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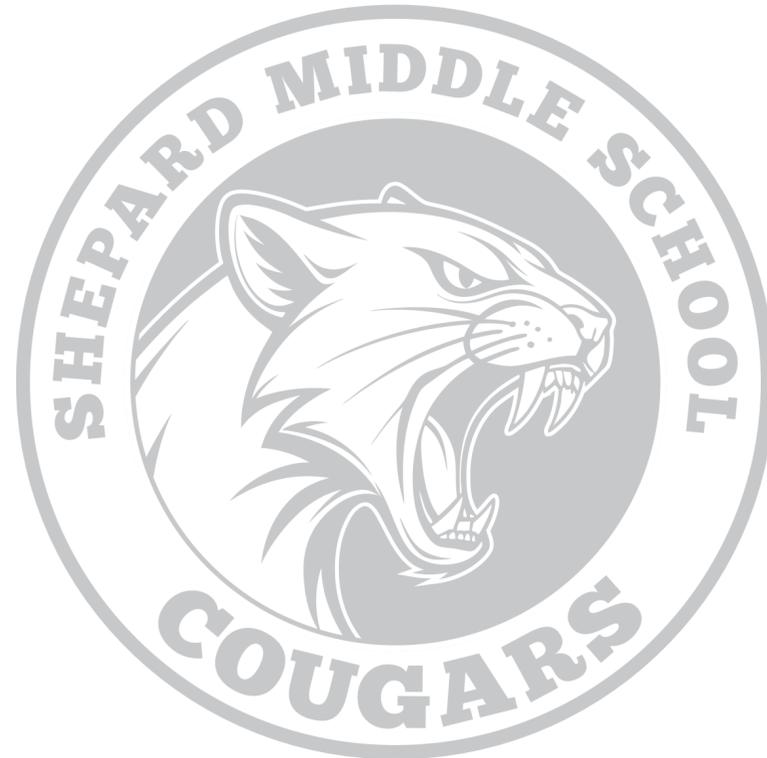
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LOGO (SEAL)

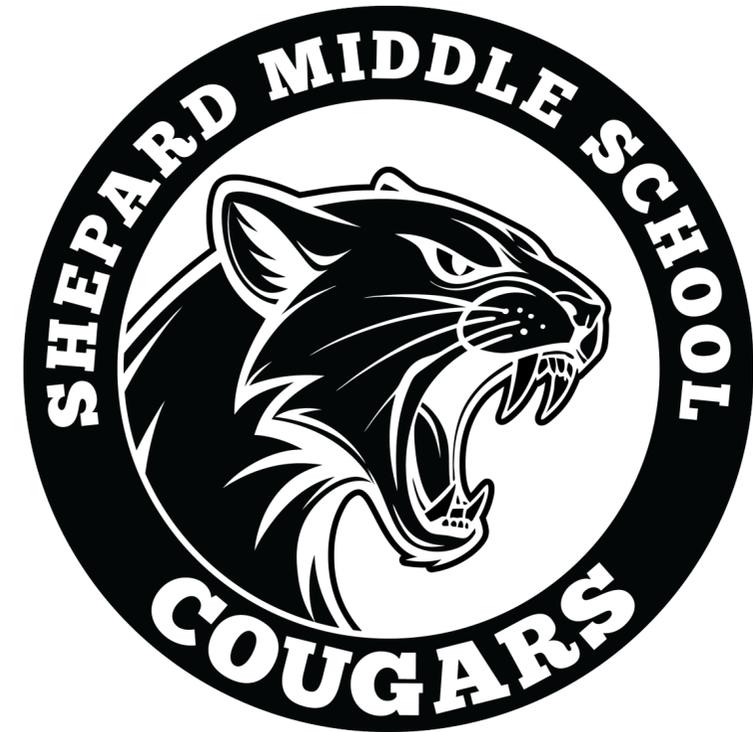
Use the *"seal"* version of the logo for formal, official, or ceremonial contexts where a traditional or authoritative appearance is appropriate.



