

HUTCHINS ELEMENTARY

WIKINGS



BRAND GUIDELINES / 06.25

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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 Purple 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.

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Logo Seal Full Color

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Logo Seal Purple Only

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Logo Seal 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.



Logo Seal Full Color



Logo Seal purple Only



Logo Seal Black Only

MASCOT

The *"Viking"* icon serves as the official mascot of Hutchins 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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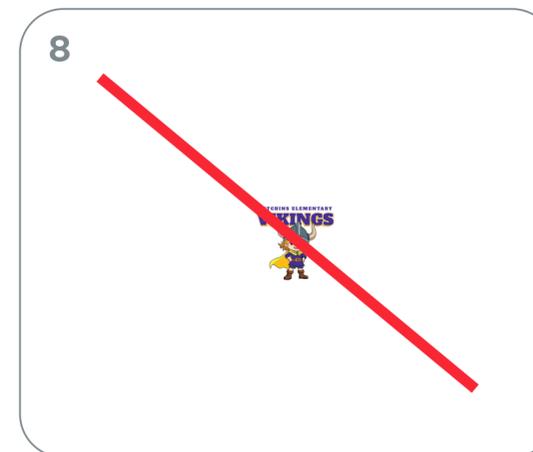
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COMMON LOGO MISTAKES

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 *"Alfa Slab One"* font.
Primary use for Hutchins 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 ! @ # \$ % & ?

COLORS

Purple

PMS Violet

CMYK 90, 100, 0, 0

RGB 71, 47, 146

Hex #472F91

Dark Purple

PMS 2310

CMYK 96, 100, 28, 20

RGB 49, 38, 100

Hex #312564

Orange

PMS 7408

CMYK 3, 26, 100, 0

RGB 246, 189, 23

Hex #F8BE13

Yellow

PMS 101

CMYK 5, 0, 83, 0

RGB 248, 238, 74

Hex #F5EE49



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