

Henry D. Sheldon High School **ATHLETIC DEPARTMENT**

Brand-identity Guidelines

Client: Henry D. Sheldon High School

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Date: May 2015

1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

Your new “identity”

A consistent visual identity supports a strong brand for Henry D. Sheldon High School by creating a unified look in print and electronic communications. A single image delivers a lot of information in a very short time because we perceive an image all at once, whereas reading or hearing often takes significantly longer to process the same information. That’s why it’s so important for visuals to immediately identify our communications as coming from Sheldon High School.

Correct use of the logo, a specific color palette and distinctive fonts all help people recognize Sheldon High School. Graphics help tell our stories, showing what Sheldon High School is doing to improve quality of life and better steward to the community.

We’ve made it easy to produce materials in the Sheldon High School style by creating a variety of templates for print pieces, websites and logo apparel. Using the templates ensures your work meets the guidelines and helps support the Sheldon High School brand.



Who are the brand identity guidelines for?

All teams, coaches, teachers, students, clubs and administrative of Sheldon High School that are funded through or by Sheldon, and are not legally autonomous, must follow the visual identity guidelines that are described here. Outside agencies that create print or electronic materials for any Sheldon High School group must also follow the guidelines.

These guidelines apply to all external and internal communications, including advertising, websites, brochures, invitations, postcards, fliers, booklets, catalogs, posters, banners, logo apparel and other graphics, video, DVD, CD, film, presentations and stationery.

The number '2.0' is rendered in a white, bold, sans-serif font. It is positioned on a rectangular background with a diagonal hatched pattern of thin, light green lines. This graphic element is part of a horizontal bar that transitions from the hatched pattern to a solid dark green color on the right.

The Logo Design

The school logos are an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Primary logo - in color



Primary logo - alternative colors

The logo consists of the numbers '2' and '1' in a bold, sans-serif font, separated by a small dot. They are set against a rectangular background with diagonal hatching lines.

Secondary Mark

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, *only* the original high resolution or vector graphic files shall be used - logos *should not* be taken from this document.



Athletics Spirit Marks

Secondary Mark

As part of our design templates, the secondary marks are contemporary graphic elements to tie all print pieces together and clearly identify them as Sheldon High School.



Shamrock #1



Shamrock #2

IRISH

IRISH
IRISH
IRISH

Word Mark

The wordmark is an adjusted letterform version of the name Sheldon High School combined with the baseline, which anchors and protects the integrity of the wordmark. It cannot be replicated through typesetting.

SHELDON

SHELDON
SHELDON
SHELDON

Verbiage

Fighting Irish
Go Irish
Luck of the Irish
Irish Nation

General Information

Established Date: 1963
Mascot Name: Danny O'Doole
Location: Eugene, Oregon



Sheldon Shield

Academic logo is not to be used within Athletic applications








3.0

Color Scheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the school image.

The Pantone colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

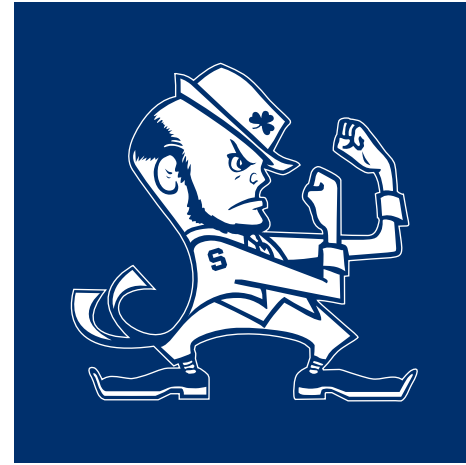
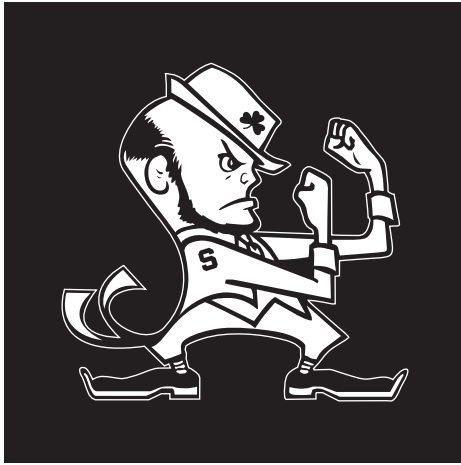
Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.

		Pantone Color ref.	CMYK	RGB	HEX	Isacord Thread
Dark Green Primary Brand Color <i>logo / main background</i>		Pantone 343 C	89 / 19 / 72 / 60	17 / 87 / 64	#115740	5326
White Primary Brand Color <i>logo / main background</i>		White	0 / 0 / 0 / 0	0 / 0 / 0	#ffffff	0051
Black Secondary Brand Color <i>highlighting / second accent</i>		Black	63 / 62 / 59 / 94	45 / 41 / 38	#2d2926	0020
Navy Secondary Brand Color <i>highlighting / second accent</i>		Pantone 294 C	100 / 69 / 7 / 30	0 / 47 / 108	#002f6c	3323
Kelly Green Third Brand Color <i>highlighting / second accent</i>		Pantone 7732 C	98 / 0 / 96 / 30	0 / 122 / 62	#007a3e	5415
Cool Gray Third Brand Color <i>highlighting / second accent</i>		Pantone Cool Gray 7	20 / 14 / 12 / 40	151 / 153 / 155	#97999b	1972
Electric Green Third Brand Color <i>highlighting / second accent</i>		Pantone 361 C	77 / 0 / 100 / 0	67 / 176 / 42	#43b02a	5610

Green is the primary color and an integral part of the Sheldon High School brand.

The support and neutral color palette should be used according to the following guidelines:

- Limit the number of support/neutral colors used in a single piece so they do not overpower the green, especially when the green only appears in the locker patch.
- Avoid color combinations that could be associated with other high schools.
- Neutral colors can be used with the support colors to bring depth to the design. Try choosing one support and one neutral color to determine if it creates the right mood or feeling for your piece.
- When choosing colors, keep in mind the audience your piece is designed for.



Examples of how the primary logo deals with the alternative color backgrounds from the suggested scheme.

This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.

The only 'rules' are that the colors do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.

4.0

Typography

The primary typeface is Avenir Next with a secondary Berthold City to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should *not* be done under any circumstances.

Primary Copy Typeface

Avenir Next (Regular) *Content, Writing, Website body*

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()i€#¢∞§¶•ª°--_ = + {} [] ; : / \ , . ~
å ÿ ç ð ´ ƒ © · ^ Δ ° ¬ μ ~ ø ñ œ ® ß † √ ∑ ≈ ¥ Ω

Avenir Next (Demi)

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()i€#¢∞§¶•ª°--_ = + {} [] ; : / \ , . ~
å ÿ ç ð ´ ƒ © · ^ Δ ° ¬ μ ~ ø ñ œ ® ß † √ ∑ ≈ ¥ Ω

Secondary Typeface

Berthold City (medium) *Main logotype text / Content*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Berthold City (Bold) *Tagline / Subheadings*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

5.0

Contact Details

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