

HOGAN MIDDLE SCHOOL BRAND ONE-SHEET

LOGO — ACCEPTABLE VERSIONS



TYPOGRAPHY — SANS-SERIF AND SERIF FAMILIES

SHEEPMAN REGULAR

V V V V V V

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

<https://fonts.adobe.com/fonts/sheepman>

SOURCE SANS PRO

V V V V V V

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

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

COLOR — PRIMARY AND SECONDARY COLORS

DARK BLUE

HEX #042F59

R 4
G 47
B 89

C 100
M 87
Y 33
K 23



MEDIUM BLUE

HEX #004C8A
PANTONE 293C

R 0
G 76
B 138

C 100
M 79
Y 18
K 4



BRIGHT BLUE

HEX #0078BD
PANTONE 7461C

R 0
G 120
B 189

C 86
M 47
Y 0
K 0



WHITE

HEX #FFFFFF
PANTONE 427C

R 255
G 255
B 255

C 0
M 0
Y 0
K 0

