

THE ALTAMONT SCHOOL

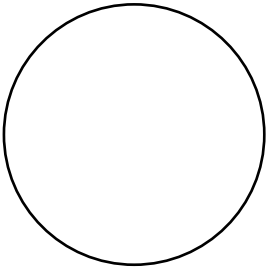
Brand Identity Standards

September 2020 / Revised 2024

Color Palette

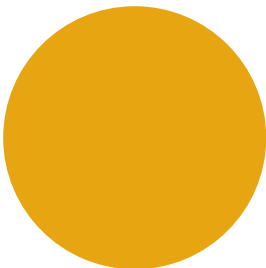
Altamont’s school colors are white and gold. White, gold and black are the predominant colors used in print and merchandise.

PRIMARY



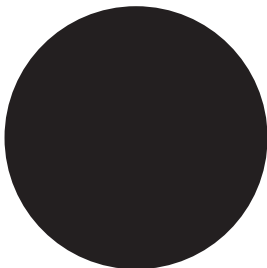
WHITE

PRINT	DIGITAL
● 0	● 255
● 0	● 255
● 0	● 255
● 0	#FFFFFF



GOLD
PANTONE 131

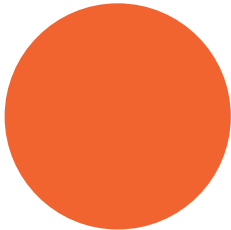
PRINT	DIGITAL
● 0	● 231
● 32	● 166
● 100	● 20
● 9	#E6A513



BLACK

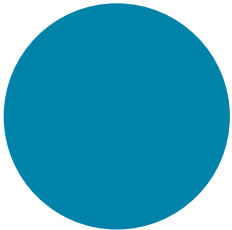
PRINT	DIGITAL
● 0	● 0
● 0	● 0
● 0	● 0
● 100	#0C2340

SECONDARY



RED
WARM RED C

PRINT	DIGITAL
● 0	● 242
● 75	● 101
● 90	● 49
● 0	#ff6633



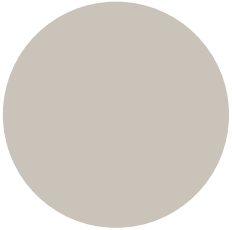
BLUE
PANTONE 314

PRINT	DIGITAL
● 100	● 0
● 0	● 132
● 9	● 169
● 30	#0083A8



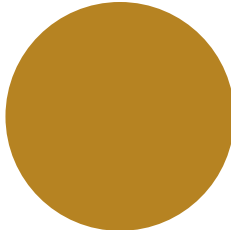
GREEN
PANTONE 377

PRINT	DIGITAL
● 45	● 120
● 0	● 162
● 100	● 47
● 24	#669933



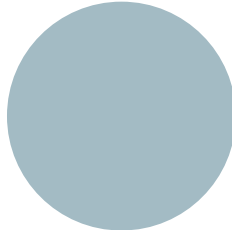
GRAY
WARM GRAY 4

PRINT	DIGITAL
● 0	● 201
● 4	● 193
● 9	● 184
● 24	#cccccc



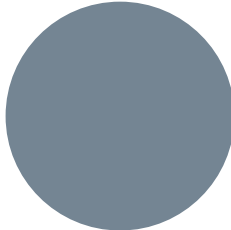
ATHLETIC GOLD
PANTONE 1255

PRINT	DIGITAL
● 30	● 173
● 44	● 132
● 100	● 31
● 8	#AD841F



LIGHT GRAY
PANTONE 7542

PRINT	DIGITAL
● 15	● 165
● 4	● 187
● 0	● 195
● 24	#A5BBC3



DARK GRAY
PANTONE 7544

PRINT	DIGITAL
● 19	● 118
● 9	● 133
● 0	● 146
● 43	#768592

Typography

An effective brand identity requires consistent typography to help communicate an organization's personality. The Altamont School's identity system maintains several typefaces for specific applications.

