ROMULUS CENTRAL SCHOOL DISTRICT

BRAND AND STYLE GUIDE



Process & Background

Process

During the Summer of 2023, the Romulus Central School District Board of Education authorized a School Mascot Committee to select a new mascot and set of logos to represent the district. The committee included a variety of stakeholders including students, staff, administration, Board of Education, parents, and Alumni.
The members of the committee were:

Hosts:
Marty Rotz - Superintendent
Rachelle Bateman - BOE President

Students:
Garrett Mount - 6th
Maci Wilkins - 7th
Macey Salmon - 8th
Bryce Racano - 9th
Lauryn Werner - 10th
Morgan Kisner - 11th
Michael Gill - 12th

Staff
Mr. Michael Pane - RCS
Mrs. Karen Zona - RCS
Mr. Christopher Puyalara - RCS
Mrs. Erika Parisian - RCS
Ms. Shyanne Bennett - RCS

Board of Education, parent, and Alumni:
Mr. Ralph Walborn - RCS, alum, parents, coach
Mr. Jeffrey Newcomb - parent, alum, coach
Mrs. Sara Griswold - parent, community
Mr. Seth Brandow - community
Mr. John Feligno - community
Mr. Erik Karlsen - BOE, alum
Mr. Thomas Wilson - BOE, alum

Background

The committee held a series of meetings from July-November of 2023. The major steps of their decision making process were:

-An online community survey which collected approximately 75 different suggestions for mascot
-Narrowing of the community's suggestions to three choices: Ravens, Wolves, and Royals
-A student body vote during the first week of school selected the new mascot as Royals from the top three committee choices (Royals 134, Ravens 80, Wolves 76)
-Committee selection of a graphics company to design the Royals logos
-Reveal of the new mascot and logo during Homecoming in October 2023
-Development of logos and Brand Guide with Hero Design

The Romulus Royals

The mascot and logos for the "Romulus Royals" represent several aspects of the district's history and identity. As a moniker, the name Romulus Royals has an alliterative sound that lends itself well to spirited cheers and chants. The idea of royalty connects our school and town to the legend of Romulus as the king of Rome. As a small school with tremendous pride, our students carry on the reputation of great achievements resulting from the care and compassion of their community; just as Romulus and Remus portrayed in their journey from refugees to royalty. The logos for the Royals would include a crown as a representation of the legend of Romulus.

The town of Romulus is notable as the location of the world's largest herd of white Whitetail deer. The origin of the herd stems from the time when the Seneca Army Depot was in operation and a former commander of the depot protected these amazing animals so that their population could flourish. Our school mascot is a tribute to the white deer as a symbol of royalty for our school and an honor to the history of all who served our nation through work at the former depot.

The nine stars surrounding many of our logos represent the one room schoolhouses from our past. These schoolhouses combined to form our district in 1924 when the school was granted its charter by NYSED. The colors of royal blue and white are tributes to the original "Blue and White" from our school's early athletic teams. The gold is a new addition to our colors signifying the beginning of another era of pride and richness of student life at RCS!



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Introduction

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

When using the Romulus Central School District 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 Romulus Central School District



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Approved Logos

1 Primary Logo 1

2 Primary Logo 2

3 Secondary Logo

4 Seal style logos (3 versions)

5 Short Logo 1: Full bodied Buck

6 Short Logo 2: Buck Head

7 Short Logo 3: Crown

8 Lettermark Logos: No Crown, Crown

9 Shield Short Logos: Buck, Head, Crown, Lettermark

10 Mixed Mark Logos: Buck, Head

11 Shield Mixed Mark Logos: Buck, Head

12 Separate Wordmark Logos: Royals, Romulus High School

13 Full Wordmark Logos: Romulus, Romulus High School

14 Cartoon Mascot Buck

15 One Color Variants*

ELECTRONIC FILES
Electronic files in EPS are available.
Original art should always be used when possible.

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

Note: All approved elements can be used together as long as they do not violate the rules set out in this guide.

*Please see Approved Colors 3.4 & 3.5 one logo guidelines

Logo Uses

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

When using the Romulus Central School District 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 Romulus Central School District.

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…

Secondary, Short Logos, & Mixed Logos
Should be used on fashion gear, uniforms, club specific designs, sport specific designs, stadiums, gym floor, signage, informal letterhead, etc…

Wordmarks & Lettermarks
Interchangeable with Secondary & Short Logos but is more appropriate for embroidery or applications requiring less detail.

Official Colors
Royal Blue, Gold, and white are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Gray, & light Gold should only be used as a secondary accent colors.

