

**KEARNEY SD 7:  
KENWOOD  
ELEMENTARY SCHOOL**

**BRAND GUIDE**



**HOME OF THE COUGARS**



**KENWOOD  
ELEMENTARY**  
*Home of the Cougars*

## Letter To The School

The Kenwood Elementary 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 Kenwood Elementary School brand identity, including our logo, artwork, color palette and typography, meet the standards outlined in this guide.

Questions? Please contact the Kenwood Elementary School administration.

## Table of Contents

---

### Brand Standards

#### 1.1 Use of the Logos

---

### Approved Logos

#### 2.1 Logo Uses

#### 2.2 Official Logos

#### 2.3 Logo Modifications

---

### Approved Colors

#### 3.1 Identity Colors

#### 3.2 Logo Against Background Colors

#### 3.3 One Color Logos

#### 3.4 Color Variations/Logo Enhancements

---

### Typography

#### 4.1 Fonts



## Brand Standards

### USE OF THE LOGOS

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

When using the Kenwood Elementary 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 Kenwood Elementary 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.



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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.**



**Royal Blue**

**Yellow**

Pantone  
Web  
CMYK  
RGB

PMS 293 C  
#003DA5  
C: 100 M: 69 Y: 0 K: 4  
R: G: 61 B: 165

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



**Black**

**White**

**Scarlet Red**

Pantone  
Web  
CMYK  
RGB

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

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

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

# Approved Colors

## IDENTITY COLORS

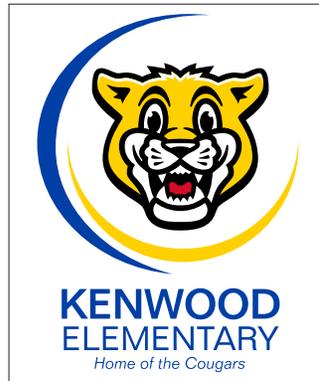
Royal Blue, Yellow, Black, White and Scarlet Red are the official approved colors of Kenwood Elementary School and play a major role in supporting the core visual identity of the brand.

Royal Blue and Yellow are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Black, White and Scarlet Red 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 transparent, Royal Blue, Yellow, or neutrals such as Black or 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).



## 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



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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 Kenwood Elementary 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

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Windscreens

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Wall Murals

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Window Graphics

Flags

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