FOSTER HIGH SCHOOL

BRAND GUIDE

™

HOME OF THE FALCONS

Letter To The School

Congratulations for being a part of VIP Branding Powered by Varsity Brands. We hope that your school will enjoy your brand identity for decades to come! Your brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by your school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit.

To help you maintain brand consistency, we recommend you require all parties utilizing any element of your brand identity to meet the specifications outlined within this manual.

Thank you in advance and should you have any questions regarding any content involved within this brand guide, please contact VIP Branding.

Sincerely,

VIP Branding
Powered by Varsity Brands

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Brand Standards

USE OF THE LOGOS

The following manual provides you with specifications to accurately utilize the Foster High School brand elements. The Foster 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 Foster High School brand elements follow this manual with attention to detail in order to preserve and protect the Foster 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 Foster High School brand elements must conform to approved standards as authorized by Foster High School. Additionally, it is imperative that Foster High School brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Foster 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 Foster High School.

Approved Logos

Primary Logos
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.

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

Initial(s) or Interlock
Interchangeable with Wordmarks and Activity Mark, but is more appropriate for embroidery or applications requiring less detail.
(eg. Left Chest Polo Shirt)

Activity Mark
Can be used on specific activity fashion gear, uniforms, specific club designs, specific sport designs, signage, informal letterhead, etc. (eg. Football, Baseball, etc.)

ELECTRONIC FILES

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

Approved Logos

FOSTER HIGH SCHOOL

1 Primary Mark

2 Mascot

3 Primary Wordmark

4 Secondary Mark

5 Initials

6 Slogan

7

Approved Logos
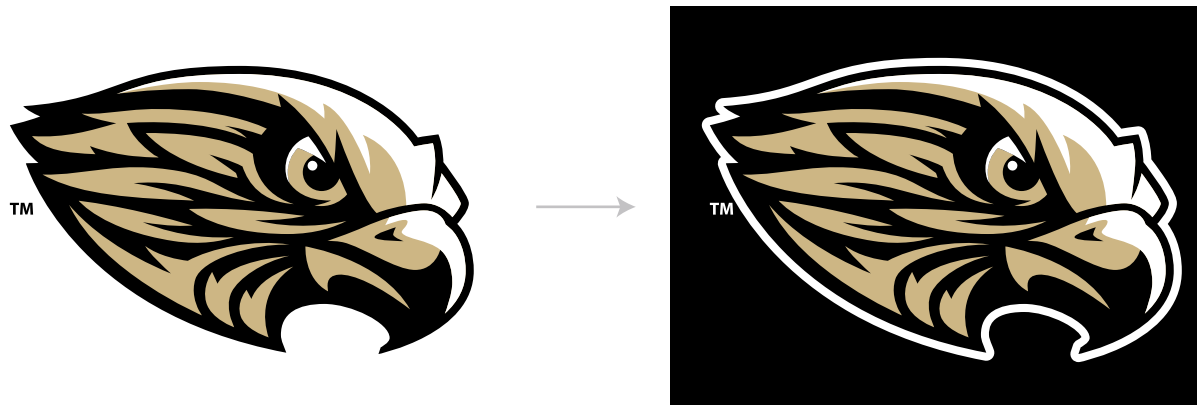
BRISCOE JUNIOR HIGH

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Approved Logos
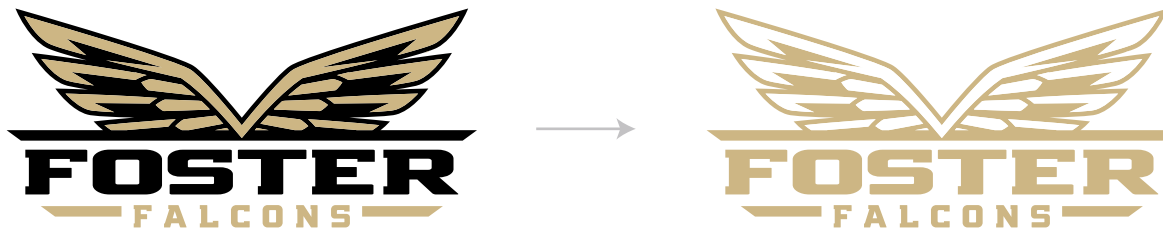
WERTHEIMER MIDDLE SCHOOL

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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

Approved Logos

LOGO MODIFICATIONS

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.

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.**

Vegas Gold

Black

Pantone	PMS 4525 C	Black
Web	#C5B783	#000000
CMYK	C: 9 M: 12 Y: 47 K: 18	C: 50 M: 50 Y: 50 K: 100
RGB	R: 197 G: 183 B: 131	R: 0 G: 0 B: 0

White

Silver Grey

Pantone	White	PMS 429 C
Web	#FFFFFF	#A2AAAD
CMYK	C: 0 M: 0 Y: 0 K: 0	C: 21 M: 11 Y: 9 K: 23
RGB	R: 255 G: 255 B: 255	R: 162 G: 170 B: 173

Approved Colors

IDENTITY COLORS

Vegas Gold, Black, and White are the official approved colors of Foster High School and play a major role in supporting the core visual identity of the brand.

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

*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 Vegas Gold, 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).
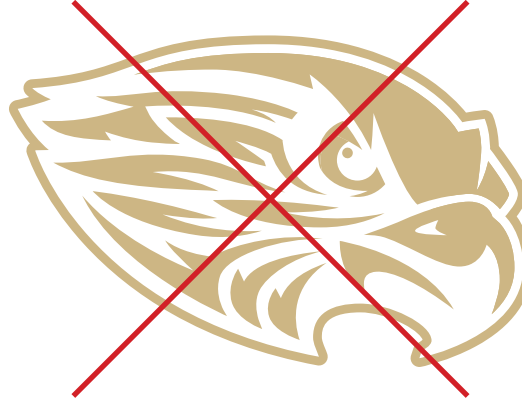
Approved Colors

ONE COLOR LOGOS

In one color designs, the eyes will always be dark.

Simply inverting the color will result in a photo negative look that is <u>not acceptable</u> for the brand.

Approved Colors

ACCEPTABLE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

Champions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

The approved fonts is Champions. Champions should always be used for your school name 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	Pop-Up Tents
Windscreens	Table Cloths
Wall Murals	Decals
Vinyl Banners	Window Graphics
Flags	Media Backdrops

AND MORE!

CONTACT VIP BRANDING FOR MORE INFO!

Email: info@vipbranding.com   //   Phone: 888-501-1577

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