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BRAND GUIDELINES

LOGO SEAL

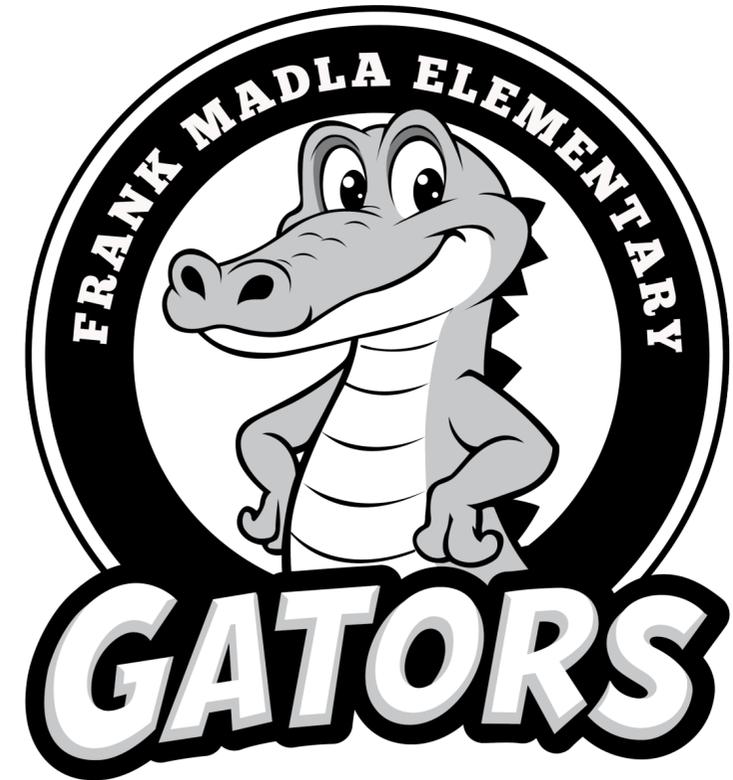
Use the *"seal"* version of the logo for formal, official, or ceremonial contexts where a traditional or authoritative appearance is appropriate.



