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churchill high school

logo & branding style guide

graphic design academy

advisor: lance eagen
eagen@4j.lane.edu
541-790-5146

background

During the Spring term of 2014 the capstone students of the Graphic Design Academy took it upon themselves to rebrand Churchill High School.

They found that there were at least 7 different logos, designs, icons and images that were being used to represent Churchill. This was confusing and presented the school in a disorganized and unprofessional light.

The students spent 7 weeks researching, studying, sketching, designing, narrowing, refining, reflecting, and perfecting the logo that you will find in the following pages.

This style guide serves as a resource to insure that the logo will always be presented in a professional and consistent manner.

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usage

guidelines

The logo and its variations and components were designed so that they maintain consistency whereever they are presented. A lot of time, discussion, arguing, donuts, refining, arm wrestling, and revision went into making this logo system. The following guidelines apply to all logo variations and will help insure that Churchill is always presented in a professional manner to the community.

You are welcome to use the logo, but you are asked to follow these guidelines. If you have questions, please consult your friendly Graphic Design Academy senior or Lance Eagen (eagen@4j.lane.edu).

Images in multiple formats can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

GRAPHIC DESIGN ACADEMY

specs

primary font

Alien League II

UC ABCDEFGHIJKLMNOPQRSTUVWXYZ

lc ABCDEFGHIJKLMNOPQRSTUVWXYZ

\# 0123456789 ().,;:?!@#&

Alien League II Italic

UC *ABCDEFGHIJKLMNOPQRSTUVWXYZ*

lc *ABCDEFGHIJKLMNOPQRSTUVWXYZ*

\# *0123456789 ().,;:?!@#&*

Alien League II Bold

UC **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

lc **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

\# **0123456789 ().,;:?!@#&**

note: UC "I" = | lc "I" = |

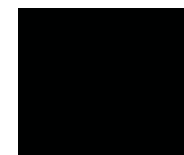Fonts can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

colors

R0 G70 B173
C97 M82 Y0 K0
#0046AD
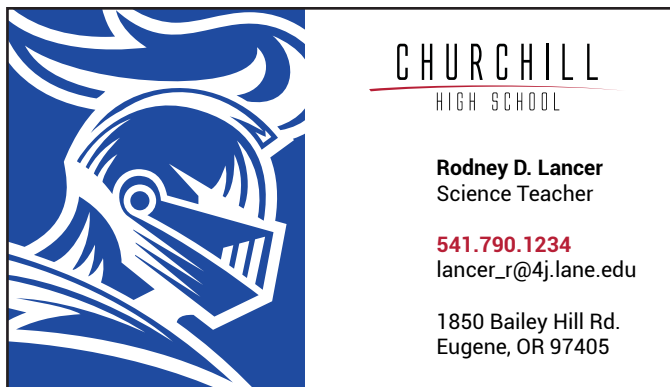PMS 2728c

R183 G18 B52
C19 M100 Y82 K10
#B71234
PMS 200c

R0 G0 B0
rich black
C70 M50 Y30 K100
#000000

specs

supporting font

It is suggested that Roboto font be used for supporting text such as taglines, descriptive text, slogans, quotes, etc.

Fonts can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

CHURCHILL
HIGH SCHOOL

Rodney D. Lancer
Science Teacher

541.790.1234
lancer_r@4j.lane.edu

1850 Bailey Hill Rd.
Eugene, OR 97405

Roboto Regular

UC ABCDEFGHIJKLMNOPQRSTUVWXYZ

lc abcdefghijklmnopqrstuvwxyz

0123456789 ().,;:?!@#&

Roboto Medium

UC ABCDEFGHIJKLMNOPQRSTUVWXYZ

lc abcdefghijklmnopqrstuvwxyz

0123456789 ().,;:?!@#&

Roboto Bold

UC ABCDEFGHIJKLMNOPQRSTUVWXYZ

lc abcdefghijklmnopqrstuvwxyz

0123456789 ().,;:?!@#&

usage

DO

Maintain the integrity of the logos, helmet icons and wordmarks.

DON'T

Don't alter colors, artwork, fonts, proportions, fills, design elements, orientation, etc.

usage

DO

Use contrasting background values so that the logo is easily readable. Replace official colors with neutral black, white and/or grey in order to maintain contrast. Follow the principle of *"light on dark or dark on light."*

DON'T

Place the logo onto a background that is too similar in value, too busy, or has minimal contrast. This renders the logo unreadable and hinders its impact.

variations

Churchill High School Logo

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Files are provided in the following common formats: .ai .eps .pdf .jpg

Churchill HS Full Logo: Light, Blue

Churchill HS Full Logo: Light, Red

Churchill HS Full Logo: Light, Black

variations

Churchill High School Logo

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Churchill HS Full Logo: Medium, Blue

