

**KEARNEY SD 7:
HORIZON MIDDLE SCHOOL**

BRAND GUIDE



HOME OF THE JAGUARS



Letter To The School

The Horizon Middle School brand is an expression of who we are, what we stand for and what kind of impact we want to make on our community and beyond. Use these guidelines to ensure our brand is communicated consistently across print, digital and social media. We recommend all parties using any part of the Horizon Middle School brand identity, including our logo, artwork, color palette and typography, meet the standards outlined in this guide.

Questions? Please contact the Horizon Middle School administration.

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Brand Standards

USE OF THE LOGOS

The following manual provides you with specifications to accurately utilize the Horizon Middle School brand elements. The Horizon 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 Horizon Middle School brand elements follow this manual with attention to detail in order to preserve and protect the Horizon Middle School brand image.

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



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

When using the Horizon 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 Horizon Middle School.



Approved Logos

Primary Marks

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.

Mascots

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

Circle Marks

Interchangeable with Mascot, but are 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.



1

Approved Logos

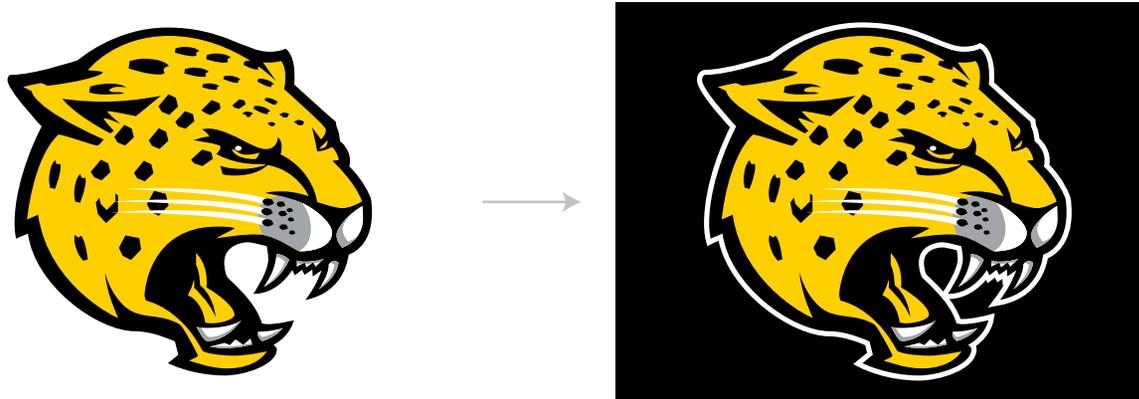
- 1 Primary Mark
- 2 Mascot
- 3 Circle Mark



2



3



The outline shown in white, in the right image, is necessary for dark 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, shadows, bevels, halftones and/or gradients may be omitted to enhance the logos in various printing applications and where limited color variations are needed.

Approved Logos

LOGO MODIFICATIONS

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.**



Black

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



Yellow

PMS 109 C
 #FFD100
 C: 0 M: 5 Y: 100 K: 0
 R: 255 G: 209 B: 0



White

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



Silver Grey

PMS 429 C
 #A2AAAD
 C: 21 M: 11 Y: 9 K: 23
 R: 162 G: 170 B: 173

Pantone
 Web
 CMYK
 RGB

Pantone
 Web
 CMYK
 RGB

Approved Colors

IDENTITY COLORS

Black, Yellow, White and Silver Grey are the official approved colors of Horizon Middle School and play a major role in supporting the core visual identity of the brand.

Black and Yellow are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White and Silver Grey should only be used as secondary accent colors.

***All 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 is recommended to be used against Black, Yellow, transparent or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

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



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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.

Folio Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ



**HORIZON
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Folio BT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Folio BT Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

The approved fonts are Folio Medium, Folio BT Book, and Folio BT Light Italic. Folio Medium, Folio BT Book, and Folio BT Light Italic should always be used for Horizon Middle School 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 and commercial use.**

NOW IT IS TIME TO

ELEVATE YOUR BRAND

WITH...

Avenue Banners

Pop-Up Tents

Windscreens

Table Cloths

Wall Murals

Decals

Vinyl Banners

Window Graphics

Flags

Media Backdrops

AND MORE!

Contact **BSN SPORTS** Campus Branding for more info!

BSNSPORTS.com/CampusBranding

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