ELECTRONIC FILES

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

Approved Colors

	Royal Blue	Royal Gold
Pantone	PMS Dark blue C	PMS 7688 C
Web	#00239C	#CBA052
CMYK	C: 96 M: 89 Y: 0 K: 0	C: 21 M: 36 Y: 79 K: 1
RGB	R: 0 G: 35 B: 183	R: 203 G: 160 B: 82
Thread Color	Royal Blue (797 Royal Blue)	Golden Olive Lt (833 Golden Olive Lt)

	White	Light Gold	Gray
Pantone	White	7401 C	Cool Gray C
Web	#FFFFFF	#f5E1A4	##D9D9D6
CMYK	C: 0 M: 0 Y: 0 K: 0	C: 4 M: 9 Y: 42 K: 0	C: 14 M: 10 Y: 13 K: 0
RGB	R: 255 G: 255 B: 255	R: 245 G:225 B: 164	R: 217 G:217 B: 214
Thread Color	Snow White (B5200 Snow white)	Topaz Vy Lt (727 Topaz Vy Lt)	Pearl Gray (415 Pearl Gray)

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

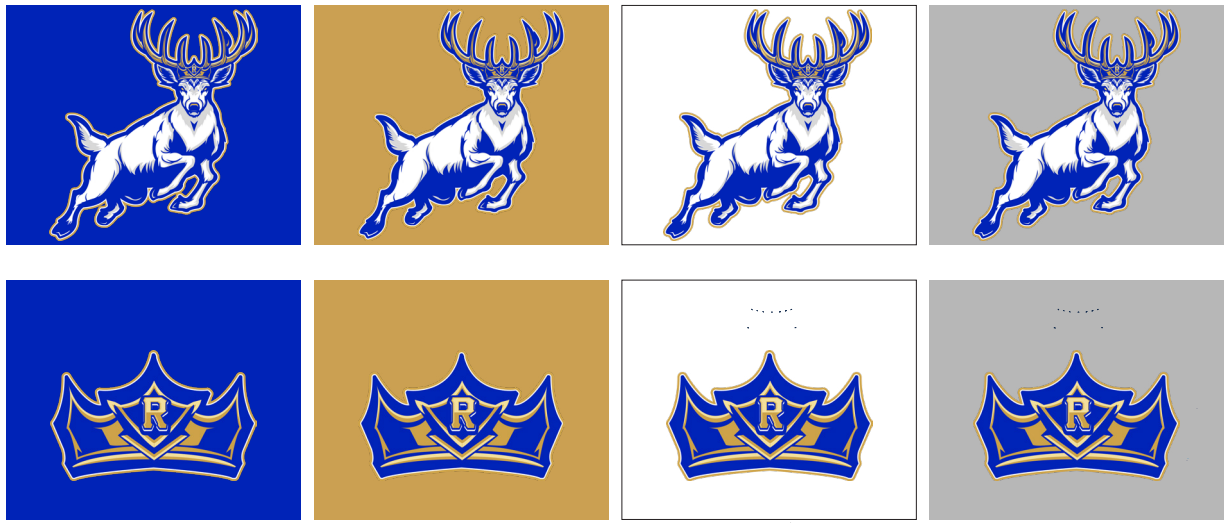
The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.

Royal Blue and Royal Gold are the official approved colors of the Romulus Central School District 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 the Romulus CSD brand identity. Royal Blue and Royal Gold are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White, Light Gold and Gray should only be used as a secondary accent color.

Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS





The logo should only be used against Royal Blue, Royal Gold, Grey, White, or transparent

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

The full primary and short logos should only be used against approved colors.

When possible white outline versions can and should be used against certain backgrounds