Trajan Pro

The words "The Altamont School" in the main school logo are a derivative of Trajan Pro. This font only comes in an all caps version so it is used mainly in headlines or call to action boxes.

Gotham

Gotham is the main font of Altamont. In headlines, the kerning on the Gotham font is set at -20. In body copy, the kerning is set at 0.

NBA Hawks Highlight Factory

NBA Hawks Highlight Factory font is used by Altamont Athletics.

Email

Typography may present the greatest challenge in maintaining consistency in communications because it is dependent on the fonts installed on viewers' devices. Because the font Arial is pre-installed on computers and mobile devices, Arial is preferred for mass emails.

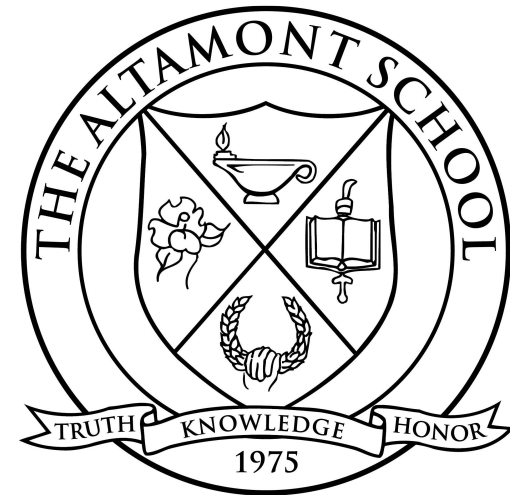
Sentence case is preferred in all body copy.
All caps can be used in headlines or call to action boxes.

Primary Logos

THE
ALTAMONT
SCHOOL

THE
ALTAMONT
SCHOOL

THE
ALTAMONT
SCHOOL

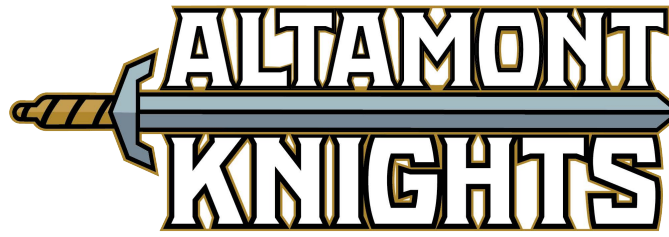


Athletics Logos

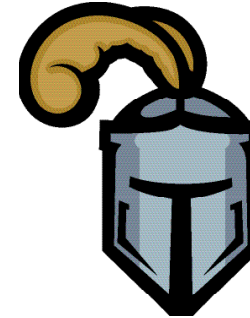
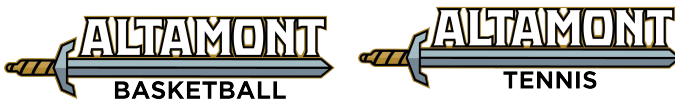
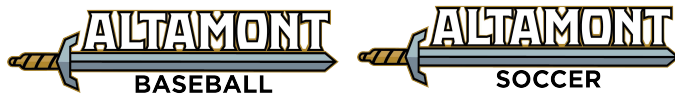
ALTAMONT

ALTAMONT

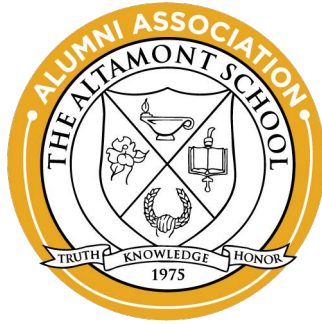
ALTAMONT



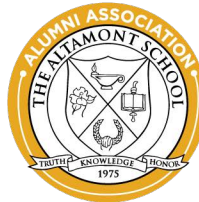
The marks below should not be used off campus (apparel, stickers, etc.) without accompanying "Altamont" text.



Group Logos



THE
ALTAMONT
ALUMNI ASSOCIATION



KNIGHTS NATION



APA **APA** THE
ALTAMONT
PARENTS ASSOCIATION