

**GEORGE RANCH
HIGH SCHOOL**

BRAND GUIDE



HOME OF THE LONGHORNS



Overview

The George Ranch High School brand guide is for use by the entire George Ranch High School Community. This brand guide provides a framework that promotes consistency and outlines the standards for use of George Ranch High School logos. This includes the George Ranch High School official logo, logo modification, identity colors, and typography. We recommend all parties utilizing any element of our brand identity to meet the specifications outlined within this manual to help establish brand consistency.

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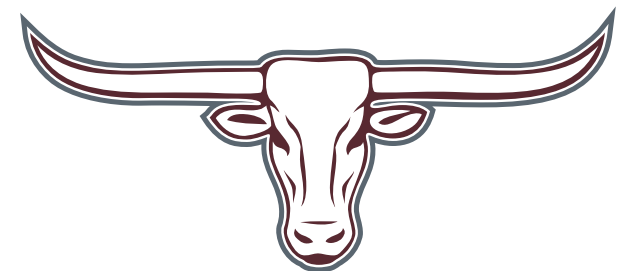
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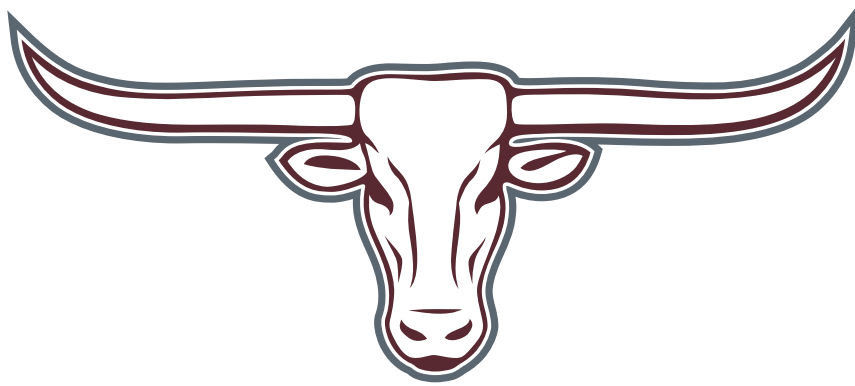
Brand Standards

USE OF THE LOGOS

Our brand is an important asset to the students, staff, administration, coaches, alumni and supporters of George Ranch High School. We communicate our brand identity to the community by presenting powerful and consistent logos. This approach is essential to establishing a strong brand presence that also helps differentiate us from other schools and creates a visual environment that generates excitement, promotes student engagement and boosts school spirit.

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

When using the George Ranch 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 George Ranch High School.



1



2



3

We win at the Ranch

4

**One herd,
One heartbeat**

5

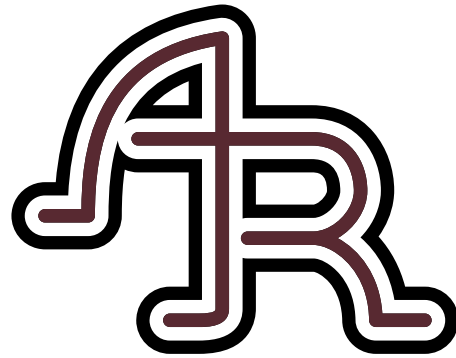
Approved Logos

GEORGE RANCH HIGH SCHOOL

- 1 Mascot
- 2 Initial
- 3 Crest
- 4 Slogan 1
- 5 Slogan 2



6



7

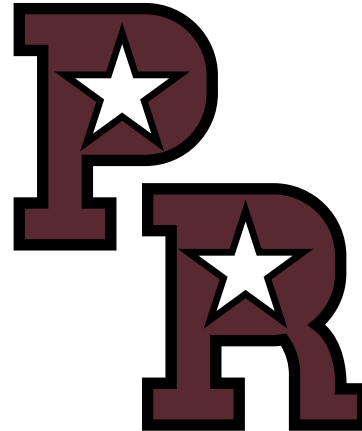
Approved Logos

JUNIOR HIGH & MIDDLE SCHOOL

- 6 Antoinette Reading JH Initials
- 7 Antoinette Reading JH Initials
- 8 Ryon MS Crest
- 9 Ryon MS Initials



8



9



Maroon

Black

Pantone
Web
CMYK
RGB

PMS 504 C
#572932
C: 29 M: 82 Y: 44 K: 73
R: 87 G: 41 B: 50

Black
#000000
C: 50 M: 50 Y: 50 K: 100
R: 0 G: 0 B: 0



White

Charcoal

Pantone
Web
CMYK
RGB

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

PMS 431 C
#5B6770
C: 45 M: 25 Y: 16 K: 59
R: 91 G: 103 B: 112

Maroon, White and Black are the official approved colors of George Ranch High School and play a major role in supporting the core visual identity of the brand.

Maroon 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 Grey should only be used as a secondary accent color.

Approved Colors

IDENTITY 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.

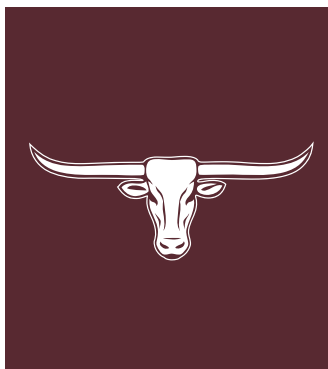


Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

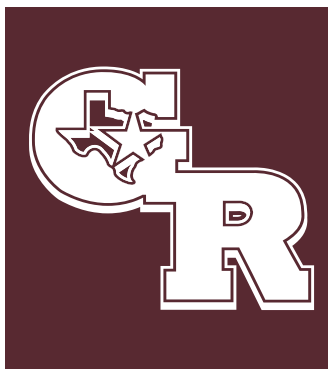
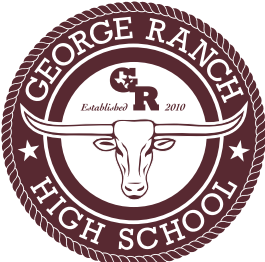
The logo is recommended to be used against Maroon, Black, transparent or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

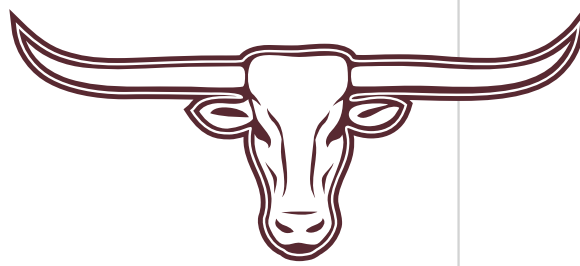
The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).



Approved Colors

ONE COLOR LOGOS





These are acceptable versions of the one color logos shown above.



Simply inverting the color will result in a photo negative look that is not acceptable 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.

