# BRAND GUIDELINES

WINDY HILLS



WINDY HILLS
ELEMENTARY
*Home of the Wildcats*





## 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.*

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## 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 Amertha 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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