ZAMORA MIDDLE SCHOOL

JAGUARS

CONTENTS

LOGO (SEAL)

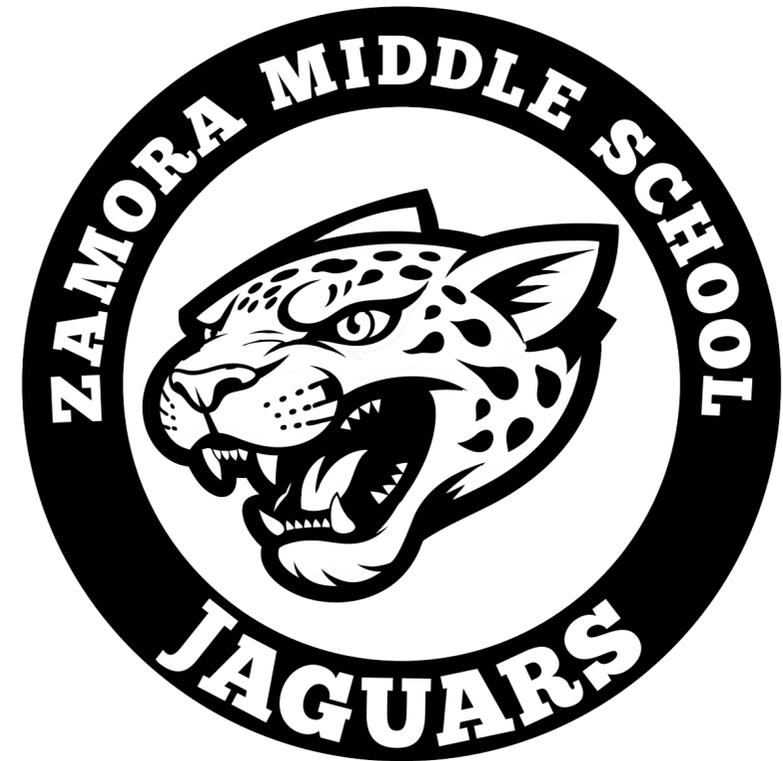Use the *"seal"* version of the logo for formal, official, or ceremonial contexts where a traditional or authoritative appearance is appropriate.
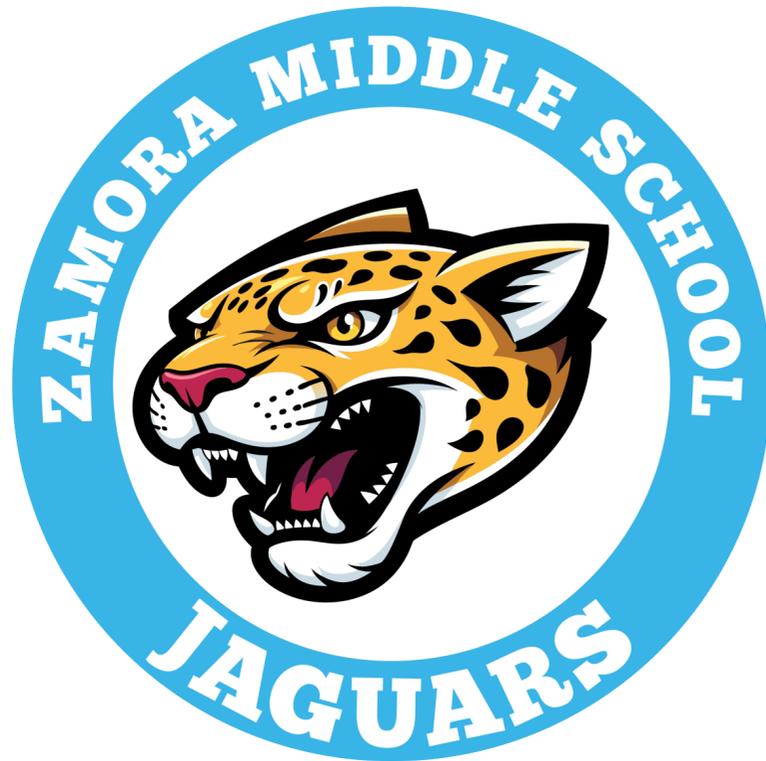
Logo Full Color
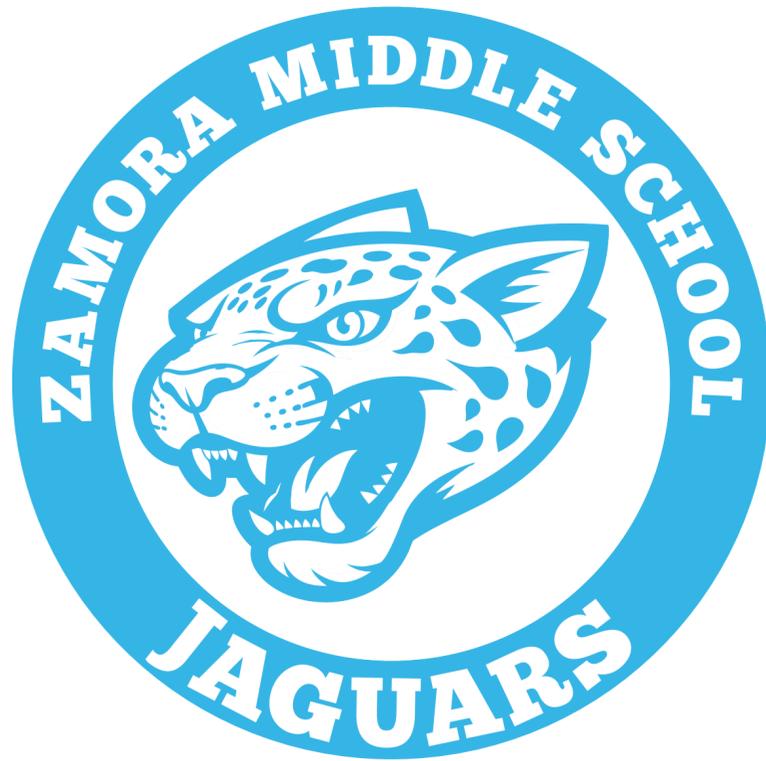
Logo PMS Blue Only

