CHURCHILL FULSHEAR HIGH SCHOOL

BRAND GUIDE

HOME OF THE CHARGERS

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

When using the Churchill Fulshear 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 Churchill Fulshear High School.

Approved Logos

Primary School Logo
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.

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

Interlock
Interchangeable with Secondary Logo and Activity Mark but is more appropriate for embroidery or applications requiring less detail. (Ex. Left chest polo tee)

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

ELECTRONIC FILES

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

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Approved Logos

FULSHEAR HIGH SCHOOL

1   Primary Mark

2   Activity Mark

3   Primary Wordmark

4   Activity Wordmark

5   Alternate Wordmark

6   Interlock

7   Mascot Head

8   Mascot Full Body

9   Alternate Mascot 1

10 Alternate Mascot 2

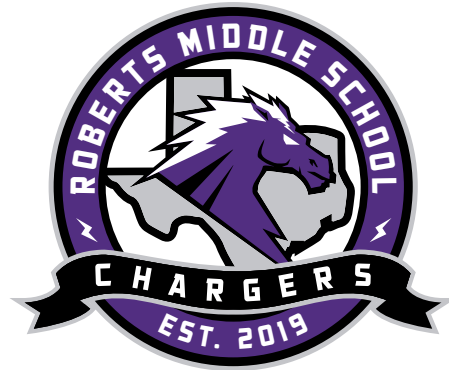11 Alternate Mark 1

12 Alternate Mark 2

13 Fulshear Crest

14

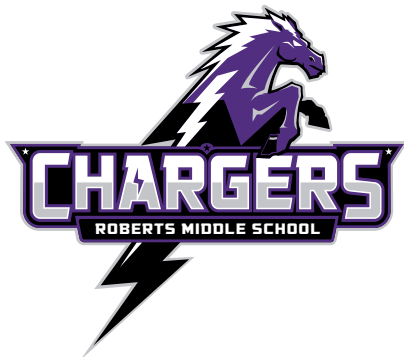## Approved Logos

DEAN LEAMAN JUNIOR HIGH LOGOS

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Approved Logos

ROBERTS MIDDLE SCHOOL LOGOS

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Approved Logos

LOGO MODIFICATIONS

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.

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.**

Purple

Black

Pantone
Web
CMYK
RGB

PMS 268 C
#582C83
C: 82 M: 98 Y: 0 K: 12
R: 88 G: 44 B: 131

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

Approved Colors

IDENTITY COLORS

White

Silver

Pantone
Web
CMYK
RGB

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

PMS 428 C
#C1C6C8
C: 10 M: 4 Y: 4 K: 14
R: 193 G: 198 B: 200

Purple and Black are the official approved colors of Churchill Fulshear High School and play a major role in supporting the core visual identity of the brand.

The color palette presented on this page represent the approved colors for Churchill Fulshear High School's brand identity. Purple and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Silver should only be used as a secondary accent color.

*All VIP Branding 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 should only be used against Purple, Black, transparent or neutrals such as Grey/Silver.

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

The full primary logo should only be used against approved colors.

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 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.

Government Agent

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

The approved fonts are Government Agent and Demonized. Government Agent and Demonized should always be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the school.

Demonized

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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 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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A Varsity SPORT Brand

VARSITY
SPIRIT

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