

AVON COMMUNITY SCHOOL CORPORATION ATHLETICS

BRAND GUIDELINES



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Avon Athletics has developed a visual identity that reflects who and what we are as an organization in an engaging, energetic, and memorable manner. The goal is to present Avon Athletics and the Avon Community School Corporation (ACSC or Avon Schools) in a consistent and professional way to build positive support, recognition, and enthusiasm within the community and beyond.

These Brand Guidelines will establish consistent usage of the Avon Athletics visual identity in all communication pieces. These guidelines should be followed at all times.

Please direct questions to ACSC Communications at (317) 544-6000.

Creative applications of the Avon Athletics logo and its elements may be possible. Contact the Communications Coordinator at (317) 544-6000 if you would like to propose a usage that is not listed in this guide.

TERMINOLOGY & FILE FORMATS

The new Avon Athletics visual identity is comprised of a comprehensive collection of design elements, in a variety of layout options. The purpose of this diverse collection of graphics is to provide great flexibility for a wide — yet visually consistent and cohesive — array of brand expressions. However, these files are not to be seen as a mix-and-match set of resources, but rather as a complete library of approved elements and layout options from which to choose. It will be helpful to understand the design terminology as well as which file format is best suited to your specific need.

TERMINOLOGY

Filenames will contain design terminology that may be unfamiliar, but provide a clue as to the nature of the design in question:

Logo

This denotes the primary brand identity as a whole. Here this refers to the Oriole integrated into the capital A, with “ORIOLES” underneath.

Symbol

This denotes the primary graphic/non-text element of a logo. Here this refers to the Oriole integrated into the capital A with no other text.

Wordmark

Sometimes called a Logotype, this denotes the specific, stylized graphic treatment of a single word.

Here this refers to either of the two options for “AVON” or “ORIOLES” as they might appear as a designed element apart from other graphics.

Lockup

This denotes the specific, proportional relationship between the brand identity and other supporting elements (graphics or text). Here this may refer to provided design options for the word “AVON ORIOLES”, or the design options provided for identifying a specific sport.

FILE FORMATS

Brand identity elements are provided in three formats. Understanding these formats is important in reproducing the brand in the best quality. Each file format is targeted to a specific end use:

EPS – for Print and Production

This file format is used primarily for all pieces that will be traditionally printed or produced. This is a vector-based format, which means that EPS files can be enlarged to any size with no loss of visual quality and integrity.

JPEG – for Web & Online — DO NOT ENLARGE

This file format is intended primarily for use in digital and online environments. This is a pixel- or raster-based format, which means that JPEG files CANNOT

be enlarged beyond their provided sizes without noticeable loss of visual quality and integrity. That said, all JPEG files are provided in dimensions beyond what should be typically called for.

PNG – for Microsoft Office Apps — DO NOT ENLARGE

Like JPEG, this file format is for digital and online environments, but is also a preferred file format for use in Microsoft Office applications. This too is a pixel- or raster-based format, which means that PNG files CANNOT be enlarged without noticeable loss of visual quality and integrity. That said, all PNG files are also provided in dimensions beyond what should be typically called for.

BRAND ELEMENTS

THE WHITE STROKE :: AN IMPORTANT NOTE

To provide the greatest flexibility for use on a variety of colored backgrounds (see Color Palette for background color options), all files are created with a WHITE STROKE around all design elements, that will not be visible when elements are over a white background (which is preferred, where possible). The stroke is to be considered an indispensable aspect of all files and is not be deleted or altered in any way.



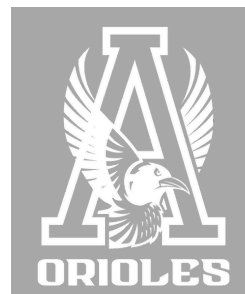
GRAYSCALE FILES :: AN IMPORTANT NOTE

To provide the greatest flexibility for a wide variety of color production environments, all files are created with a VERY SPECIFIC grayscale conversion of the original color files. The shades of gray in the provided files are different than what would be produced via a standard “convert to grayscale” command from any software application. As such, whenever any files will have a final application in black and white, the appropriate grayscale files — as provided — should be used or supplied.



ONE-COLOR FILES :: AN IMPORTANT NOTE

To provide low-cost options while retaining brand integrity, one-color options of certain marks are available. These should only be used when a full-color or grayscale option is not feasible.



THE FILES :: AHS

The following marks are the primary marks that should be used for all AHS athletic programs. They may also be utilized by ACSC middle schools. Grayscale versions are available. One-color versions of select files are available upon request.

Primary Logo



Symbol



Block A



Avon Orioles Lockup with Oriole



Avon Orioles Lockup NO Oriole



Avon Wordmark with Oriole



Avon Wordmark NO Oriole



Orioles Wordmarks



THE FILES :: AVON MIDDLE SCHOOL NORTH

The following marks are the primary marks that should be used for all AMS North athletic programs. Grayscale versions are available. One-color versions of select files are available upon request.

Primary Logo - Vertical and Horizontal Orientations



Primary Wordmark



Simplified Primary Logo - Vertical and Horizontal Orientations



Avon North Lockup



Avon North Lockup - BW



Avon North Lockup - Swapped



North Wordmark



Avon North Wordmarks



THE FILES :: AVON MIDDLE SCHOOL SOUTH

The following marks are the primary marks that should be used for all AMS South athletic programs. Grayscale versions are available. One-color versions of select files are available upon request.

