c0 m0 y0 k0 r255 g255 b255	PANTHER GRAY Pantone 429 C c37 m27 y27 k0 r164 g169 b173
PANTHER BLUE For CMYK Printing : Pantone 286 C c100 m75 y0 k0	PANTHER WHITE Pantone Black c0 m0 y0 k100 r0 g0 b0	PANTHER DARK GRAY Pantone 425 C c65 m56 y53 k29 r85 g87 b89

Typography Information

Clarendon Regular

All body text for published C.E. King High School material shall be Clarendon Regular, upper and lowercase.

AaBbCcDd

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789!@#\$%^&*()

TROOPSINLINE

All Performance headers for published C.E. King High School material shall be TroopsInline, uppercase. TroopsInline is a display font and should never be used for body text.

ABCDE

**ABCDEFGHIJKLMOPQRSTUVWXYZ
123456789!@#\$%^&*()**

KABEL REGULAR

All Exterior lettering for C.E. King High School shall be Kabel Regular, uppercase.

AaBbCcDd

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()

C.E. KING HIGH SCHOOL PANTHERS

Wordmark

C.E. KING HIGH SCHOOL
PANTHERS

Panther Blue on white backgrounds

C.E. KING HIGH SCHOOL
PANTHERS

One color on Panther Blue backgrounds

C.E. KING HIGH SCHOOL
PANTHERS

Two color on Panther Gray backgrounds

Wordmark Customization Formula

Wordmark is always stacked and inline

C.E. KING HIGH SCHOOL
PANTHERS

Panther Performance Wordmark Examples

X PANTHER
X BASKETBALL

PANTHER
SOCCER

PANTHER
TRACK

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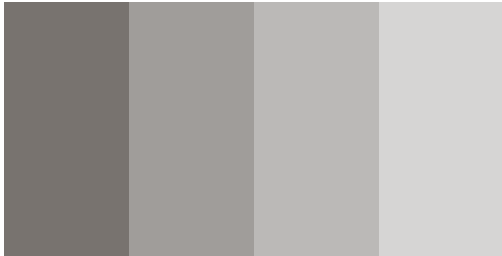


Academies

C.E. KING HIGH SCHOOL ACADEMIES

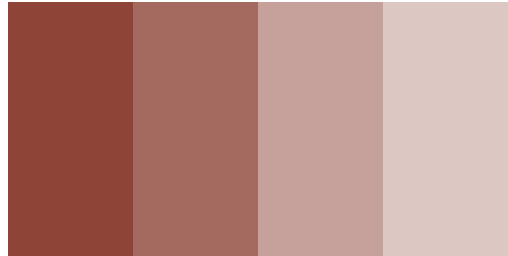
Academy Color Ways

Business & Industry



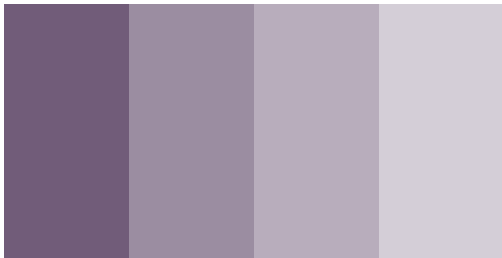
Sherwin Williams SW 7019
Gauntlet Gray color family

Agriculture, Manufacturing & Construction



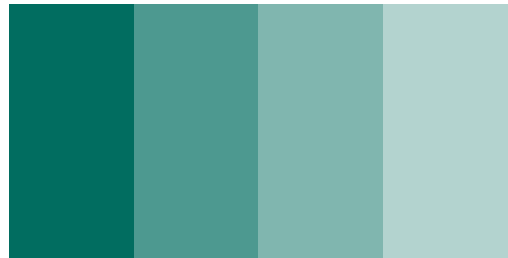
Sherwin Williams SW 6334
Flower Pot color family

Human Services



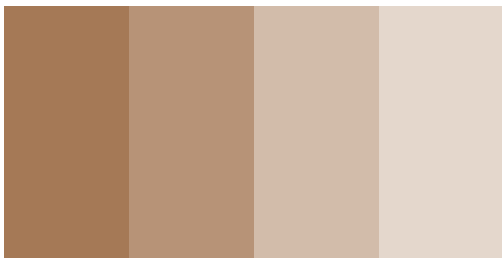
PPG 13-20
Pageant Pansy color family

STEAM



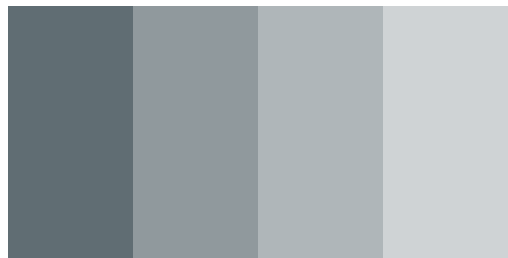
Sherwin Williams SW 6762
Poseidon color family

Public Service



Sherwin Williams SW 6117
Smokey Topaz color family

ECHS



Sherwin Williams SW 7624
Slate Tile color family

Sheldon ISD

Every Child, Every Day



The primary purpose of The Panther Brand is to provide direction and specification for the use and presentation of the C.E. King High School logo and visual messaging elements. It is important that these standards be applied to all communications so that unity, familiarity, and consistency are captured. When the campus' logo and wordmark is treated consistently it becomes the visual cornerstone that supports the campus' message and identity across the entire organization and throughout its service area, in all high school programs, services and activities.

For comments and questions regarding use of all logos and wordmarks, contact the Sheldon ISD Communications Department.