PALO ALTO ELEMENTARY

RAMS

BRAND GUIDELINES / 06.25

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Brand Guidelines

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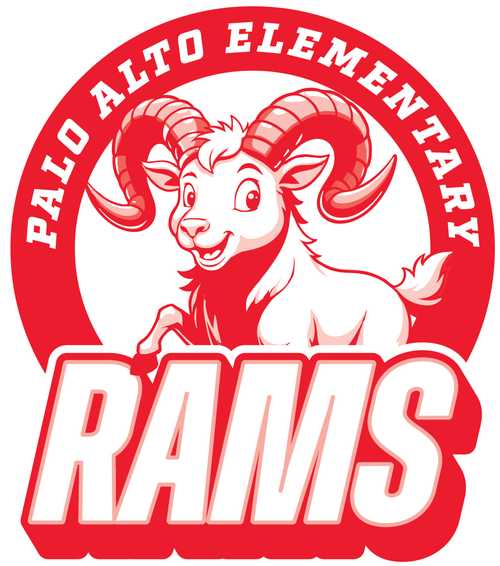
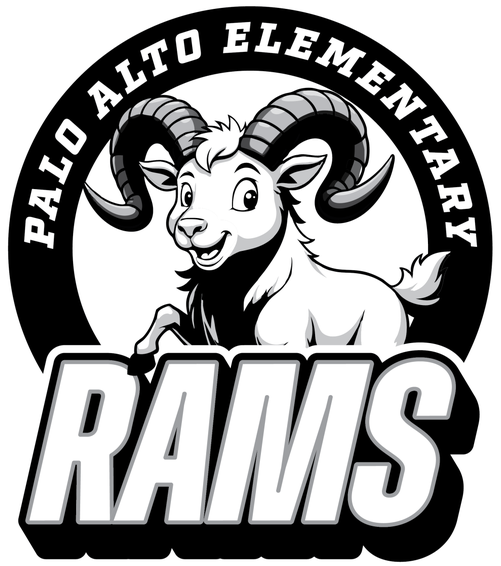
LOGO SEAL

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

Logo Seal Full Color



Logo Seal Red Only

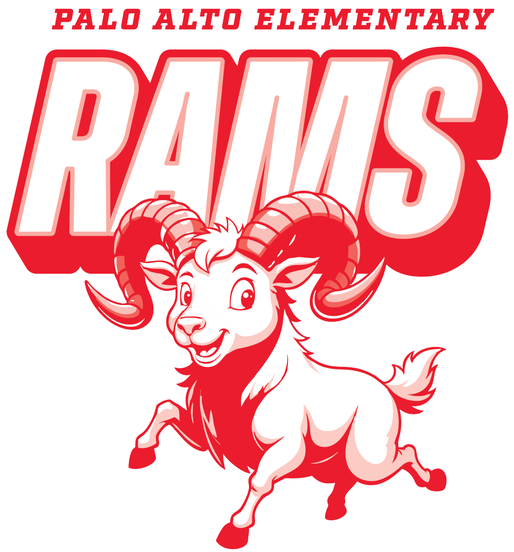


Logo Seal Black Only

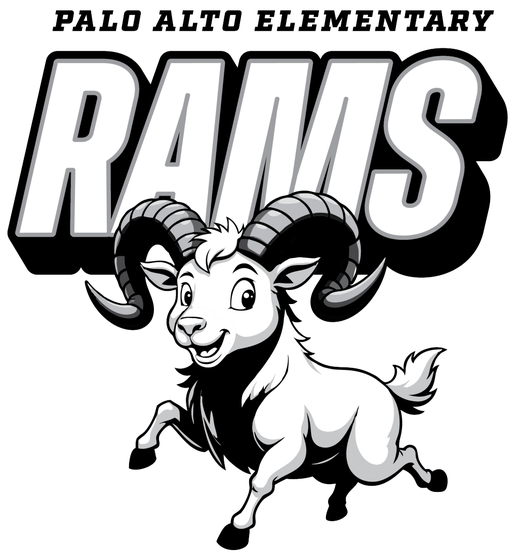
LOGO STACKED

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

Logo Full Color



Logo Red 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 Red Only

Logo Black Only

MASCOT

The ***"Ram"*** icon serves as the official mascot of Palo Alto Elementary, symbolizing school spirit, pride, and community identity across all student and athletic activities.

BACKGROUND COLOS

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 ***"Factoria Ultra Italic"*** font.
Primary use for Palo Alto Elementary 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 ! @ # $ % & ?

Brand Guidelines

COLORS

Blue

PMS 282

CMYK 100, 85, 42, 50

RGB 8, 35, 66

Hex #082342

Red

PMS 185

CMYK 0, 100, 92, 0

RGB 237, 28, 44

Hex #ED1C2C

Light Blue

PMS 2985

CMYK 58, 4, 3, 0

RGB 88, 193, 231

Hex #58C1E7

Beige Yellow

PMS 7507

CMYK 0, 18, 42, 0

RGB 255, 212, 156

Hex #FFD49C

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