

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL



DISTRICT BRANDING

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL

DESIGN APPENDIX

DISTRICT VERBIAGE

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL
RUMSON-FAIR HAVEN
RFH
RFHRHS
BULLDOGS
RUMSON-FAIR HAVEN BULLDOGS
RFH BULLDOGS
DAWGS

DISTRICT COLOR GUIDELINES

PURPLE, WHITE, BLACK, GRAY

The districts primary colors are purple, white, black, and gray. Color specifics are all outlined in the design brief. All apparel (including: uniforms, jerseys, staff wear, practice uniforms, warm-up gear, travel, etc.) must be purple, white, black, or gray.

The primary district and athletic logo may be performed using one or multiple colors dependant upon the application of the logo. All approved logos are outlined in the design brief and all other variations must be approved by the Rumson-Fair Haven administration.

A specific sport name may appear under a primary mark but it must appear in purple, white, black, or gray in fonts approved by the school district and listed in the design brief.



RFH



DISTRICT FONT EXAMPLES

SERIF

Rumson-Fair Haven
Perpetua
Regular
Italic
Bold
Bold Italic

SANS SERIF

Rumson-Fair Haven
Montserrat
Regular
Medium
Light Italic
Light
Bold
Semibold Italic

SCRIPT & MISC

Recherche
Rumson-Fair Haven

Relation
Rumson-Fair Haven

ROCKWELL EXTRA BOLD
RUMSON-FAIR HAVEN

Perpetua is a Windows font, Montserrat is a Google Font, and Recherche, Relation, and Rockwell Extra Bold are Adobe fonts

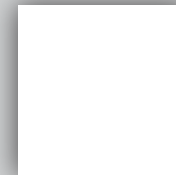
DISTRICT COLORS



PANTONE:
3535 C

R: 55 C: 92
G: 1 M: 100
B: 120 Y: 15
 K: 15

HEX: 370178



PANTONE:
WHITE

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
 K: 0

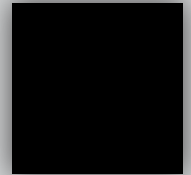
HEX: FFFFFFFF



PANTONE:
COOL GRAY 6C

R: 167 C: 16
G: 168 M: 11
B: 170 Y: 11
 K: 27

HEX: AA7A8AA



PANTONE:
BLACK

R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
 K: 100

HEX: 000000

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL



DESCRIPTION

The logo design depicts the cupola of the Rumson-Fair Haven High School, set inside concentric circles. The color scheme is purple and white representing the district colors. The logo also incorporates name of the school district as well as the district moto and the founding year.

FONT USAGE

Font Name: Perpetua
Font Category: Serif
Font Style: Regular

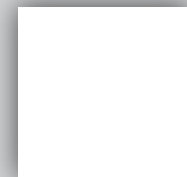
COLOR USAGE



PANTONE:
3535 C

R: 55 C: 92
G: 1 M: 100
B: 120 Y: 15
K: 15

HEX: 370178



PANTONE:
WHITE

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0

HEX: FFFFFFFF

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL



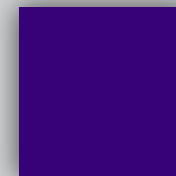
DESCRIPTION

The logo design depicts the cupola of the Rumson-Fair Haven High School, set inside a shield. The color scheme is purple and white representing the district colors. The logo also incorporates Rumson-Fair Haven Regional High School as well as the year the school was established.

FONT USAGE

Font Name: Perpetua
Font Category: Serif
Font Style: Regular

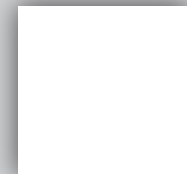
COLOR USAGE



PANTONE:
3535 C

R: 55 C: 92
G: 1 M: 100
B: 120 Y: 15
 K: 15

HEX: 370178



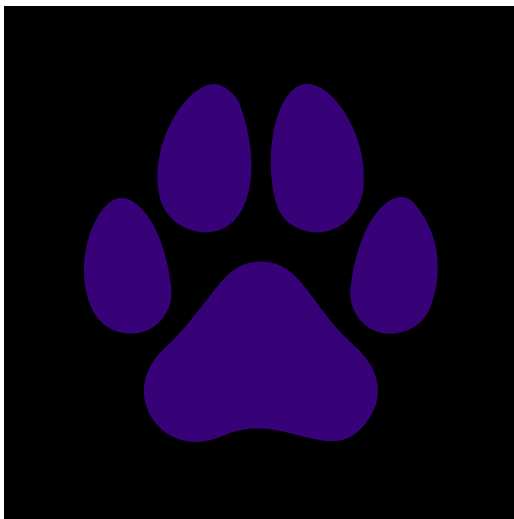
PANTONE:
WHITE

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
 K: 0

HEX: FFFFFFFF

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL

RFH ALTERNATE DOG PAW



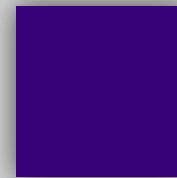
DESCRIPTION

The Logo design depicts a stylized Bulldog paw of the Rumson-Fair Haven Mascot. This one color logo in white or purple and can be used for the following purposes:

