

# HIGHLAND ELEMENTARY BRAND ONE-SHEET

## LOGO — ACCEPTABLE VERSIONS



**HIGHLAND**  
ELEMENTARY



**HIGHLAND**  
ELEMENTARY



## TYPOGRAPHY — SANS-SERIF AND SERIF FAMILIES

### SOURCE SANS PRO

V V V V V V

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=+();',. !#\$%&/'

<https://fonts.google.com/specimen/Source+Sans+3>

### SOURCE SERIF PRO

V V V V V V

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=+();',. !#\$%&/'

<https://fonts.google.com/specimen/Source+Serif+4>

## COLOR — PRIMARY AND SECONDARY COLORS

### PURPLE

HEX #2D0A6A

R 45  
G 10  
B 106

C 96  
M 100  
Y 21  
K 22



### LIGHT GOLD

HEX #EECC65

R 238  
G 204  
B 101

C 7  
M 17  
Y 71  
K 0

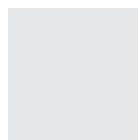


### GREY

HEX #E6E7E8

R 230  
G 231  
B 232

C 0  
M 0  
Y 0  
K 10



### WHITE

HEX #FFFFFF

R 255  
G 255  
B 255

C 0  
M 0  
Y 0  
K 0

