



**BRAND GUIDELINES / 06.25**

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BRAND GUIDELINES

# 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



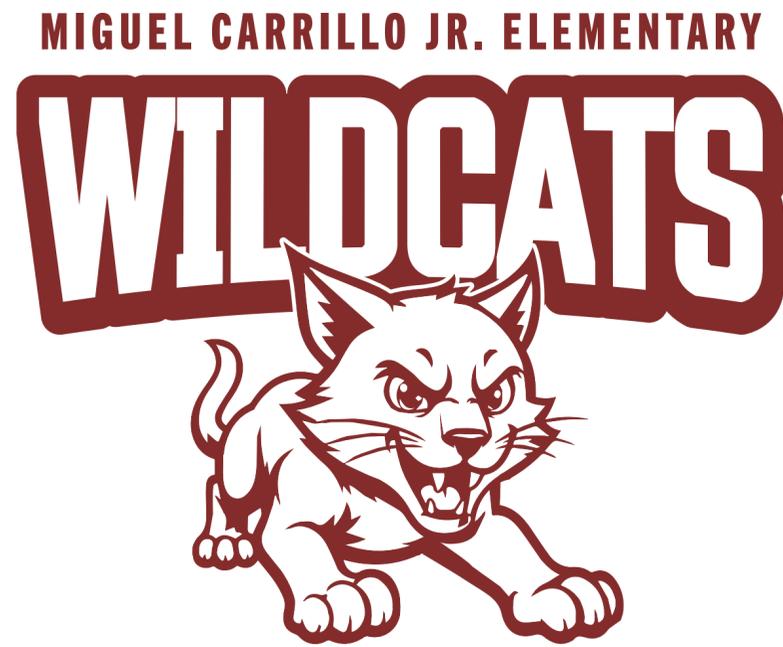
Logo Black Only

# 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

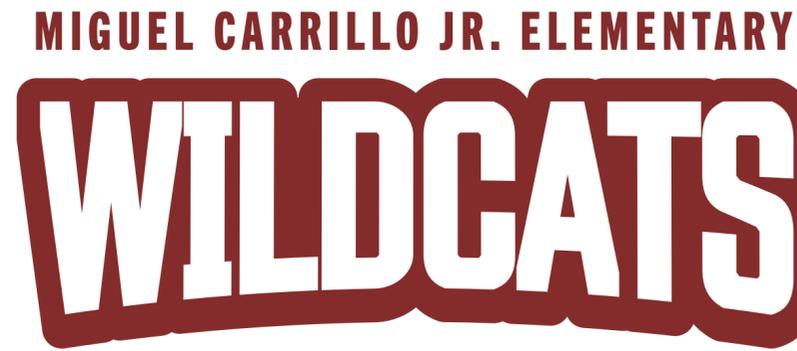
BRAND GUIDELINES

# LOGO (HORIZONTAL)

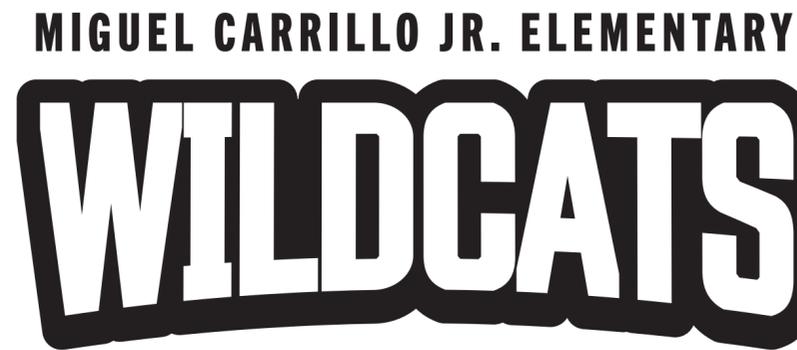
Use the *"horizontal"* version of the logo for layouts with ample horizontal space, such as website headers or letterheads, where a wide and balanced look is preferred.