FONT USAGE

Font Name: N/A
Font Category: N/A
Font Style: N/A

COLOR USAGE



PANTONE:
3535 C

R: 55 C: 92
G: 1 M: 100
B: 120 Y: 15
 K: 15

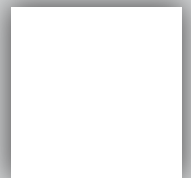
HEX: 370178



PANTONE:
BLACK

R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
 K: 100

HEX: 000000



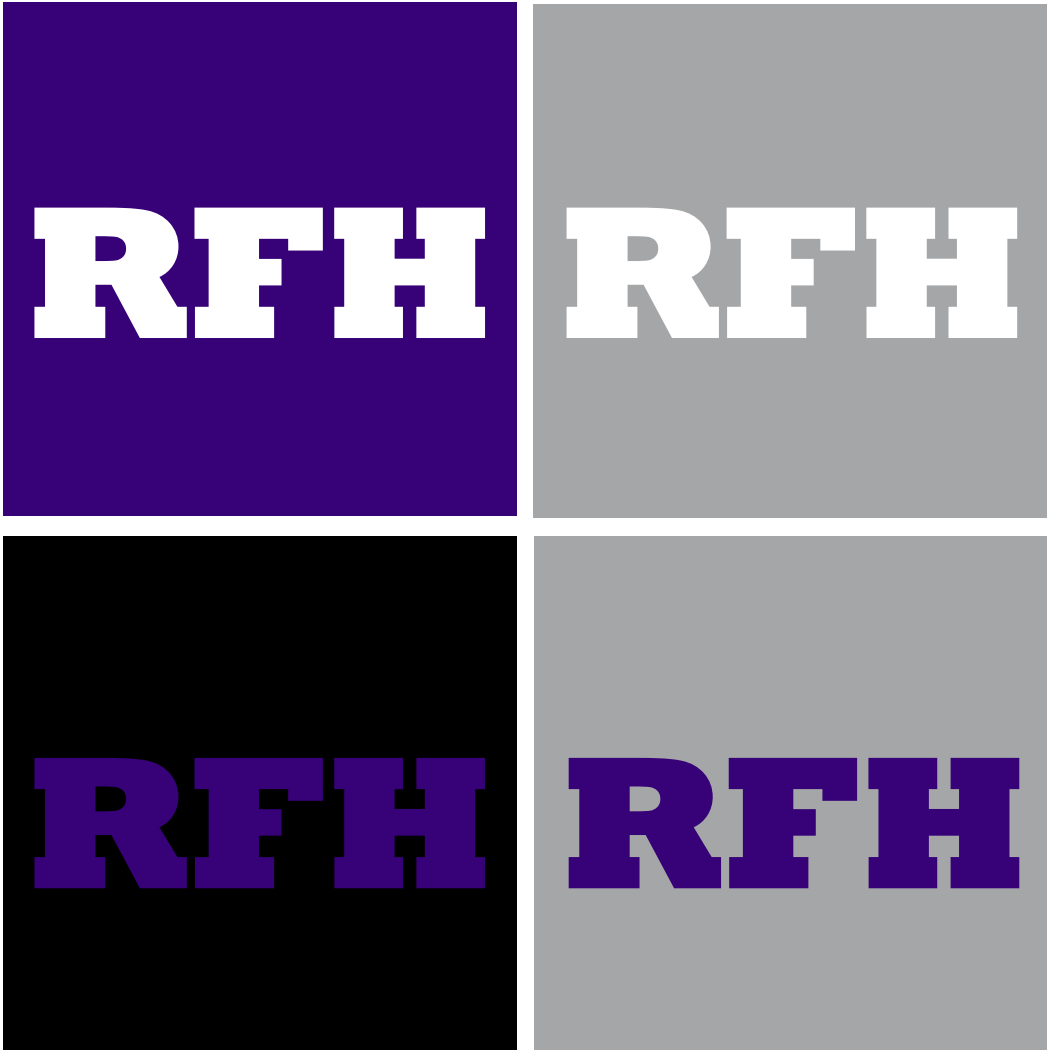
PANTONE:
WHITE

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
 K: 0

HEX: FFFFFFFF

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL

RFH WORDMARK



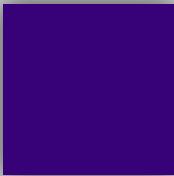
DESCRIPTION

This “RFH” logo is a wordmark variation of the Rumson-Fair Haven Logo. The wordmark is done in the Perpetua serif type face and can be displayed in any of the approved colors.

