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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.



FIVE PALMS ELEMENTARY  
***EAGLES***

Logo Full Color



FIVE PALMS ELEMENTARY  
***EAGLES***

Logo PMS Only



FIVE PALMS ELEMENTARY  
***EAGLES***

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.



**FIVE PALMS ELEMENTARY**  
**EAGLES**

Logo Full Color



**FIVE PALMS ELEMENTARY**  
**EAGLES**

Logo PMS Only

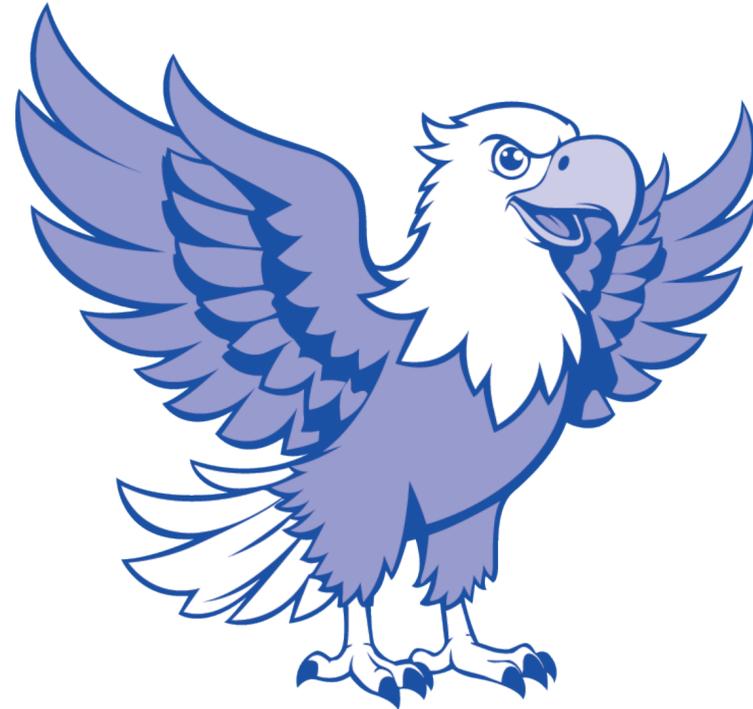


**FIVE PALMS ELEMENTARY**  
**EAGLES**

Logo Black Only

# LOGO MASCOT

The **"Eagle"** icon serves as the official mascot of Five Palms Elementary, 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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***EAGLES***

BRAND GUIDELINES

# BACKGROUND COLORS

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



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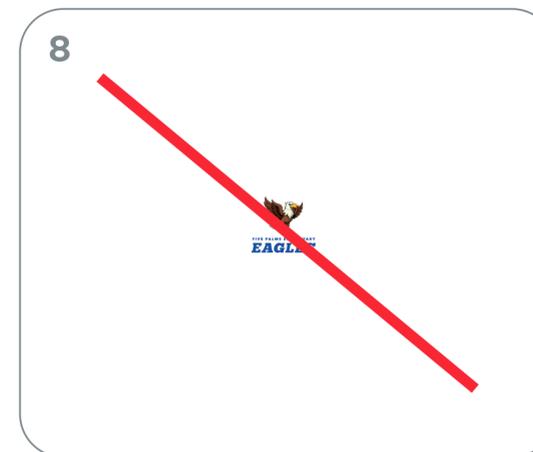
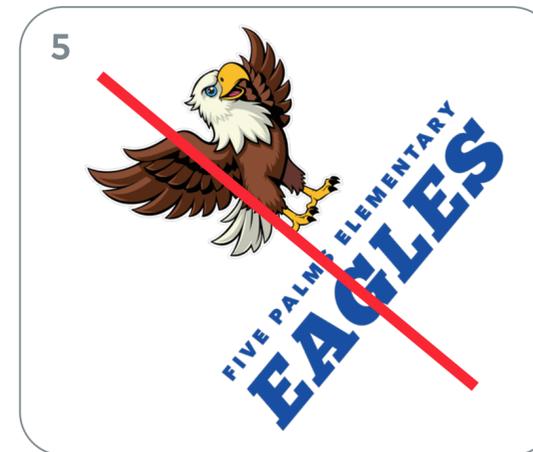
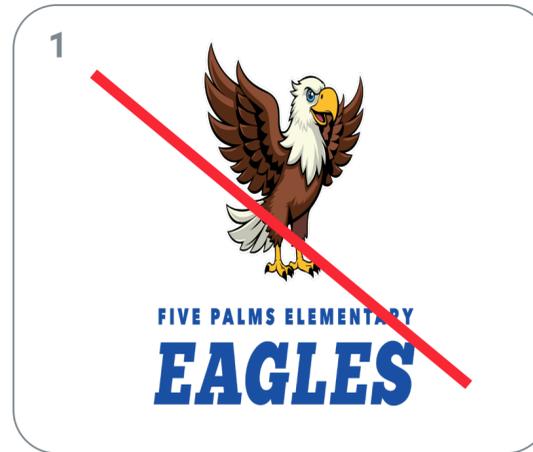


FIVE PALMS ELEMENTARY  
***EAGLES***

# 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 *"ChunkFive"* font.

Primary use for Five Palms Elementary School logo.

## ChunkFive

**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 2728

CMYK 96, 78, 0, 0

RGB 27, 81, 163

Hex #1B51A3

## GRAY

PMS N/A

CMYK 0, 0, 0, 35

RGB 177, 179, 182

Hex #B1B3B6

## BLACK

PMS N/A

CMYK 0, 0, 0, 100

RGB 0, 0, 0

Hex #000000

## WHITE

PMS N/A

CMYK 0, 0, 0, 0

RGB 255, 255, 255

Hex #FFFFFF



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