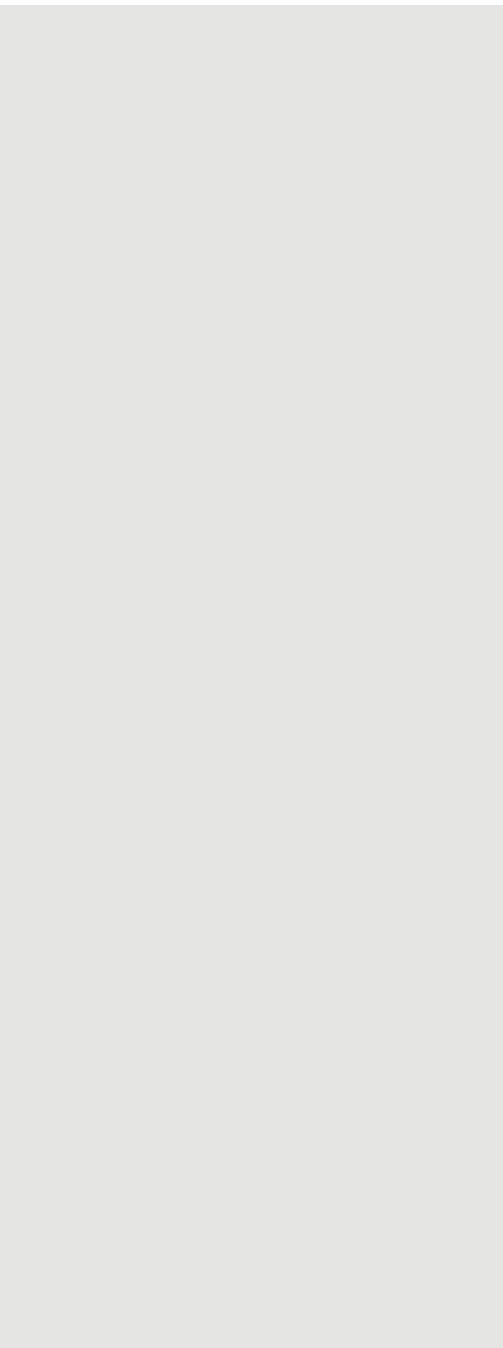




THE RED STORM

Scarborough

Public Schools

Prepared by Creative Imaging Group
July 2018



Brand Guidelines

About Our Brand

By applying our brand consistently throughout our communications, we strengthen our identity externally, and we also remind ourselves who we are and what we stand for – consistent quality and spirit within our schools.

Brand guidelines achieve this by highlighting the importance of our cohesive brand and by describing how to use the elements of the brand, such as the logo, colors and font, in conjunction with the various school names and programs.

Our brand guidelines function as a comprehensive manual for anyone who uses the brand and its components in their work, including staff, students, boosters and vendors.

For any questions about how, when, and where to use the logos described in this guide, please contact the “Brand Stewards” listed at the end of this document.

Our brand includes three types of logos:

- The **Crest** logo which involves the relevant crest logo and school label.

A second version of this logo with the banner type. It has the school name arranged horizontally to the side of the logo. This can be used for stationery or signage.

- The **Affiliation** logo features our 'S' as the core graphic with the affiliation label presented in an arc around the 'S'.
- The **Informal** logo features our storm cloud as the core graphic, and it is sometimes partnered with an affiliation label.

All school and organization logos are available in vector format for print and a PNG version for online applications only.



Scarborough
High School

Crest logo Crest logo with banner type

Intended application:

- Signage
- Stationery
- Business cards
- Nametags



Affiliation, S' logo

Intended application:

- Athletics/Sports apparel
- Athletics/Sports signage
- Co-Curricular/Clubs apparel
- Promotional items, e.g., binders, drink bottles/mugs



Informal, Cloud logo

Intended application:

- Athletics/Sports apparel
- Co-Curricular/Clubs apparel
- Promotional items, e.g., backpacks, T-shirts, beanies, caps, etc.

