BRAND GUIDELINES / 06.25

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BRAND GUIDELINES

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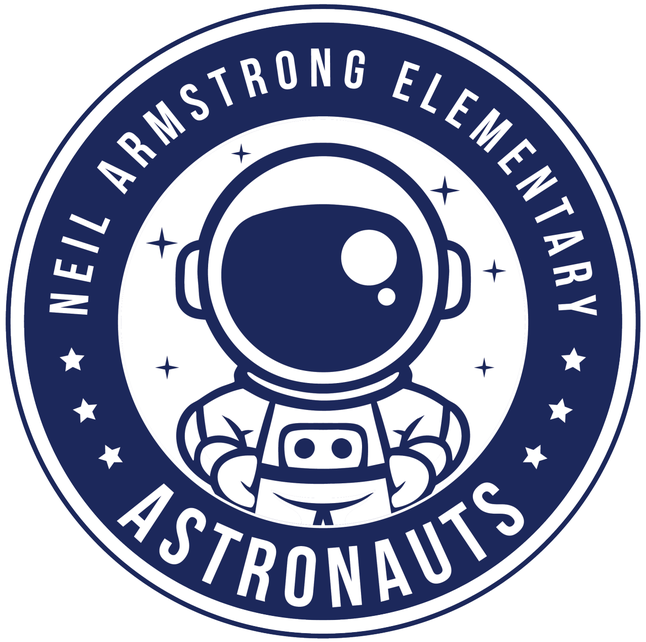
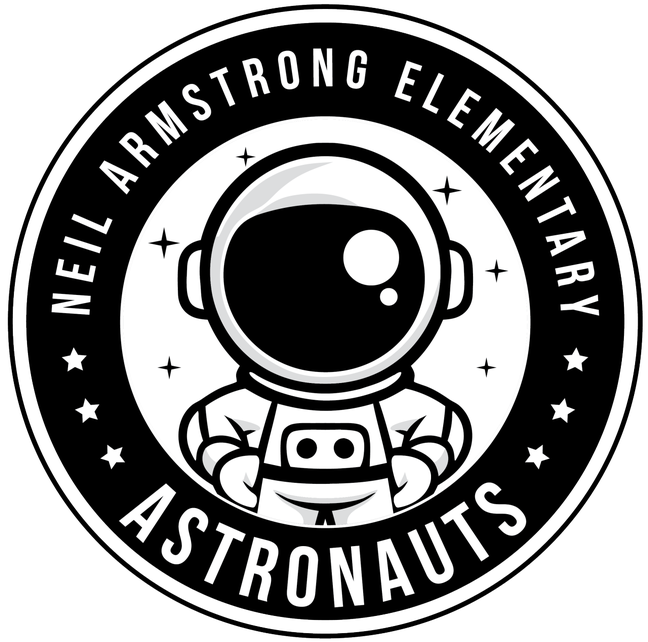
LOGO (SEAL)

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

Logo Full Color



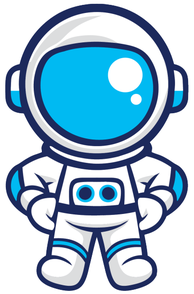
Logo PMS Only



Logo Black Only

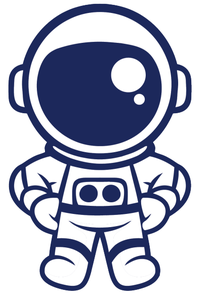
LOGO (STACKED)

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



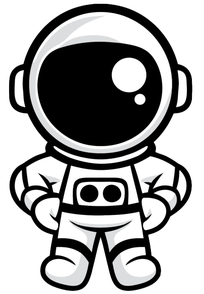
NEIL ARMSTRONG ELEMENTARY
ASTRONAUTS

Logo Full Color



NEIL ARMSTRONG ELEMENTARY
ASTRONAUTS

Logo PMS Only



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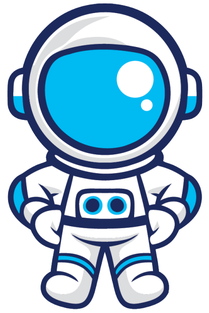
Logo Black Only

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.