FONT USAGE

Font Name: Perpetua
Font Category: Serif
Font Style: Regular

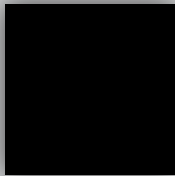
COLOR USAGE



PANTONE:
3535 C

R: 55 C: 92
G: 1 M: 100
B: 120 Y: 15
 K: 15

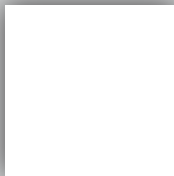
HEX: 370178



PANTONE:
BLACK

R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
 K: 100

HEX: 000000



PANTONE:
WHITE

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
 K: 0

HEX: FFFFFFFF

RUMSON FAIR-HAVEN REGIONAL HIGH SCHOOL

RFH PRIMARY ATHLETIC MARK



DESCRIPTION

This is the current Athletics logo it depicts a stylized/cartoon bulldog. The color scheme in this version is purple, white, and gray.

*ATHLETICS LOGO WILL NOT BE CHANGED

FONT USAGE

Font Name: N/A
Font Category: N/A
Font Style: N/A

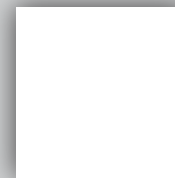
COLOR USAGE



PANTONE:
3535 C

R: 55 C: 92
G: 1 M: 100
B: 120 Y: 15
 K: 15

HEX: 370178



PANTONE:
WHITE

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
 K: 0

HEX: FFFFFFFF



PANTONE:
COOL GRAY 6C

R: 167 C: 16
G: 168 M: 11
B: 170 Y: 11
 K: 27

HEX: AA7A8AA

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL

RFH PRIMARY ATHLETIC MARK



DESCRIPTION

This is the current Athletics logo it depicts a stylized/cartoon bulldog. The color scheme in this version is purple and white.

*ATHLETICS LOGO WILL NOT BE CHANGED

FONT USAGE

Font Name: N/A
Font Category: N/A
Font Style: N/A

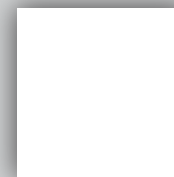
COLOR USAGE



PANTONE:
3535 C

R: 55 C: 92
G: 1 M: 100
B: 120 Y: 15
K: 15

HEX: 370178



PANTONE:
WHITE

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0

HEX: FFFFFFFF

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL

RFH PRIMARY ATHLETIC MARK



DESCRIPTION

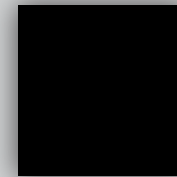
This is the current Athletics logo it depicts a stylized/cartoon bulldog. The color scheme in this version is black and white

*ATHLETICS LOGO WILL NOT BE CHANGED

FONT USAGE

Font Name: N/A
Font Category: N/A
Font Style: N/A

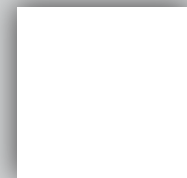
COLOR USAGE



PANTONE:
BLACK

R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
K: 100

HEX: 000000



PANTONE:
WHITE

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0

HEX: FFFFFFFF

RUMSON-FAIR HAVEN REGIONAL HIGH SCHOOL

RFH PRIMARY ATHLETIC MARK



DESCRIPTION

This is the current Athletics logo it depicts a stylized/cartoon bulldog. This version has a white outline on various background colors. There is the ability to add the logo with a white outline and other approved color fills.

*ATHLETICS LOGO WILL NOT BE CHANGED

FONT USAGE

Font Name: N/A
Font Category: N/A
Font Style: N/A

COLOR USAGE



PANTONE:
3535 C

R: 55 C: 92
G: 1 M: 100
B: 120 Y: 15
K: 15

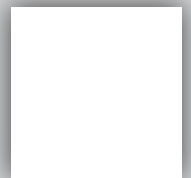
HEX: 370178



PANTONE:
BLACK

R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
K: 100

HEX: 000000



PANTONE:
WHITE

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0

HEX: FFFFFFFF