The **Crest** logo is branded with each school's name. Here is the guide for various color and background applications.

When selecting which file to use, consider which file will maximize the clarity of the logo. For example, consider the contrast between the logo and the background—using a black logo on a dark image is not a good solution.

Intended application:

- Signage
- Stationery
- Business cards
- Nametags
- Academic/District Wide

Note: Only the **Scarborough High School** crest has the 1876 date.

The gray/orange colors are only used for the **Adult Learning Center**.



Full color application



Gray version for Adult Learning
(Gray/orange colors are only used for the Adult Learning Center.)



A one-color version on a light or white background



A one-color version on a dark or black background

A second version of the **Crest** logo with banner type has the school name out to the side. This can be used for stationery or signage.

Here is the guide for various color and background applications.

Intended application:

- Signage
- Stationery
- Business cards
- Nametags



Scarborough
High School

Full color application



Scarborough
High School

A one-color version on a light or white background



Scarborough
High School

A one-color version on a dark or black background

Our **Affiliation** logo features our 'S' as the core graphic with the affiliation label presented in an arc around the 'S'.

The first row is for single color applications

The second row is for when there is a need for a second color version on a color background.

Intended application:

- Athletics/Sports apparel
- Athletics/Sports signage
- Co-Curricular/Clubs apparel
- Promotional items, e.g., binders, drink bottles/ mugs

Note: This is the **Scarborough** version of the Affiliation logo.



Red



Black



White



Red on Black



Black on Red



White on Black



White on Red

This **Affiliation** logo version of our 'S' as the core graphic with the 'Red Storm' text presented in an arc around the 'S'.

The first row is for single color applications.

The second row is for when there is a need for a second color version on a color background.

Intended application:

- Athletics/Sports apparel
- Athletics/Sports signage
- Co-Curricular/Clubs apparel
- Promotional items, e.g., binders, drink bottles/ mugs

Note: This is the **Red Storm** version of the Affiliation logo.



Red



Black



White



Red on Black



Black on Red



White on Black



White on Red

This **Affiliation** logo version 'S' as the core graphic.

The first row is for single color applications.

The second row is for when there is a need for a second color version on a color background.

Intended application:

- Athletics/Sports apparel
- Athletics/Sports signage
- Co-Curricular/Clubs apparel
- Promotional items, e.g., binders, drink bottles/ mugs



Red



Black



White



Red on Black



Black on Red



White on Black



White on Red

The **Informal** logo features our storm cloud as the core graphic, and it is sometimes partnered with an affiliation label.

Applications are sports events or equipment, booster printed materials, mugs, T-shirts, etc.

The second row is the 'rumble' version.



Full Color



Gray



A one-color version on a light or white background



A one-color version on a dark or black background



Full Color



Gray

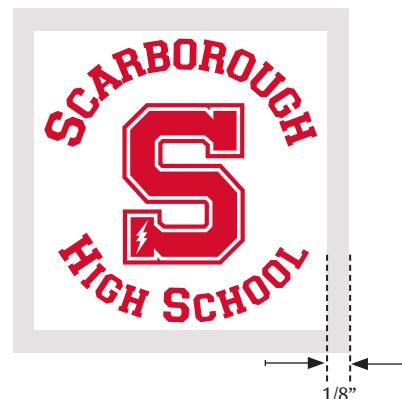
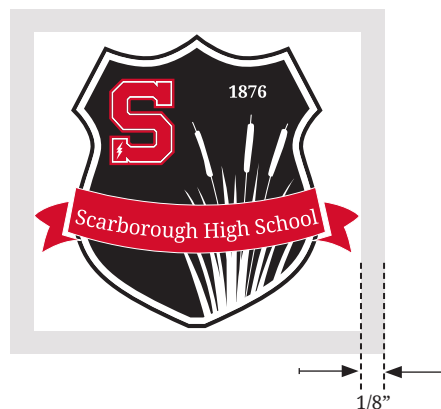