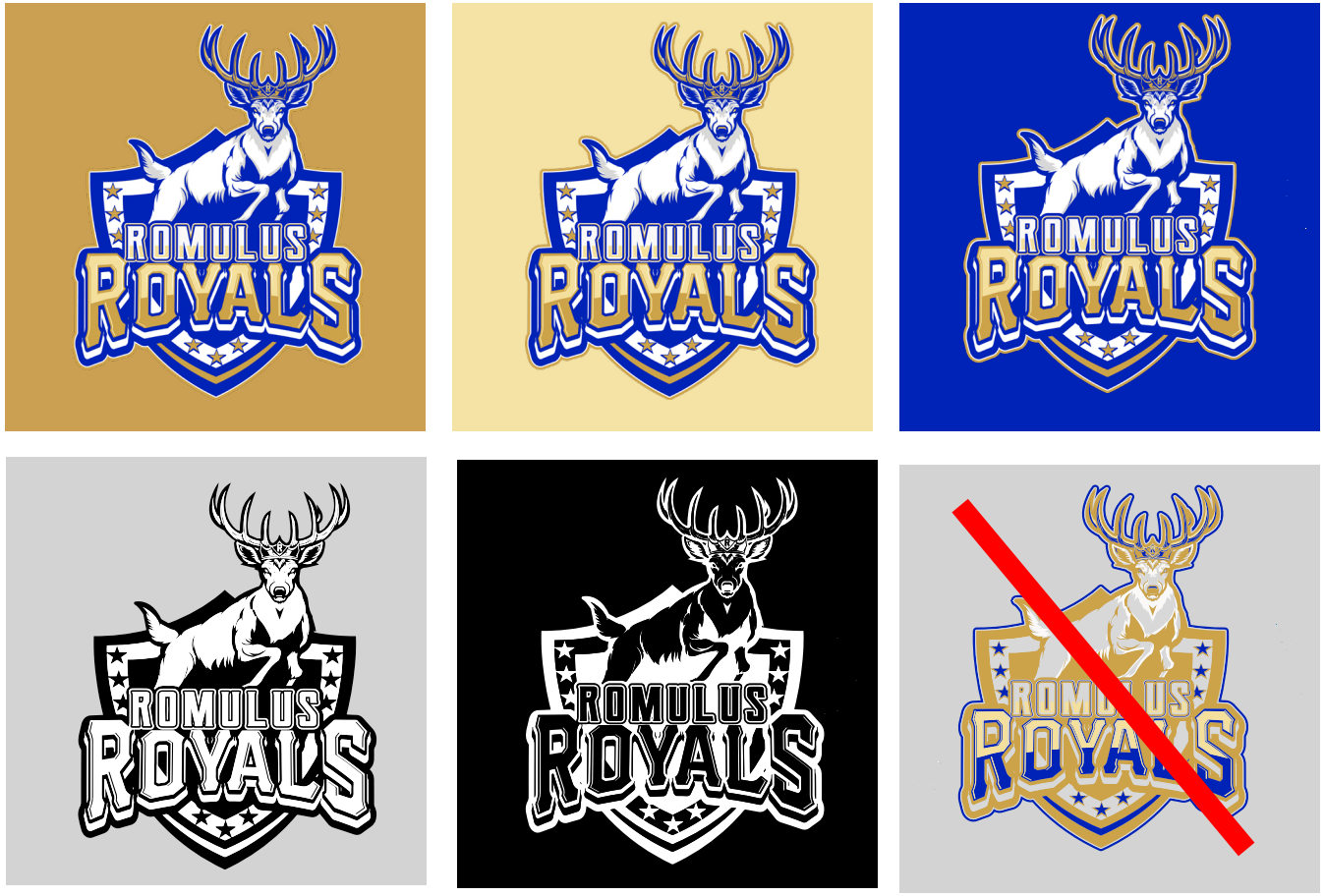
Approved Colors

COLOR USAGE



Any combination of approved logos may be used as long as none of the other guidelines are violated.
Versions shown have outline. Non outline versions are acceptable as well as long as the other guidlines are not violated.

Approved Colors



Simply inverting the colors will produce a photo negative effect. While not ideal negatives can be used as long as no guidelines are violated. While substituing colors will produce undesired results.

ACCEPTABLE COLOR VARIATIONS

The approved ink/thread colors include the accent colors if mentioned on page 3.1,

White, Light Gold, Gray, and Black may only be used when also paired with white only.



LOGO ENHANCEMENTS

The brand identity elements should not be altered or varied in any way.





In one color designs, the shield should always be one of the darker colors when possible





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 white outline &
Soft Drop Shadow



Logo With
Soft Drop Shadow



Logo With white outline &
Soft 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



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Non-Approved Identity Uses

1 Do not use Romulus old or non official logos ,Or in combination with the new brand elements

2 Do not use the logo or any elements in non-appproved 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 use trademarked or copied elements with other approved elements.

BERG REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!



I.F.C HARDBALL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typography

The approved fonts include Berg Regular and I.F.C Hardball. I.F.C Hardball should be used on most Royals name applications, or in apparel ,or used when identifying a sport, department, club or other secondary priority associated with the school.
***when possible wordmarks, and lettermarks should be used before raw font.**



Approved Fonts:
Berg Regular
I.F.C Hardball



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Apparel Examples

1 Basic T-shirts

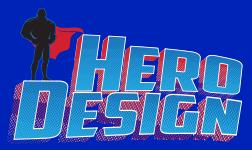
2 Polos

3 Pullover Sweaters

4 Long Sleeves

5 Zip Hoodies

6 Caps


HERO
DESIGN


ROMULUS CENTRAL SCHOOL DISTRICT
HOME OF THE ROYALS