MANOR MIDDLE SCHOOL

BRAND GUIDE

HOME OF THE PONIES

Letter To The School

Congratulations for being a part of VIP Branding Powered by Varsity Brands. We hope that your school will enjoy your 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 VIP Branding.

Sincerely,

VIP Branding
Powered by Varsity Brands

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Introduction

The following manual provides you with specifications to accurately utilize the Manor Middle School brand elements. The Manor Middle School 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 Manor Middle School brand elements follow this manual with attention to detail in order to preserve and protect the Manor Middle School 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 Manor Middle School brand elements must conform to approved standards as authorized by Manor Middle School. Additionally, it is imperative that Manor Middle School brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Manor Middle School 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 Manor Middle School.

Approved Logos

Primary School Logo
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.

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

Interlock
Interchangeable with Secondary Logo and Activity Mark but is more appropriate for embroidery or applications requiring less detail. (Ex. Left chest polo tee)

Activity Mark
Can be used on specific activity fashion gear, uniforms, specific club designs, specific sport designs, stadiums, gym floor, signage, informal letterhead, etc. (ex. Football, Baseball, etc.)

ELECTRONIC FILES

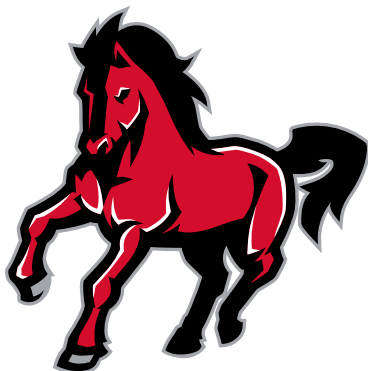Electronic files in EPS or AI format are available. Original art should always be used when possible.

1

Approved Logos

2

3

4

5

1   Primary Mark

2   Word Mark

3   Interlock

4   Mascot Full Body

5   Mascot Head

Red

Black

Pantone
Web
CMYK
RGB

PMS 186 C
#C8102E
C: 2 M: 100 Y: 85 K: 6
R: 200 G: 16 B: 46

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

Approved Colors

IDENTITY COLORS

Silver Gray

White

Pantone
Web
CMYK
RGB

PMS 429 C
#B0B7BC
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

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

Red and Black are the official approved colors of Manor Middle School and play a major role in supporting the core visual identity of the brand.
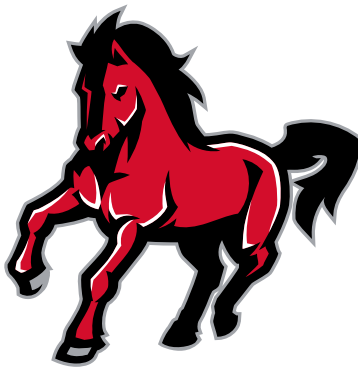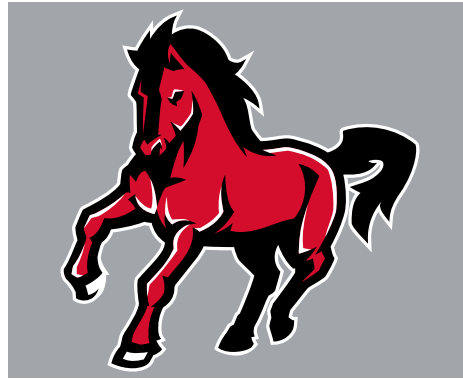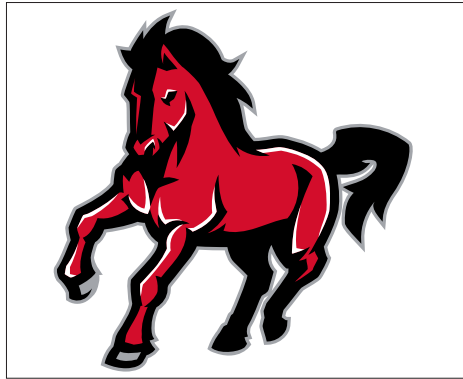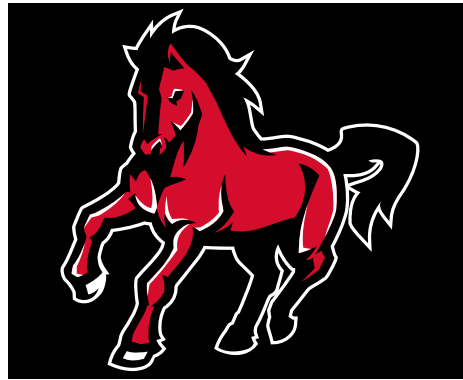
*All VIP Branding Logos were created using the PANTONE+ Solid Coated color book.

The color palette presented on this page represent the approved colors for Manor Middle School's brand identity. Red and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Sport Gray should only be used as a secondary accent color.
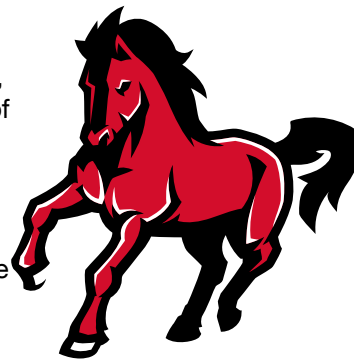
*All VIP Branding Logos were created using the PANTONE+ Solid Coated color book.

*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 should only be used against Red, Black, Sport Gray, 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.

The outline shown in Gray, in the left image, is optional. 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.

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 ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

Face Off   ***Font was modified for logo.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typography

The approved font is Face Off. Face Off should always be used for your school name 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 use.

Apparel

1 Basic T-shirts

2 Polos

3 Pullover Sweaters

4 Long Sleeves

5 Zip Hoodies

6 Caps

***To order official Manor Middle School Merchandise, please contact VIP Branding.

Email: info@vipbranding.com
Phone: 888-501-1577

VARSITY // BRANDS

HERFF JONES
A Varsity ACHIEVEMENT Brand

VARSITY SPIRIT

BSN SPORTS
A Varsity SPORT Brand

VIP BRANDING
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