Logo Full Color



Logo PMS Only



Logo Black Only

## BRAND GUIDELINES

# MASCOT

The *"Wildcats"* icon serves as the official mascot of Miguel Carrillo Jr. Elementary, symbolizing school spirit, pride, and community identity across all student and athletic activities.



## BRAND GUIDELINES

# BACKGROUND COLORS

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



# BACKGROUND COLORS

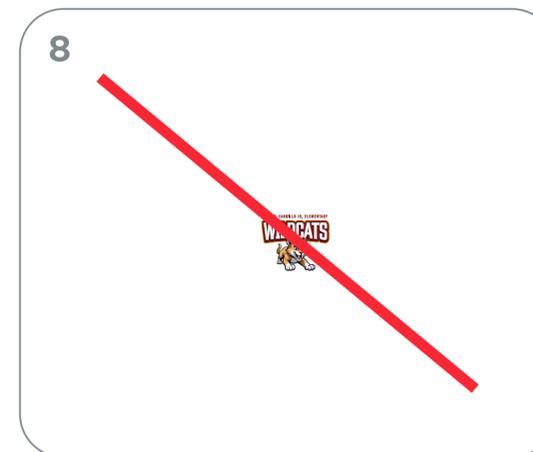
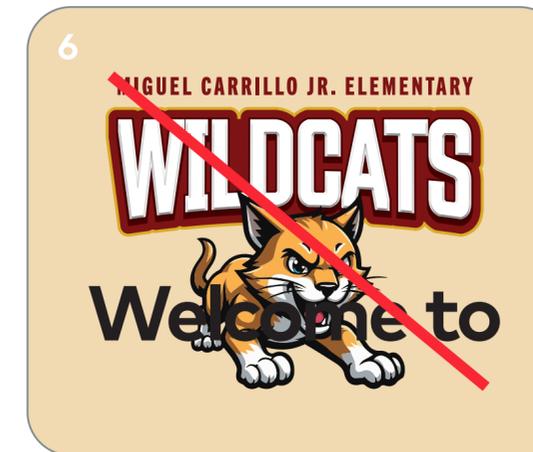
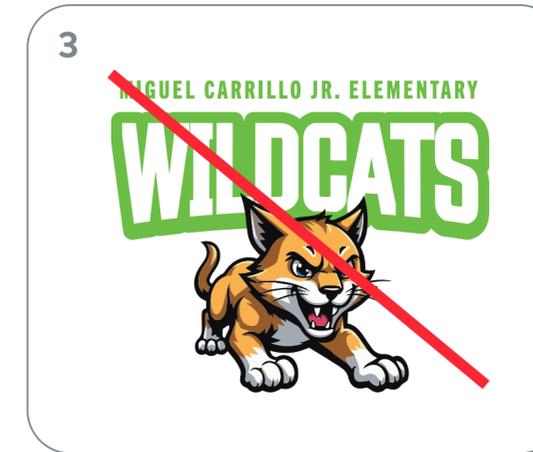
Use only approved brand colors for backgrounds to maintain visual consistency and support brand recognition across all materials.



# 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.



BRAND GUIDELINES

# TYPEFACE

Our typeface is the *"Countach"* font. Primary use for Miguel Carrillo Jr. Elementary School logo.

## Countach Regular

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

## MAROON

PMS 7624

CMYK 29, 100, 100, 38

RGB 126, 20, 22

Hex #7E1416

## BLACK

PMS 110

CMYK 16, 31, 100, 0

RGB 218, 173, 40

Hex #DAAD28

## BEIGE

PMS 7506

CMYK 5, 13, 32, 0

RGB 241, 217, 178

Hex #F1D9B2

## WHITE

PMS N/A

CMYK 0, 0, 0, 0

RGB 255, 255, 255

Hex #FFFFFF



MIGUEL CARRILLO JR. ELEMENTARY

**WILDCATS**