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# LOGO (SEAL)

Use the *"seal"* version of the logo for formal, official, or ceremonial contexts where a traditional or authoritative appearance is appropriate.



Logo Full Color



Logo PMS Only



Logo Black Only

# LOGO (STACKED)

Use the *"stacked"* version of the logo when vertical space is limited or a more compact, centered layout is needed.



**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**

Logo Full Color



**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**

Logo PMS Only



**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**

Logo Black Only

Brand Guidelines

# LOGO (HORIZONTAL)

Use the *"horizontal"* version of the logo for layouts with ample horizontal space, such as website headers or letterheads, where a wide and balanced look is preferred.



**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**

Logo Full Color



**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**

Logo PMS Only



**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**

Logo Black Only

# MASCOT

The **"Bobcat"** icon serves as the official mascot of South San High School, symbolizing school spirit, pride, and community identity across all student and athletic activities.



## Brand Guidelines

# PAW

The official icon of the *"Paw"* symbolizes school spirit and strength, serving as a recognizable and unifying mark across all athletic, academic, and extracurricular branding.



Icon Full Color



Icon Black Only



Icon White Only

Brand Guidelines

# LETTER "S"

The official icon of the *"South San S"* symbolizes school spirit and strength, serving as a recognizable and unifying mark across all athletic, academic, and extracurricular branding.



Icon Full Color



Icon Black Only



Icon White Only

# BACKGROUND COLORS

Use only approved brand colors for backgrounds to maintain visual consistency and support brand recognition across all materials.



**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**



**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**

# BACKGROUND COLORS

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**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**

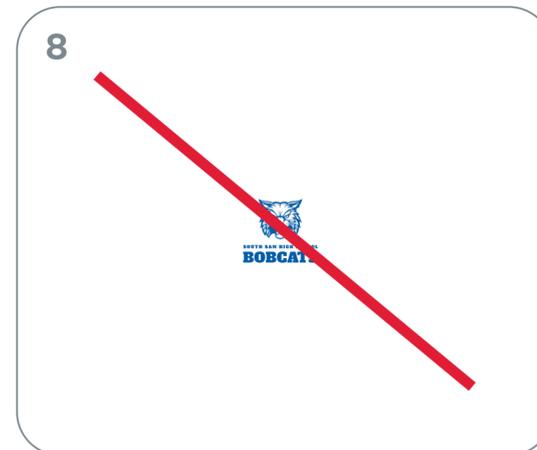
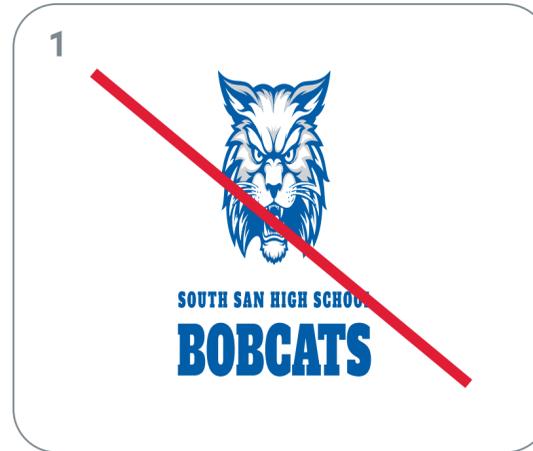


**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**

# COMMON LOGO MISTAKES

Here's how to avoid making a logo mistake:

- 1 **DON'T** scale disproportionately.
- 2 **DON'T** use the full color logo on a contrasting background.
- 3 **DON'T** change colors in the logo file.
- 4 **DON'T** scale elements individually.
- 5 **DON'T** rotate the logo.
- 6 **DON'T** place text/elements over logo.
- 7 **DON'T** add a drop shadow or other filter.
- 8 **DON'T** scale logo beyond legibility.
- 9 **DON'T** use a low resolution logo.



# TYPEFACE

Our typeface is the *"Alfa Slab One"* font.  
Primary use for South San High School logo.

## Alfa Slab One

**A B C D E F G H I J K L M N**

**O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n**

**o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?**

# COLORS

## Blue

PMS 2935

CMYK 100, 68, 4, 0

RGB 0, 93, 66

Hex #005DA6

## Dark Gray

PMS N/A

CMYK 0, 0, 0, 50

RGB 147, 149, 152

Hex #939598

## Light Gray

PMS N/A

CMYK 0, 0, 0, 20

RGB 209, 211, 212

Hex #D1D3D4

## White

PMS N/A

CMYK 0, 0, 0, 0

RGB 255, 255, 255

Hex #FFFFFF



**SOUTH SAN HIGH SCHOOL**  
**BOBCATS**