Logo Seal Full Color



Logo Seal White Only



Logo Seal Black Only

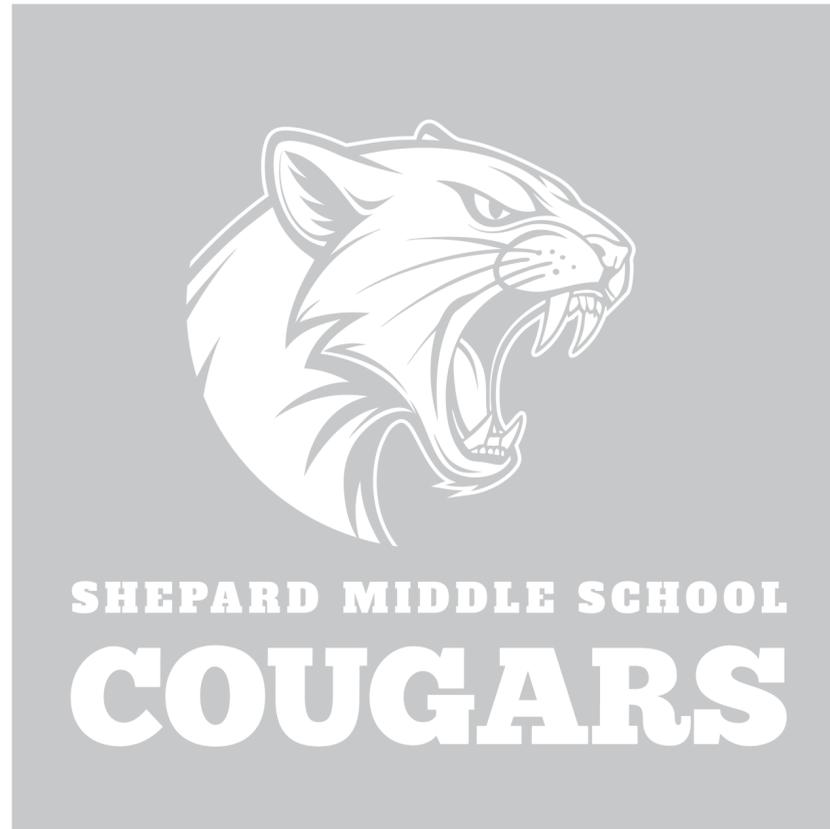
LOGO (STACKED)

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



SHEPARD MIDDLE SCHOOL
COUGARS

Logo Seal Full Color



Logo Seal White Only



SHEPARD MIDDLE SCHOOL
COUGARS

Logo Seal 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.



SHEPARD MIDDLE SCHOOL
COUGARS

Logo Full Color



SHEPARD MIDDLE SCHOOL
COUGARS

Logo White Only



SHEPARD MIDDLE SCHOOL
COUGARS

Logo Black Only

MASCOT

The "*Cougars*" icon serves as the official mascot of Shepard 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.



SHEPARD MIDDLE SCHOOL
COUGARS



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BACKGROUND COLORS

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SHEPARD MIDDLE SCHOOL
COUGARS

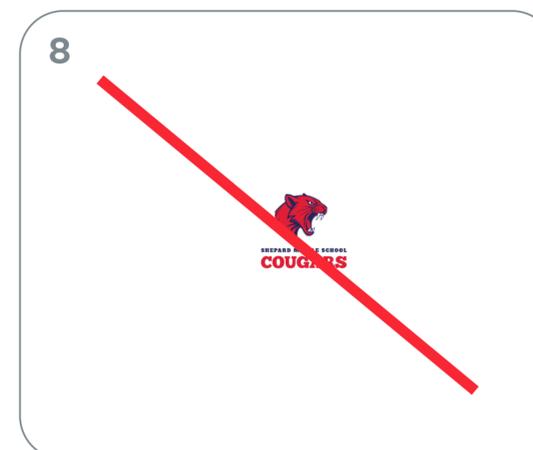
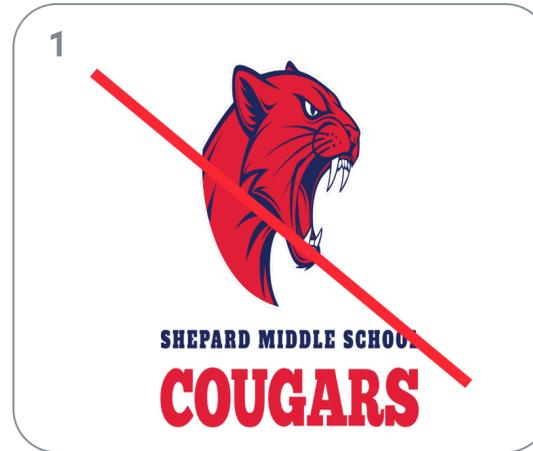


SHEPARD MIDDLE SCHOOL
COUGARS

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 Shepard Middle 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 2758

CMYK 100, 94, 30, 30

RGB 31, 39, 92

Hex #1F275C

Red

PMS 199

CMYK 7, 100, 85, 0

RGB 223, 31, 54

Hex #DF1F36

Gray

PMS N/A

CMYK 0, 0, 0, 25

RGB 0, 0, 0

Hex #000000

White

PMS N/A

CMYK 0, 0, 0, 0

RGB 199, 200, 202

Hex #C7C8CA



SHEPARD MIDDLE SCHOOL
COUGARS