ROY P BENAVIDEZ ELEMENTARY

PATRIOTS

BRAND GUIDELINES / 06.25

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BRAND GUIDELINES

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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.

Logo Full Color

Logo PMS Only

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.

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Logo Full Color

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Logo PMS Only

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Logo Black Only

MASCOT

The ***"Patriot"*** icon serves as the official mascot of Roy P Benavidez 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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BACKGROUND COLORS

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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 ***"Baskerville Bold"*** font. Primary use for Roy P Benavidez Elementary 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 ! @ # $ % & ?

BRAND GUIDELINES

COLORS

DARK BLUE

PMS 2748

CMYK 100, 94, 24, 23

RGB 35, 44, 103

Hex #232C67

RED

PMS 185

CMYK 0, 100, 92, 0

RGB 237, 28, 44

Hex #ED1C2C

LIGHT BLUE

PMS 2728

CMYK 95, 75, 0, 0

RGB 25, 85, 166

Hex #1955A6

WHITE

PMS N/A

CMYK 0, 0, 0, 0

RGB 255, 255, 255

Hex #FFFFFF

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