Logo Full Color



Logo PMS Only

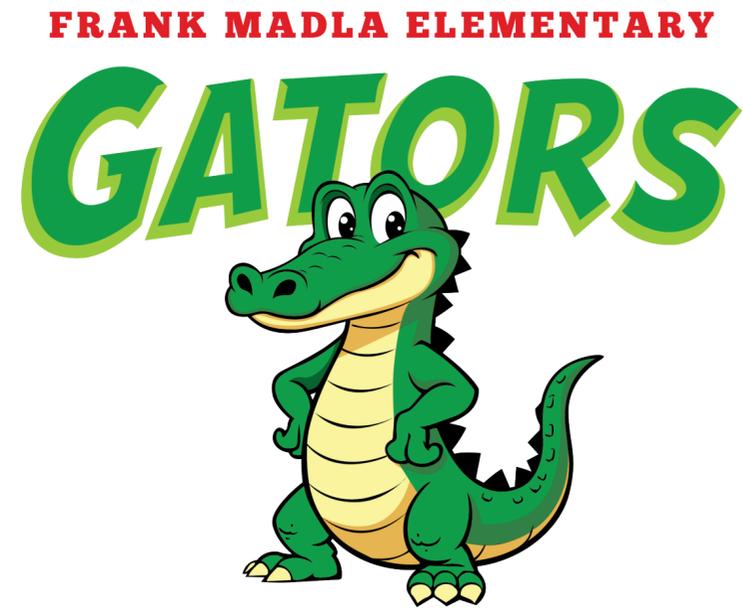


Logo Black Only

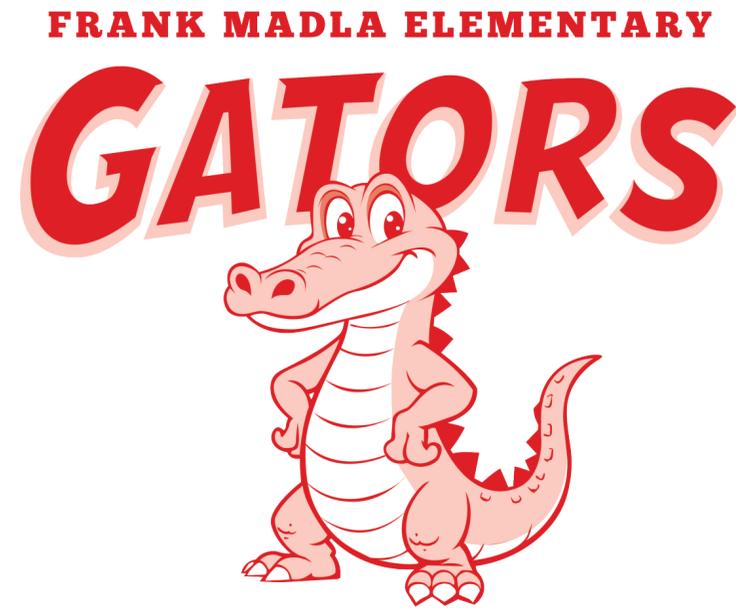
BRAND GUIDELINES

LOGO STACKED

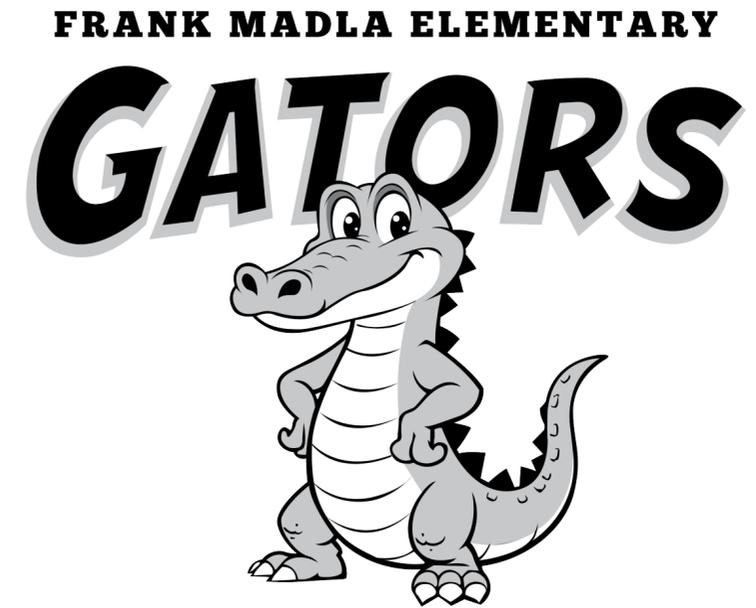
Use the *"stacked"* version of the logo when vertical space is limited or a more compact, centered layout is needed.



Logo Full Color



Logo PMS Only

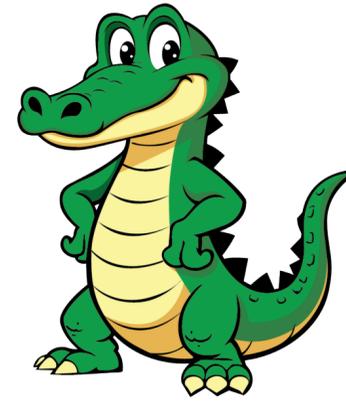


Logo Black Only

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.



FRANK MADLA ELEMENTARY
GATORS

Logo Full Color



FRANK MADLA ELEMENTARY
GATORS

Logo PMS Only



FRANK MADLA ELEMENTARY
GATORS

Logo Black Only

BRAND GUIDELINES

LOGO MASCOT

The **"Gator"** icon serves as the official mascot of Frank Madla 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.



BRAND GUIDELINES

BACKGROUND COLORS

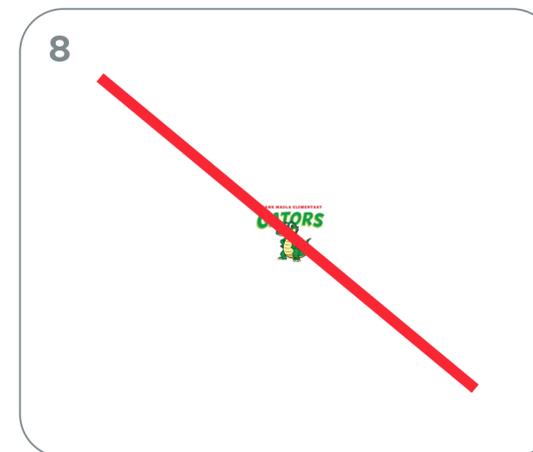
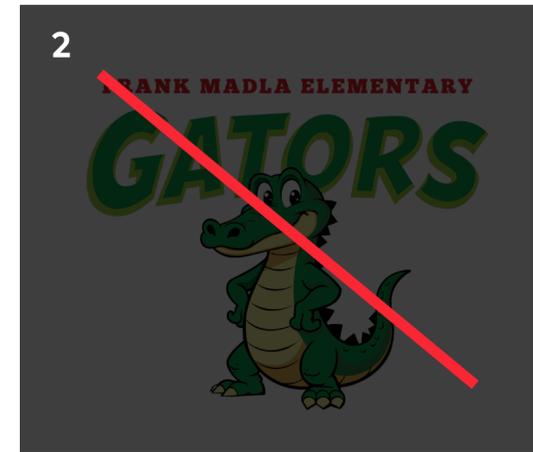
Use only approved brand colors for backgrounds to maintain visual consistency and support brand recognition across all materials.



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 *"ChunkFive"* font.
Primary use for Frank Madla 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

RED

PMS 2035

CMYK 7, 100, 100, 15

RGB 194, 26, 32

Hex #C21A20

DARK RED

PMS 1815

CMYK 31, 92, 82, 36

RGB 127, 38, 40

Hex #7F2628

GREEN

PMS 2258

CMYK 85, 14, 100, 0

RGB 7, 157, 74

Hex #079D4A

LIGHT GREEN

PMS 375

CMYK 45, 0, 100, 0

RGB 154, 202, 60

Hex #9ACA3C



FRANK MADLA ELEMENTARY
GATORS