BRAND GUIDELINES / 06.25

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BRAND GUIDELINES

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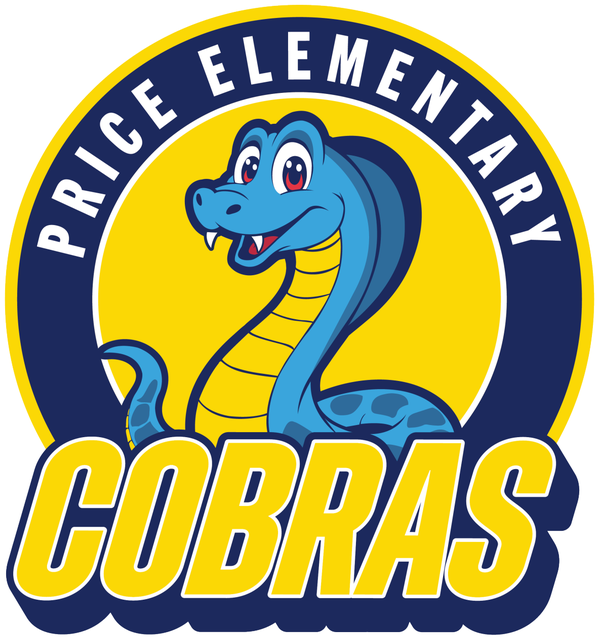
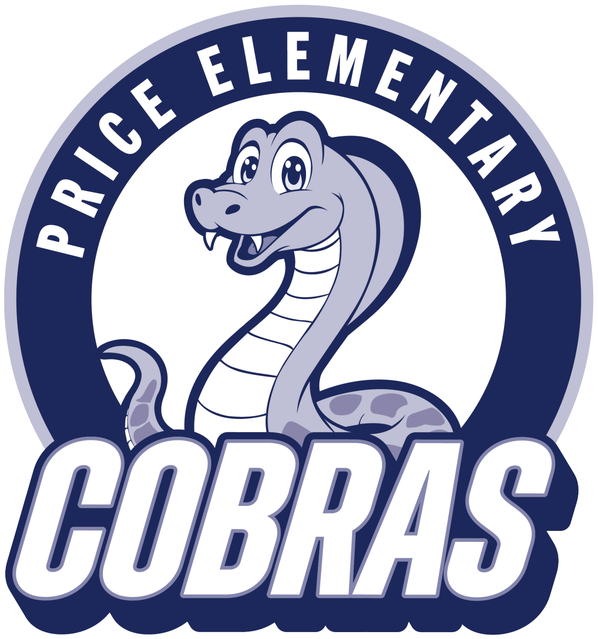
LOGO SEAL

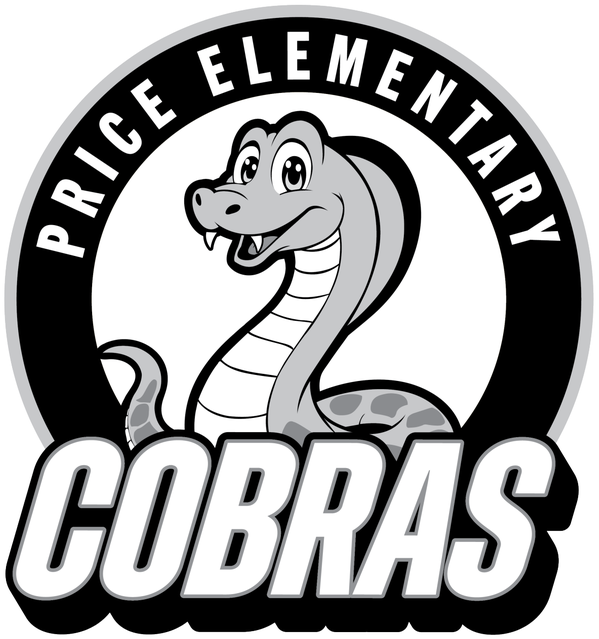
Use the ***"seal"*** version of the logo for formal, official, or ceremonial contexts where a traditional or authoritative appearance is appropriate.



Logo Full Color



Logo PMS Only



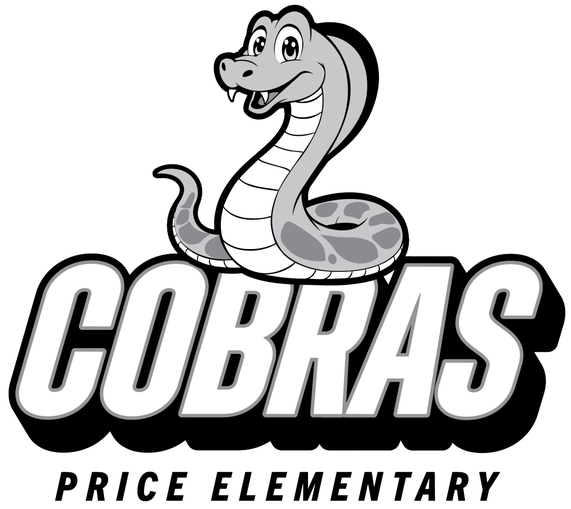
Logo Black Only

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



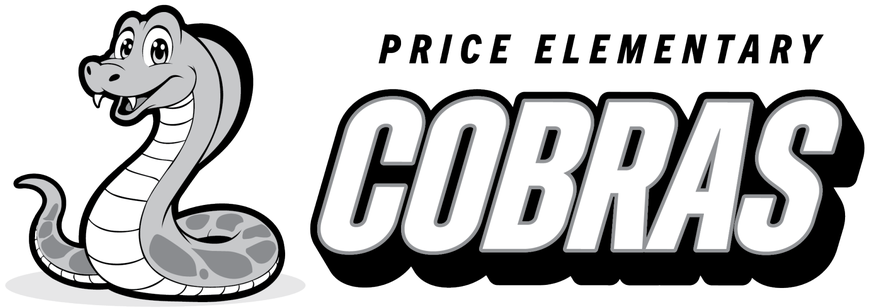
Logo Black Only

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.