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.

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Logo Full Color

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Logo PMS Blue Only

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Logo Black Only

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.

Logo Full Color

Logo PMS Blue Only

Logo Black Only

MASCOT

The *"Jaguars"* icon serves as the official mascot of Zamora Middle School, symbolizing school spirit, pride, and community identity across all student and athletic activities.

BACKGROUND COLORS

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

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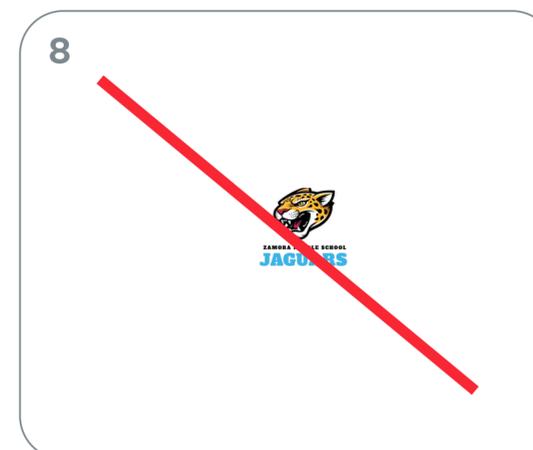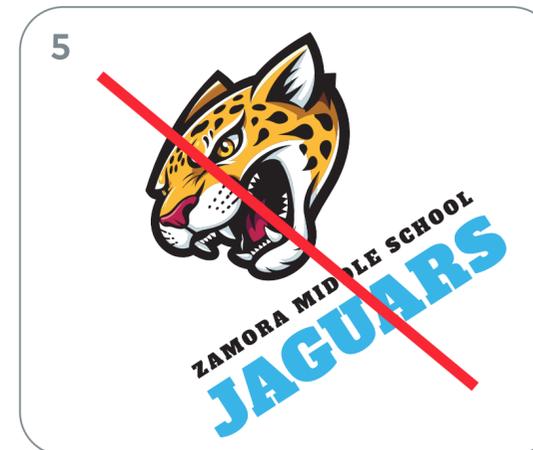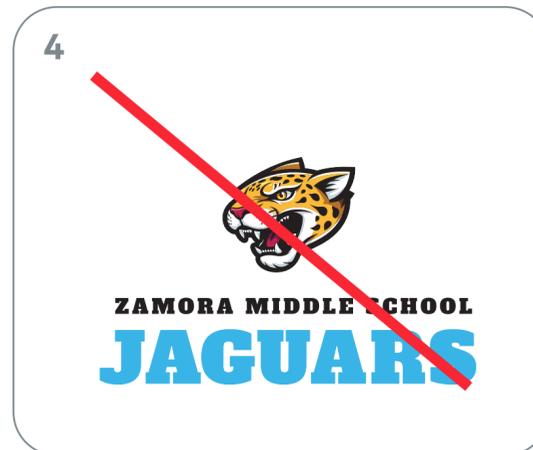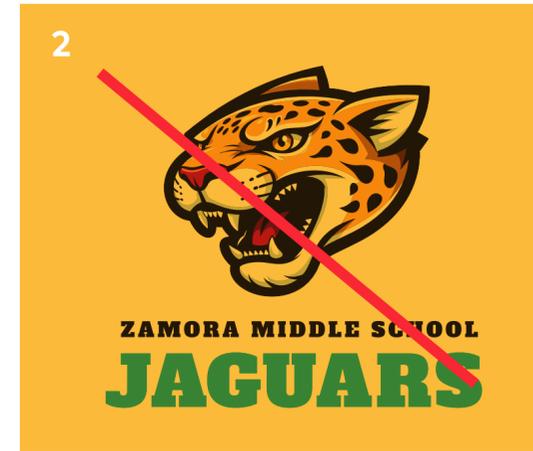
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COMMON LOGO MISTAKES

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 Zamora Middle School logo.

Alfa Slab One

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

1234567890!@#$%&?

COLORS

Blue

PMS 298

CMYK   65, 10, 0, 0

RGB 60, 180, 231

Hex #3CB4E7

Black

PMS N/A

CMYK   0, 0, 0, 100

RGB 0, 0, 0

Hex #000000

Gray

PMS N/A

CMYK   0, 0, 0, 20

RGB 209, 210, 212

Hex #D1D2D4

White

PMS N/A

CMYK   0, 0, 0, 0

RGB 255, 255, 255

Hex #FFFFFF

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