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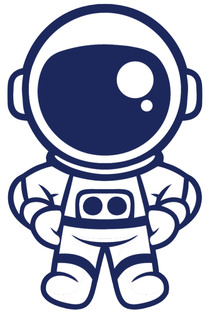
Logo Full Color



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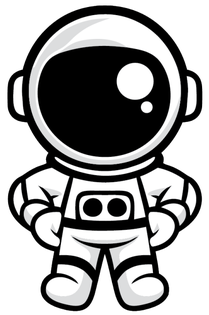
Logo PMS Only



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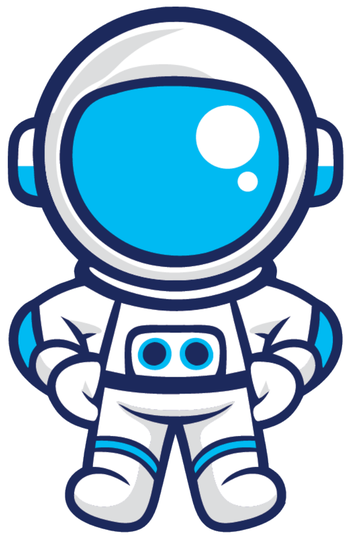
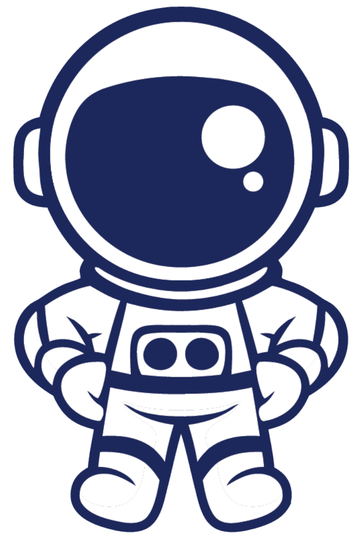
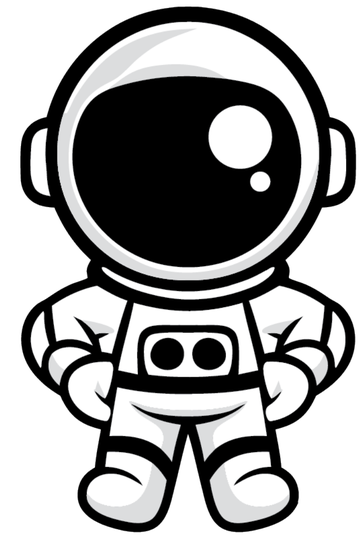
Logo Black Only

MASCOT

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

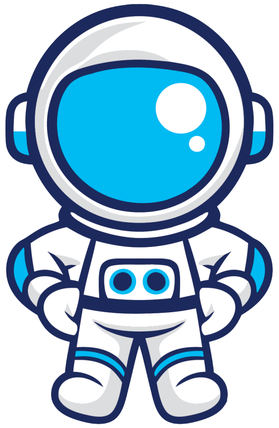






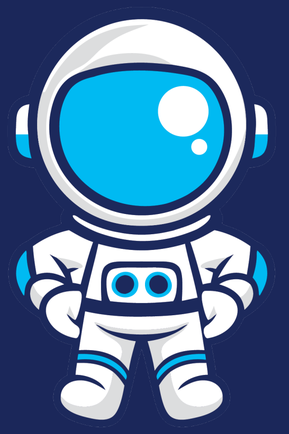
BACKGROUND COLORS

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



NEIL ARMSTRONG ELEMENTARY

ASTRONAUTS



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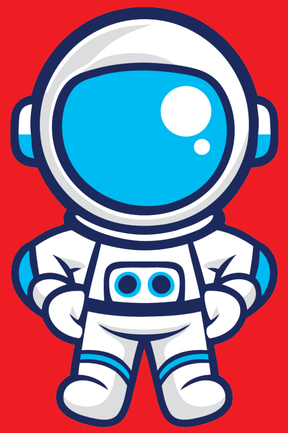

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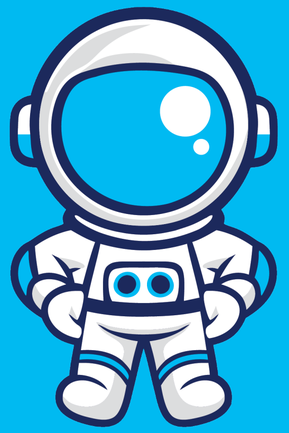

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COMMON LOGO MISTAKES

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 ***"Bebas Neue Bold"*** font. Primary use for Neil Armstrong Elementary School logo.

BEBAS NEUE BOLD

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

RED

PMS 2347
CMYK 0, 100, 100, 0
RGB 237, 28, 36
Hex #ED1C24

LIGHT BLUE

PMS 306
CMYK 80, 0, 0, 0
RGB 0, 185, 242
Hex #00B9F2

YELLOW

PMS 7506
CMYK 0, 20, 100, 0
RGB 255, 203, 5
Hex #FFCB05

WHITE

PMS N/A
CMYK 0, 0, 0, 0
RGB 255, 255, 255
Hex #FFFFFF

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