VIP BRANDING
POWERED BY VARSITY BRANDS

PARK CITY SD:
PARK CITY HIGH SCHOOL

BRAND GUIDE

HOME OF THE MINERS

Letter To The School

The Park City High School brand is an expression of who we are, what we stand for and what kind of impact we want to make on our community and beyond. Use these guidelines to ensure our brand is communicated consistently across print, digital and social media. We recommend all parties using any part of the Park City High School brand identity, including our logo, artwork, color palette and typography, meet the standards outlined in this guide.

Questions? Please contact the Park City High School administration.

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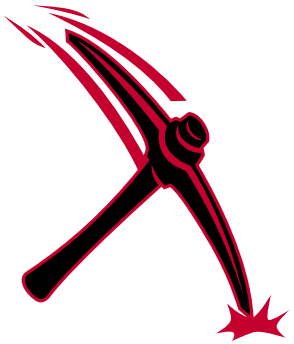
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Brand Standards

USE OF THE LOGOS

The following manual provides you with specifications to accurately utilize the Park City High School brand elements. The Park City High School brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Park City High School brand elements follow this manual with attention to detail in order to preserve and protect the Park City High School brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.



Creation, application or any use of the Park City High School brand elements must conform to approved standards as authorized by Park City High School. Additionally, it is imperative that Park City High School brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Park City High School brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Park City High School.



Approved Logos

Primary Marks
Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

Secondary Marks, Word Marks and Badge Marks
Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

Axe Marks, Initial Marks and Sports Marks
Interchangeable with Secondary Mark, Word Mark and Badge Mark, but are more appropriate for embroidery or applications requiring less detail.
(eg. Left Chest Polo Shirt)

ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.



1



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Approved Logos

1 Primary Mark

2 Secondary Mark

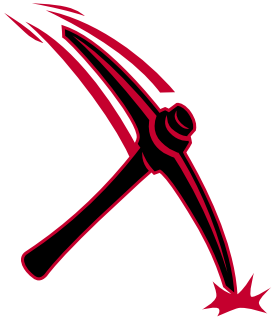
3 Primary Word Mark

4 Secondary Word Mark

5 Badge Mark



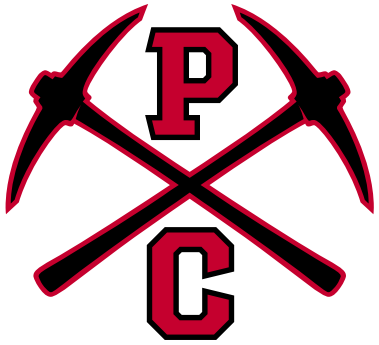
6



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11



12

Approved Logos

6 Swinging Axe Mark

7 Swinging Axe Mark - *with Spark*

8 Axe Mark - *Resting*

9 Initial Mark

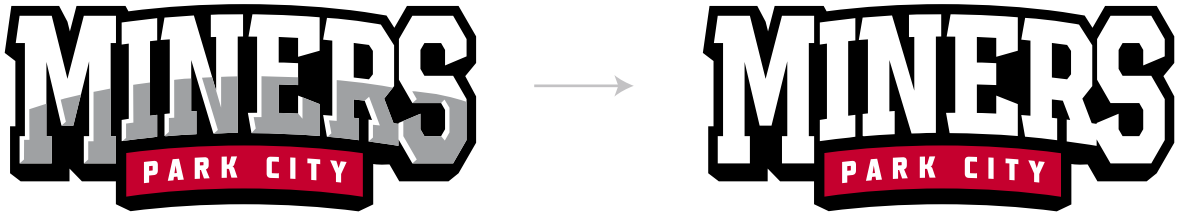
10 Initial Mark - *with Highlights*

11 Baseball Initial Mark - *Two Color*

12 Baseball Initial Mark - *One Color*



The outline shown in white, in the right image, is necessary for dark colored backgrounds. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples.
See Page 3.2



If present, highlights, shadows, bevels, halftones and/or gradients may be omitted to enhance the logos in various printing applications and where limited color variations are needed.

Approved Logos

LOGO MODIFICATIONS

SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark ***must be approved by the school administration.***

Approved Colors

IDENTITY COLORS

	Red	Black
Pantone	PMS 200 C	Black
Web	#BA0C2F	#000000
CMYK	C: 3 M: 100 Y: 70 K: 12	C: 50 M: 50 Y: 50 K: 100
RGB	R: 186 G: 12 B: 47	R: 0 G: 0 B: 0

	Grey	White
Pantone	PMS 422 C	White
Web	#9EA2A2	#FFFFFF
CMYK	C: 36 M: 26 Y: 23 K: 4	C: 0 M: 0 Y: 0 K: 0
RGB	R: 158 G: 162 B: 162	R: 255 G: 255 B: 255

Red, Black, Grey and White are the official approved colors of Park City High School and play a major role in supporting the core visual identity of the brand.

Red and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Grey and White should only be used as secondary accent colors.

***All Logos were created using the PANTONE+ Solid Coated color book.**

***Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.



Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Red, Black, transparent or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).



Approved Colors

ONE COLOR LOGOS

Diesel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Teuton Fett Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

The approved fonts are Diesel Bold and Teuton Fett Bold. Diesel Bold and Teuton Fett Bold should always be used for Park City High School and used when identifying a sport, department, club or other secondary priority associated with the school.

FONT FILES

***VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.**

NOW IT IS TIME TO

ELEVATE YOUR BRAND

WITH...

Avenue Banners

Windscreens

Wall Murals

Vinyl Banners

Flags

Pop-Up Tents

Table Cloths

Decals

Window Graphics

Media Backdrops

AND MORE!

Contact BSN SPORTS Campus Branding for more info!

BSNSPORTS.com/CampusBranding

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