Churchill HS Full Logo: Medium, Red

Churchill HS Full Logo: Medium, Black

Churchill HS Full Logo: Bold, Blue

Churchill HS Full Logo: Bold, Red

Churchill HS Full Logo: Bold, Black

variations

CHS Logo

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

CHS: Medium, Blue

CHS: Medium, Red

CHS: Medium, Black

CHS: Bold, Blue

CHS Bold: Red

CHS Bold: Black

variations

Lancers Logo

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Lancers Medium: Blue

Lancers Medium: Black

Lancers Medium: Black
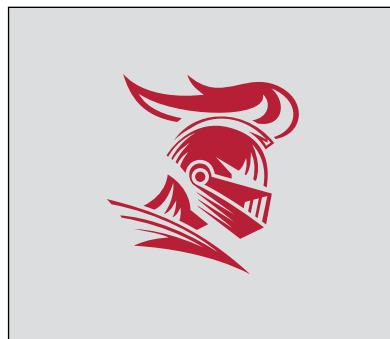

Lancers Bold: Blue

Lancers Bold: Black
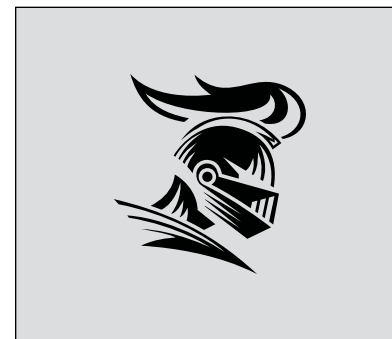

Lancers Bold: Black

variations

Lancer Icon

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Lancer Icon: Light, Blue

Lancer Icon: Light, Red

Lancer Icon: Light, Black

Lancer Icon: Bold, Blue

Lancer Icon: Bold, Red

Lancer Icon: Bold, Black

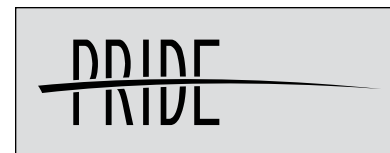## variations

Pride Wordmark

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html
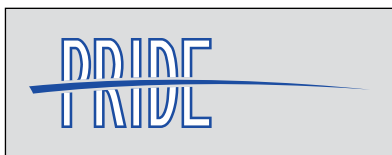

Pride: Solid, Blue

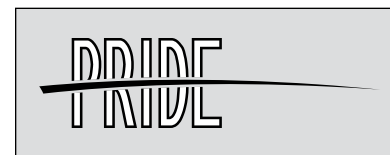
Pride: Solid, Red

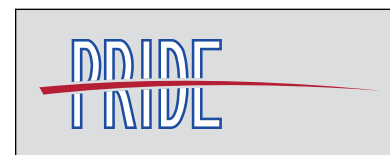*Pride: Solid, Black*

Pride: Bold, Blue

Pride: Bold, Red

Pride: Bold, Black

Pride: Solid, Blue, Red

Pride: Solid, Red, Blue

Pride: Bold, Blue, Red

variations

Churchill Wordmark

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Churchill: Solid, Blue

Churchill: Solid, Red

Churchill: Solid, Black

Churchill: Bold, Blue

Churchill: Bold, Red

Churchill: Bold, Black

Churchill: Solid, Blue, Red

Churchill: Solid, Red, Blue

Churchill: Bold, Blue, Red

variations

Lancers Wordmark

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Lancers: Solid, Blue

Lancers: Solid, Red

Lancers: Solid, Black

Lancers: Bold, Blue

Lancers: Bold, Red

Lancers: Bold, Black

Lancers: Solid, Blue, Red

Lancers: Solid, Red, Blue

Lancers: Bold, Blue, Red

variations

Churchill High School Formal Wordmark

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Churchill HS Formal Wordmark: Blue

Churchill HS Formal Wordmark: Blue

Churchill HS Formal Wordmark: Black

variations

Editable Wordmark Guidelines

The wordmark may be adapted to represent a sport, club or similar organization. Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

DO

DON'T

Use Alien League Regular font.

Don't use any other font.

Use the **lower case** version of the letters "I" and "A."

Don't use the **upper case** version of the letters "I" and "A."

Maintain letterspacing that is 375% of the point size. Ex: 20pt font x 3.75 = 75pt letterspacing.

Don't alter or eliminate 375% letterspacing on the subtext.

Use center alignment.

Don't use right or left alignment.

Maintain location and proportion of subtext.
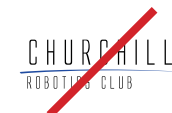
Don't move subtext or change proportions between the elements.

GRAPHIC DESIGN ACADEMY

variations

Editable Wordmark

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html
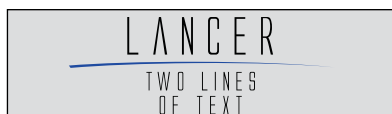

Lancer Editable: One Line, Blue

Lancer Editable: One Line, Red

Lancer Editable: One Line, Black

Lancer Editable: Two Lines, Blue

Lancer Editable: Two Lines, Red

Lancer Editable: Two Lines, Black

Churchill Editable: One Line, Blue

Churchill Editable: One Line, Red

Churchill Editable: One Line, Black

Churchill Editable: Two Lines, Blue

Churchill Editable: Two Lines, Red

Churchill Editable: Two Lines, Black