



Revere Local School District's Official Brand Standards Guide

Revere Pride, Live it!

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The following manual provides you with specifications to accurately utilize the Revere Local School District brand elements. It is critical that all parties utilizing any of the Revere Local School District's brand elements follow this manual with attention to detail in order to preserve and protect the Revere Local Schools brand image.

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

Use of Logos





Creation, application or any use of the Revere Local School District's brand elements must conform to approved standards as authorized by Revere Local School District.

Additionally, it is imperative that Revere Local School District brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Revere Local School District brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, sold or otherwise distributed in commerce, all specification for usage must be met and visually approved by an authorized party within Revere Local School District.



Use of Logos



PRIMARY LOGOS

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.

WORDMARKS AND SECONDARY

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

INITIAL(S) or INTERLOCK

Interchangeable with Wordmarks and Activity Mark, but is more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

ELECTRONIC FILES

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



Approved Logos - Uses

1. Primary Mark
2. Primary Wordmark
3. Secondary Mark
4. Secondary Wordmark
5. Tertiary Mark
6. Mascot
7. Initial

Note: Lady Minutemen may be added to any of these approved logos for Revere female sport and extra-curricular teams.



1



2



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4



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Approved Logos - Official

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.



The outline shown in white, in the right image, is necessary for red 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



If present, highlights and shadows may be omitted to enhance the logos in various printing applications and where limited color variations are needed.

Approved Logos - Modifications

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

Pantone Uncoated shares the same PMS
number 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.



	Royal Blue	Scarlet Red	White
Pantone	PMS 286 C	PMS 186 C	White
Web	#0033A0	#C8102E	#FFFFFF
CMYK	C: 100 M: 75 Y: 0 K: 0	C: 2 M: 100 Y: 85 K: 6	C: 0 M: 0 Y: 0 K: 0
RGB	R: 0 G: 51 B: 160	R: 200 G: 16 B: 46	R: 255 G: 255 B: 255

Royal Blue, Scarlet Red, and White are the
official approved colors of Revere High
School and play a major role in supporting
the core visual identity of the brand.

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

Approved Colors - Identity Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Royal Blue, Scarlet Red, transparent or neutrals such as Grey/Silver. Please contact the athletic director for approval on use of any other non-official school color backgrounds (eg. light blue, pink, black, dark grey, etc.)

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



Approved Colors - Logo Against Background 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 that is not acceptable for the brand.

Approved Colors - Acceptable Color Variations

The approved fonts are Champions and Nissan.
Champions and Nissan should always be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the district.

The primary text has been customized specifically for the Revere Local School District.



Champions

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



Nissan
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Typography



REVERE LOCAL SCHOOLS