A one-color version on a light or white background

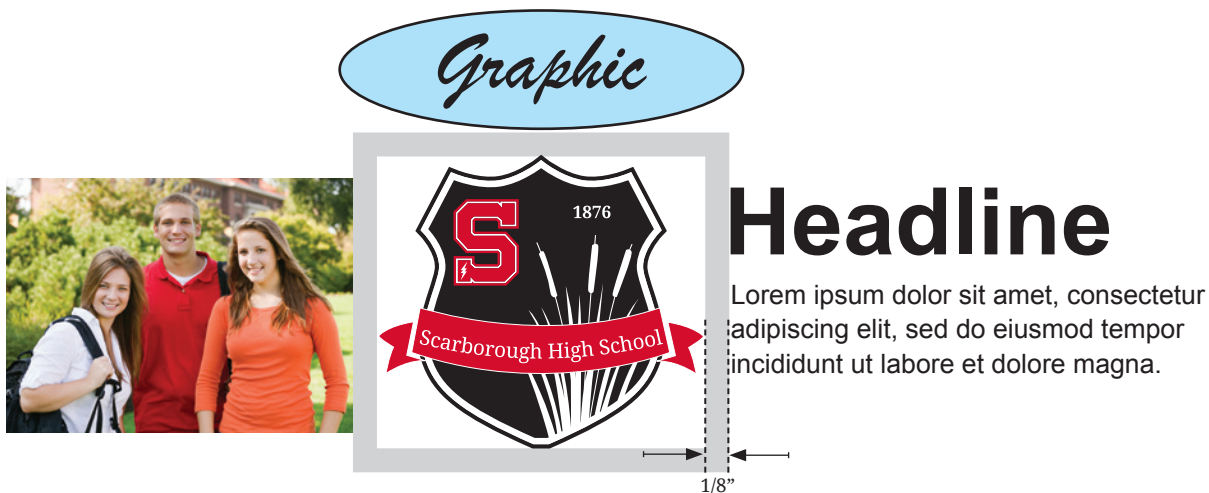


A one-color version on a dark or black background

Proper application of the logo is essential to maintain the quality standards set forth in this guide.



Maintain a **minimum** of a 1/8 inch buffer around the logo to other page elements, such as other logos or graphics, type and images.



Proper application of the logo is essential to maintain the quality standards set forth in this guide.

Here are improper uses of the logos.



Don't change the colors



Don't substitute another red



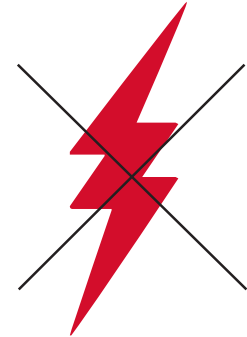
Don't replace bolt with another symbol



Don't add an additional type to logo



Don't use logo as a letter



Don't use the bolt as a separate graphic

Proper application of the logo is essential to maintain the quality standards set forth in this guide.

Here are improper uses of the logos.