Primary Logo - Vertical and Horizontal Orientations



Primary Wordmark



Simplified Primary Logo - Vertical and Horizontal Orientations



Avon South Lockup



Avon South Lockup - BW



Avon South Lockup - Swapped



South Wordmark



Avon South Wordmarks



BRANDED SPORTS LOCKUPS

THE FILES

The following marks are the primary marks that should be used for sport-specific applications. Although primarily designed for AHS, they may be utilized by middle schools. Grayscale versions are available. One-color versions are available upon request.



BASEBALL



BASKETBALL



CHEERLEADING



CROSS COUNTRY



FOOTBALL



GOLF



SOCCER



SOFTBALL



**STRENGTH
& SPEED**



SWIM & DIVE



TENNIS



TRACK & FIELD



**UNIFIED
TRACK & FIELD**



VOLLEYBALL



WRESTLING

INCORRECT USAGE

Please do not repropotion, reconstruct or modify any brand file — in any way. Below are several possible examples of incorrect logo usage. Contact ACSC Communications with questions at (317) 544-6000.

DO NOT
ROTATE



DO NOT
REARRANGE ELEMENTS



DO NOT CHANGE
SPATIAL RELATIONSHIPS



DO NOT CHANGE
SIZE RELATIONSHIPS



DO NOT
STRETCH



DO NOT
COMPRESS



DO NOT
CHANGE TYPEFACES



DO NOT
RECOLOR



DO NOT
MIX & MATCH ELEMENTS



FONT USAGE GUIDELINES

DESIGNED PIECES

Headlines	Avenir Black 16 pt. - All Caps Optional
Subheads	Avenir Medium 13 pt.
Body Copy	Avenir Book 11 pt.

BASIC CORPORATE COMMS.

Headlines	Arial Black 16 pt. - All Caps Optional
Subheads	Arial Bold 13 pt.
Body Copy	Arial Regular 11 pt.

EXAMPLE **NEW AVON ATHLETIC BRAND TAKES FLIGHT**

Community-wide launch takes place this summer

Administrators, leadership, coaches, and student-athletes are excited to join the effort.

JERSEY NUMERALS - OPTIONAL

0 1 2 3 4 5 6 7 8 9

COLOR PALETTE

PRIMARY COLOR PALETTE

The following colors are used in the athletic logo. These are the primary colors of Avon Athletics.

BLACK #000000 R: 0 G: 0 B: 0 C: 75 M: 68 Y: 67 K: 90	YELLOW #FFCC00 R: 255 G: 204 B: 9 C: 1 M: 19 Y: 100 K: 0	WHITE #FFFFFF R: 255 G: 255 B: 255 C: 0 M: 0 Y: 0 K: 0
LT. GRAY #A7A7A7 R: 167 G: 167 B: 167 C: 36 M: 29 Y: 30 K: 0	DK. GRAY #808080 R: 128 G: 128 B: 128 C: 52 M: 43 Y: 43 K: 8	SLATE #5D6D7E R: 93 G: 109 B: 126 C: 26 M: 13 Y: 0 K: 51

COMPLIMENTARY COLOR PALETTE

The following colors are NOT used in the athletic logo. They are complementary to the primary brand colors and may be considered for use in designs, apparel, and other creative applications.

#FFC97C R: 255 G: 201 B: 124 C: 0 M: 23 Y: 58 K: 0	#ED864D R: 237 G: 134 B: 77 C: 3 M: 58 Y: 77 K: 0	#FFE597 R: 255 G: 229 B: 151 C: 1 M: 8 Y: 40 K: 0
#FDEDC4 R: 253 G: 237 B: 196 C: 1 M: 5 Y: 26 K: 0	#CEC5A7 R: 206 G: 197 B: 167 C: 20 M: 18 Y: 36 K: 0	#D9DFEB R: 217 G: 223 B: 235 C: 13 M: 8 Y: 2 K: 0
#C1D5E3 R: 193 G: 213 B: 227 C: 23 M: 9 Y: 5 K: 0	#9FB3C3 R: 159 G: 179 B: 195 C: 38 M: 22 Y: 16 K: 0	#3A5676 R: 58 G: 86 B: 118 C: 84 M: 65 Y: 34 K: 15
	#DEDEDE R: 222 G: 222 B: 222 C: 12 M: 9 Y: 9 K: 0	

ADDITIONAL GUIDELINES

SPATIAL FREEDOM :: VISUAL IMPACT IN UNCROWDED SPACE

The brand needs to exist in an uncrowded space in order to have the greatest visual impact. A rule of spatial freedom for the full logo is to allow space at least equal to the height of the O in "ORIOLES" around all sides. This includes the white stroke area when the logo is used on a colored background. Please follow the same basic principle by allowing for plentiful spatial freedom for whichever design elements are in use.



MINIMUM SIZING

The primary logo design contains fine details that do not translate when sized too small. In order to maintain legibility and greatest visual impact of the logo the minimum width should be 1 inch in print and 100 pixels electronically. This includes the white stroke area when the logo is used on a colored background.





AVON COMMUNITY
SCHOOL
CORPORATION

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