BRAND GUIDELINES

COTTONWOOD ELEMENTARY



COTTONWOOD
ELEMENTARY
Home of the Coyotes

LOGO USAGE

Use only district-approved logos as shown. Do not alter, stretch, recolor, or recreate the logos.

Maintain clear space around the logo and follow approval guidelines for all users.

PRIMARY COLORS

Bearcat Blue

CMYK C: 100 M:69 Y:0 K:4
RGB R:0 G: 88 B:164
HEX #0058a4
PANTONE 293 C

Bearcat Gold

CMYK C:2 M:15 Y:99 K:0
RGB R:251 G: 210 B:6
HEX #fbd206
PANTONE 109 C

ALTERNATE & ACCENT COLORS

WHITE

CMYK C: 0 M:0 Y:0 K:0
RGB R:255 G: 255 B:255
HEX #FFFFFF

BLACK

CMYK C: 75 M:68 Y:67 K:90
RGB R:0 G:0 B:0
HEX #000000

Which Color Format Should I Use?

To maintain consistent branding across all materials, use the color format that best matches how your design will be produced or displayed..

CMYK

Use for **printed materials** such as flyers, posters, brochures, and other professionally printed items.

RGB or HEX

Digital Screens/Designs: Use for websites, social media graphics, digital displays, video boards, presentations, and designs created in programs like Canva.

Pantone (PMS)

Exact Brand Color Matching: Use when a vendor specifically requests Pantone color codes for products such as t-shirts, uniforms, apparel, signage, or promotional items. Pantone colors help vendors achieve a more consistent match to our official brand colors.

Important Note: *Colors may appear slightly different depending on the material, printing process, and lighting. Always provide vendors with our official brand color specifications. When possible, request a physical color sample or proof to verify accuracy before placing a large order.*

Which File Format Should I Use?

To maintain consistent branding and ensure the highest quality, use the file format that best matches how your design will be used..

RASTER FILES:

jpg, png, gif, tiff, bmp, webp

Used mostly for digital display

- Email signatures
- PowerPoint
- School Websites
- Social Media
- Digital Displays

VECTOR FILES:

pdf, ai, eps, svg

Used mostly for printed and large-scale designs. Can be resized to any dimension without losing quality.

- Apparel, Screen Printing
- Banners, Signage, Posters
- Brochures, Business Cards, Letterhead
- Promotional Products

I**mportant Note:** Whenever possible, provide vendors with an official vector logo file to ensure sharp, professional results. Do not recreate, stretch, distort, or alter approved KPS logos.



OFFICIAL FONT

Folio

Folio light, italic, bold, or other variations of Folio are accepted.

Folio Medium
ABCDEFGHIJKLMNOPQRSTUV
WXYZ

Folio BT Book
ABCDEFGHIJKLMNOPQRSTU
VWXYZ

OTHER COMMONLY USED FONTS

Aa Folio Kearney High Bearcats

AA Franchise Kearney High Bearcats

AA American Captin Kearney High Bearcats

Aa Amerstha Kearney High Bearcats

AA Bebas Kearney High Bearcats

CONSISTENCY BUILDS A STRONGER KPS

All applications of KPS brand elements must meet district specifications and receive approval from an authorized district representative.

FOR APPROVALS, CONTACT:

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