

ATHLETICS

Brand styles



**AVONWORTH
SCHOOL DISTRICT**

Logo Variation

INITIAL: A

For consistent and effective brand recognition, this logo should only be used on the following background colors:



WHITE BACKGROUND



RED BACKGROUND



GRAY BACKGROUND

Logo Variation

MASCOT: ANTELOPE HEAD

For consistent and effective brand recognition, this logo should only be used on the following background colors:



WHITE BACKGROUND



GRAY BACKGROUND

NOTE: RED BACKGROUND IS NOT PREFERRED

Logo Variation

SHORT NAME: LOPES

For consistent and effective brand recognition, this logo should only be used on the following background colors:



WHITE BACKGROUND



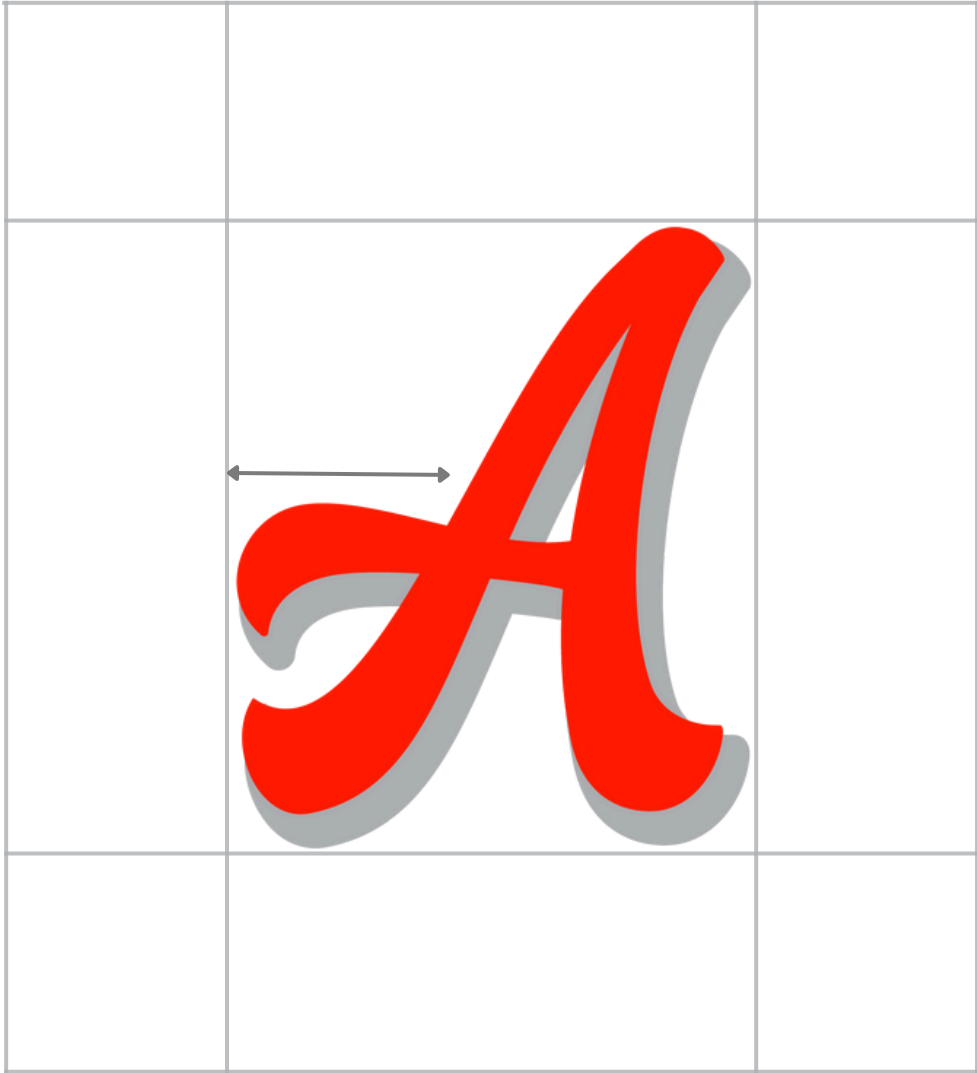
RED BACKGROUND



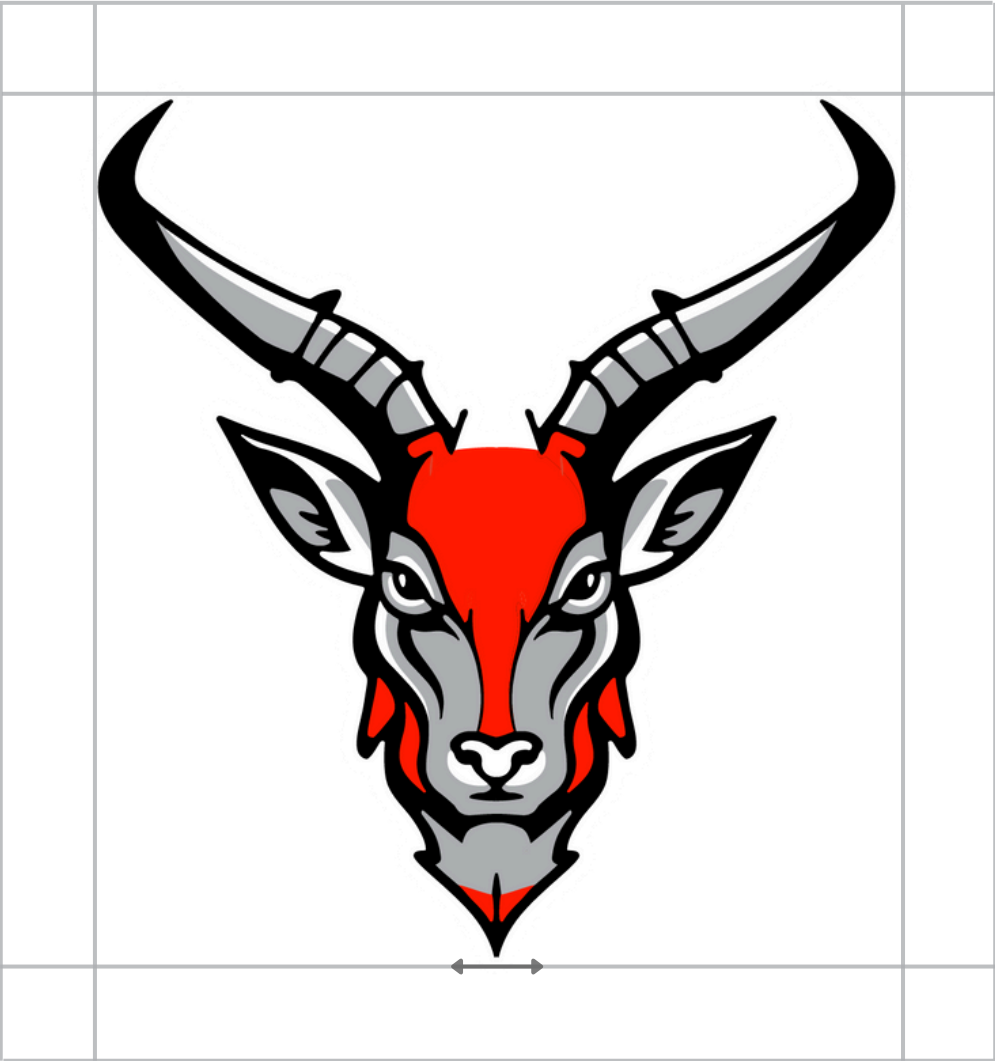
GRAY BACKGROUND

WHITE SPACE

Each logo variation should be given surrounding white space or “breathing room” relative to any other visible design elements (text, images, other logos).