Logo Full Color

Logo PMS Only



Logo Black Only

LOGO MASCOT

The ***"Cobra"*** icon serves as the official mascot of Price 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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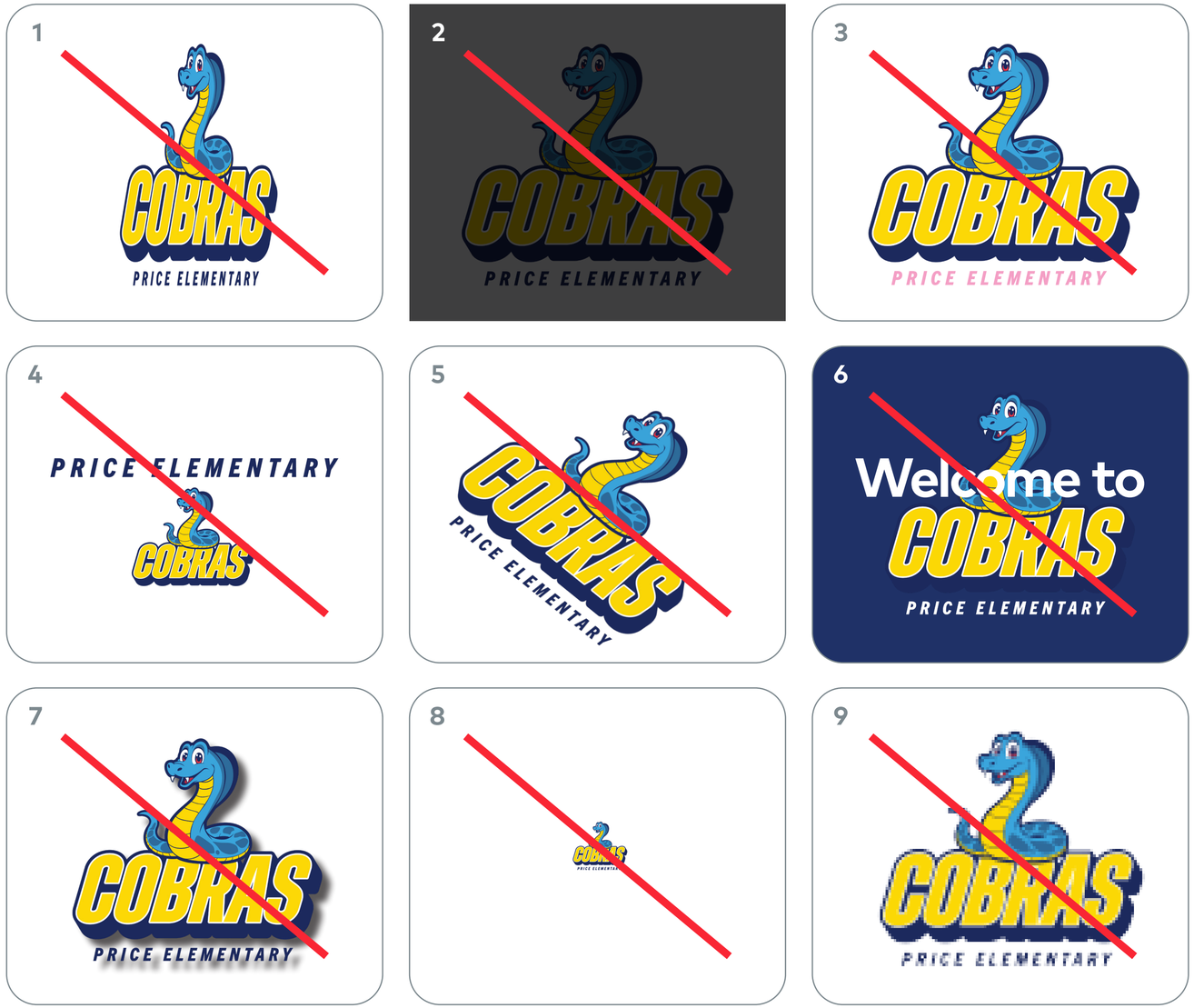
COMMON LOGO MISTAKES

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 ***"Zuume Bold Italic"*** font.
Primary use for Price Elementary School logo.

ZUUME BOLD ITALIC

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 2757

CMYK 100, 92, 30, 31

RGB 29, 41, 91

Hex #1D295B

LIGHT BLUE

PMS 2171

CMYK 68, 20, 0, 0

RGB 62, 164, 220

Hex #3EA4DC

YELLOW

PMS Yellow 012

CMYK 2, 12, 100, 0

RGB 252, 215, 0

Hex #FCD700

WHITE

PMS N/A

CMYK 0, 0, 0, 0

RGB 255, 255, 255

Hex #FFFFFF

PRICE ELEMENTARY
COBRAS