Don't add any other art to logo



Don't set at an angle



Don't alter shape

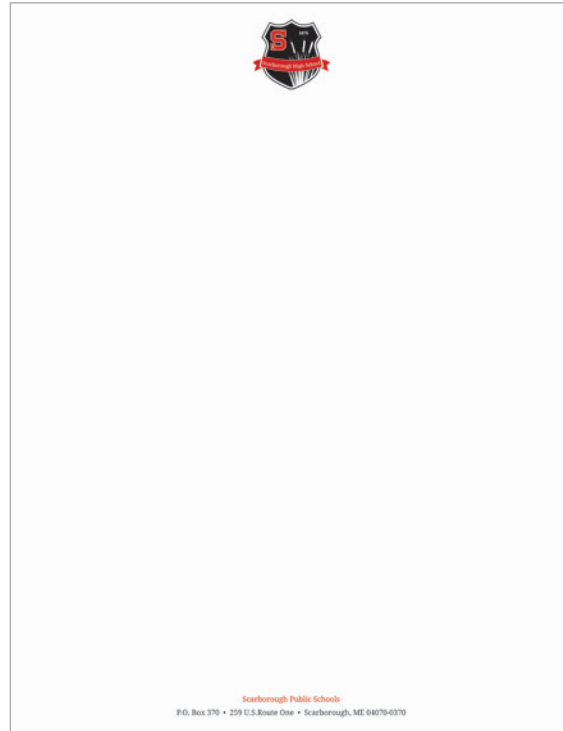


Make sure that there is sufficient contrast between the background and the logo being used



If placing a logo over an image, place it in an area that does not have a busy background

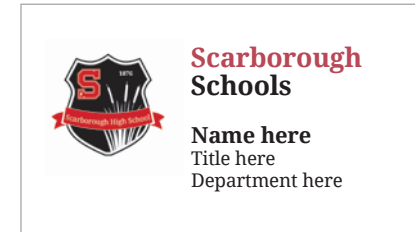
All components of our stationery system (business cards, letterhead and envelopes) should be uniform in use of color, fonts, paper and layout.



Letterhead



Business Card



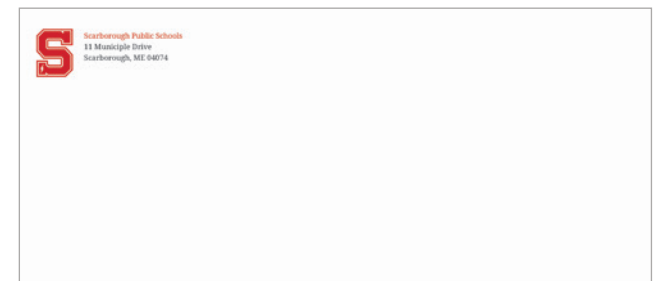
Name Badge



Email Signature



Envelope



'S' Envelope

Each color type has a different purpose, depending on how the logo is being used. Here are the color palettes. The vector art is supplied in PMS colors for two-color reproduction.

The Cyan, Magenta, Yellow and Black (CMYK) breakdown of each color is for four-color process printing.

Red, Green, Blue (RGB) notations are for online and web applications. The PNG versions of the logos are in RGB.

Red and black colors used for Crest and Affiliation logos

Pantone

186

Process Black

CMYK

2C/100M/85Y/6K

0C/0M/0Y/110K

RGB

200R/16G/46B

39R/37G/31B

Additional grays used for 'Storm Cloud' logos

Pantone

Cool Gray 9

Cool Gray 11

CMYK

30C/22M/17/57K

44C/34M/22Y/77K

RGB

117/120/123RGB

83R/86G/90B

The gray/orange colors are only used for the Adult Learning Center.

Pantone

1675

417

CMYK

5C/83M/100Y/27K

40C/30M/37Y/7K

RGB

169R/67G/30B

144R/144G/133B

The Droid Serif typeface is the primary typeface for all applications. It supports our brand personality and positioning by delivering a look that is clean, friendly, and easy to read. The strength of this typeface lies in the simplicity of the letterforms. It offers a broad appeal and variety of weights, which lends a sense of personality and flexibility to our brand. Please refer to the following sample fonts in the Droid family for clarification.

Droid is a Google Open Source font.
See Brand Stewards for fonts.

Droid Serif Regular

Used for subheads and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Droid Serif Bold

Used for display and headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Maintaining and protecting our brand is important us. If you have any questions about how to work with the brand, please contact our brand stewards.

Brand Stewards

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Preferred Vendors

Please contact the brand stewards to get the list of vendors who have been vetted and can accurately reproduce the colors and quality of our logos. The brand stewards can provide correct files for reproduction.

Brand Guidelines prepared by



www.creative-ig.com

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