



**ERIE HIGH SCHOOL
HOME OF THE ROYALS**

BRAND STYLE GUIDE

LETTER TO THE SCHOOL

Jostens is honored to present your official school brand guide.

Your brand is important. It helps every student, staffer, and community member identify and appreciate the qualities that make your school special. A creatively crafted and consistently managed brand identity creates the high levels of distinction and affinity your school deserves.

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INTRODUCTION

Your brand identity is the physical representation of the spirit and values of your school. As such, it is vital to apply it consistently across all applications—from letterhead and website, to letter jacket and gym floor. The guidelines outlined on the following pages give you the tools and information you need to do so. Please review them carefully, and if you have questions contact your Jostens sales representative.

Royals branding captures our core values of...

- Academic excellence
- Sportsmanship
- Tradition
- Esprit de corps

LEGAL NOTES

USE OF ELEMENTS



The Erie High School brand elements are to be used only in concordance with the guidelines established in this style guide. All merchandise, digital, and printed materials, as well as signage, and other items—whether for sale, promotional purposes, or otherwise, and whether for internal or external audiences—shall exhibit the highest possible standards and conform in every way to these guidelines. All materials bearing the Erie High School brand identity must be approved by an authorized party within the school.

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All rights reserved. All logo marks and original artwork herein is the property of Jostens, Inc., for exclusive use by Erie High School. This brand guide or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of Jostens, Inc. and Erie High School.

YOUR STORY STARTS HERE.

APPROVED LOGOS

Approved artwork files in a variety of formats are available upon request. Always use an approved artwork file. Never recreate the logo from type.



Primary Logo



Secondary Logo

Primary Logo

The primary logo is the official brand of the school. It should be used in all business capacities, including letterhead, the school facade and website.

Secondary Logo

The Secondary logo is used for less official applications such as athletic gear, uniforms, clubs, and similar usages.

The following pages show a variety of applications of the primary and secondary logos. When questions arise about appropriate usage, consult the authorized brand authority at the school.

APPROVED LOGOS



1



2



3



4



5

- 1 Primary Logo
- 2 Secondary Logo
- 3 Primary Logo: Black and White
- 4 Secondary Logo: Black and White
- 5 Initial Logos

APPROVED LOGOS

The integrity of the Erie High School identity depends on placing the logomark against a clear, contrasting background. To this end, three options are available: white, dark gold and purple.

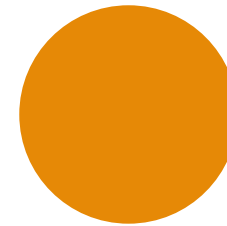
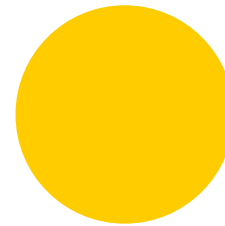
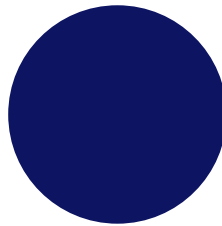
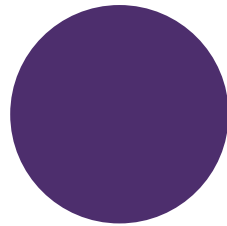
Refrain from using a textured background, photograph or alternative approach to these backgrounds.



Primary Color Palette



APPROVED COLORS



Pantone Purple
PMS 268C
Web #663399
CMYK C: 33 M: 64 Y: 0 K: 44
RGB R: 96 G: 52 B: 143
Thread Color Purple

Dark Purple
PMS 2755C
#330066
C: 47 M: 79 Y: 0 K: 62
R: 51 G: 20 B: 96
Dark Purple

Gold
PMS 116C
#ffcc00
C: 0 M: 20 Y: 100 K: 0
R: 255 G: 204 B: 0
Gold

Dark Gold
PMS 7564C
#cc9900
C: 0 M: 38 Y: 99 K: 14
R: 219 G: 135 B: 3
Dark Gold

Consistent use of color plays a key role in presenting a unified brand for Erie High School. In all applications, only the official, approved color palette should be used.

The color palette on this page is the official, approved palette for all applications. The primary colors are Purple, Dark Purple, Gold and Dark Gold. Whenever possible, these 4 colors should be used on all applications.

*All 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.

TYPOGRAPHY

Primary Font: CityDMed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary Font: AYT Avalon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

CityDMed

plays an important role in building the Erie High School brand. The modern, confident and distinct appearance makes it recognizable and associated with Erie High School.

AYT Avalon features clean, contemporary and linear lines and provides the perfect balance to the primary font —

CityDMed

Typography—the approved fonts for the logo and related elements of the identity—provide an important tether for the brand identity. The official brand type for Erie High School is CityDMed. The following guidelines will help you properly apply this typeface to your branded applications.

- Always use the approved logo for every application.
- Never recreate the logo from type.
- Always use the approved secondary font for applications such as letters, web copy or body copy.
- Never use the primary typeface for these uses.

*Jostens 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.

APPLICATION

SOCIAL MEDIA

PREFERRED USAGE
PURPLE 268C



ALTERNATE USAGE 1
REVERSED PURPLE
268C



ALTERNATE USAGE 2
DARK GOLD 7564C



APPAREL

Caps, shirts, hoodies and other clothing items can be popular expressions of the Erie High School brand.

Below are downloads that will cover most print-ready solutions required for team jerseys, class projects, etc.



1



2



3



4



5



6

<https://www.logos.com/product/ROYALS/1>
<https://www.logos.com/product/ROYALS/2>
<https://www.logos.com/product/ROYALS/3>
<https://www.logos.com/product/ROYALS/4>
<https://www.logos.com/product/ROYALS/5>
<https://www.logos.com/product/ROYALS/6>

1 Basic T-shirts: Primary

2 Polos

3 Pullover Hoodies

4 Basic T-shirts: Secondary

5 Half Zip Sweaters

6 Flannel Pants



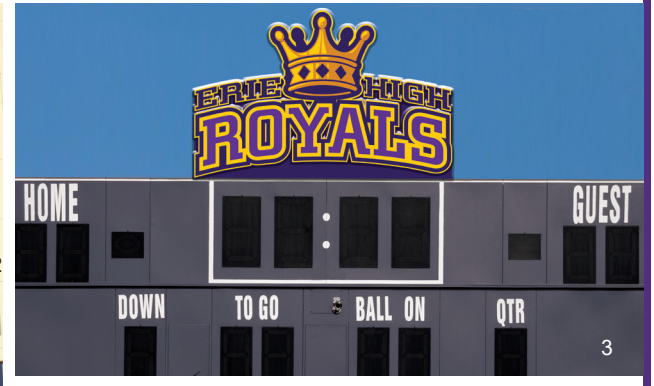
ENVIRONMENTAL



Branding consistency in your school environment creates the feeling of spirit and engagement everyone can rally behind. From the entrance of your school to the football field or basketball court, your brand should echo throughout the school's physical environment to remind people of the spirited community everyone shares.

- 1 Basketball Court
- 2 Window Graphic
- 3 Gym Floor
- 4 Wall Banner

ENVIRONMENTAL



- 1 Wind Screen
- 2 Avenue Banner
- 3 Scoreboard
- 4 Monument Sign





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