Surrounding white space should equal the width of the crossbar extension



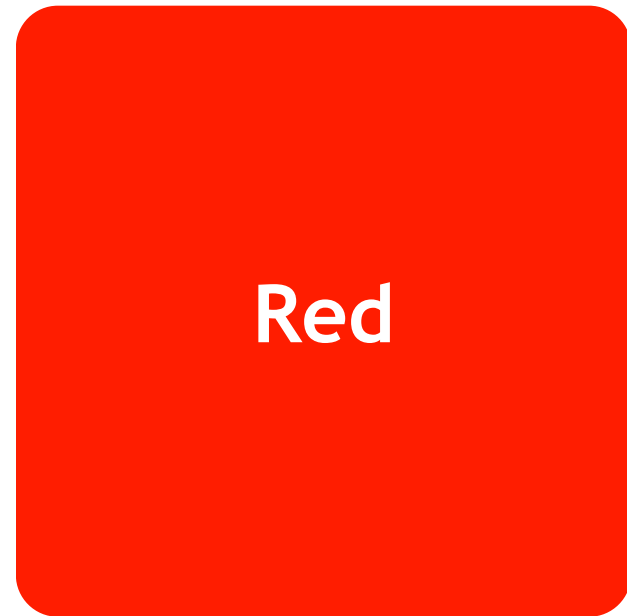
Surrounding white space should equal the width of the Antelopes nose



Surrounding white space should equal the height of the lowercase letters

BRAND COLORS

HEX = web design
CMYK = process printing
RGB = digital graphics
Pantone = precise color matching



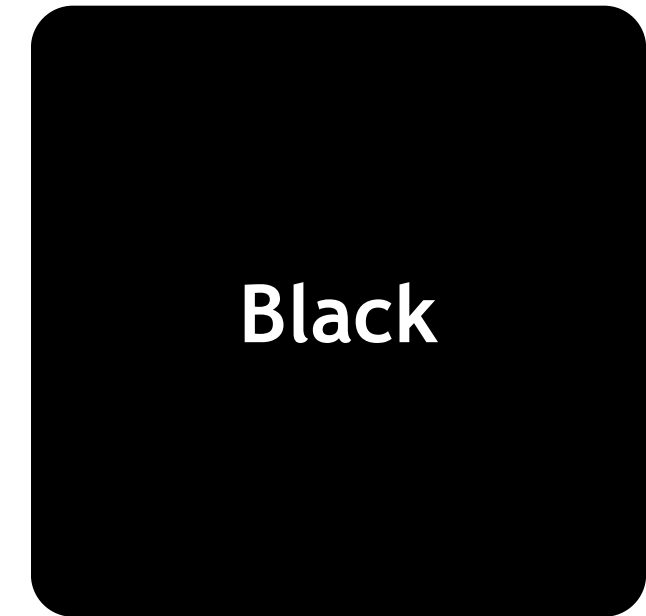
HEX: #FF1D00
C/M/Y/K: 0/96/100/0
R/G/B: 255/29/0
PANTONE: 179C



HEX: #ADAFB2
C/M/Y/K: 0/96/100/0
R/G/B: 255/29/0
PANTONE: COOL GRAY 6C



HEX: #5B5B5B
C/M/Y/K: 62/54/53/27
R/G/B: 91/91/91
PANTONE: 425C



HEX: #000000
C/M/Y/K: 75/68/67/90
R/G/B: 0/0/0
PANTONE: BLACK 6C

POTENTIAL USES



FILE TYPES

PNG

- Useful to anyone
- **Recommended for internet + screens only**
- Typically low resolution
- Transparent backgrounds are possible
- Provided in file collection

PDF

- Useful to anyone
- **Recommend for print**
- Typically high resolution
- Vector (smooth edges)
- Transparent backgrounds are possible
- Provided in file collection

EPS

- Useful to designers/printers
- **Best file type for logos**
- Recommend for print only
- High resolution
- Vector (smooth edges)
- Transparent backgrounds are possible
- Provided in file collection

AI

- Useful to designers/printers
- **Original editable file**
- Recommend for print only
- High resolution
- Vector (smooth edges)
- Transparent backgrounds are possible
- Provided in file collection

JPG

- Useful to anyone
- **Best for images only. Not ideal for logos.**
- Recommended for print, internet, or screens
- Typically good resolution
- Raster (pixelated edges)
- No transparent backgrounds
- Not provided in file collection