

**LAWRENCE NORTH
HIGH SCHOOL**

BRAND GUIDE



HOME OF THE WILDCATS



LAWRENCE NORTH

H I G H S C H O O L

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.

Please note: The usage of the mascot has been approved by an agreement between Lawrence North High School and Kansas State University. It is the high school's responsibility to renew the agreement and fulfill the requirements set forth by Kansas State University. Please see school administration for usage limitations.

Sincerely,

VIP Branding
Powered by Varsity Brands

Letter To The School

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LAWRENCE NORTH

H I G H S C H O O L

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

Legal Notes

USE OF THE ELEMENTS

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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.

Wordmarks

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.)

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Approved Logos



- 1 Primary Mark
- 2 Wordmark
- 3 Activity Mark
- 4 Activity Wordmark
- 5 Mascot
- 6 Interlock
- 7 Interlock - Red
- 8 Interlock - Green



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Secondary wording in the activity logo can be changed to reflect individual names, clubs, organizations and/or sports.

The text within the banner is editable and can be customized to your needs. To do this, you will need a vector based program; such as, Adobe Illustrator or Corel Draw. Simply highlight the text and type in the name of your desired sport, club or event.

Spacing and size of lettering will need to be adjusted for any replacement text to stay cohesive with the brand.
(eg. Track and Field)

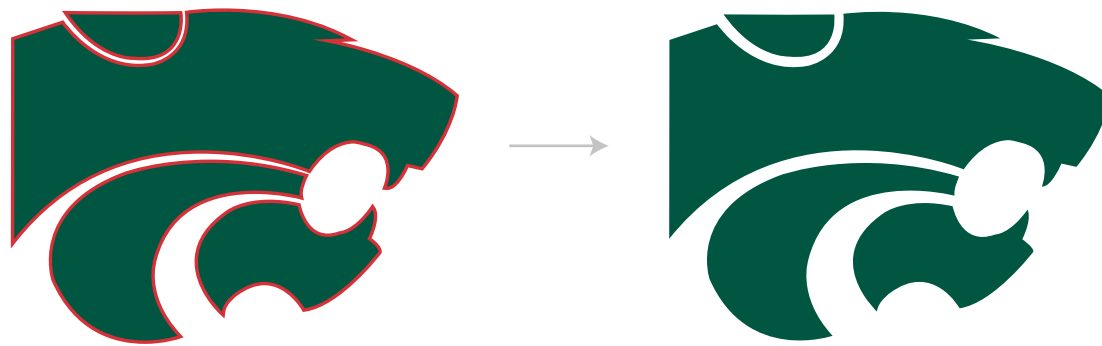
Please contact school administration for personalized logo.

Approved Logos

LOGO MODIFICATIONS

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The outline shown in Red, in the left image, is optional. 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 (CON'T)

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Never modify the proportions of the marks.



Never reverse the orientation of the marks.



Never modify or remove elements of the marks.



Never use excessive outlines or graphic elements.

Approved Logos

USAGE RULES

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	Green	Black	Red
Pantone	PMS 7484 C	Black	PMS 1797 C
Web	#00573F	#000000	#CB333B
CMYK	C: 91 M: 14 Y: 78 K: 60	C: 50 M: 50 Y: 50 K: 100	C: 2 M: 97 Y: 85 K: 7
RGB	R: 0 G: 87 B: 63	R: 0 G: 0 B: 0	R: 203 G: 51 B: 59
			
	White	Gray	
Pantone	White	Cool Gray 4C	
Web	#FFFFFF	#BCBBBA	
CMYK	C: 0 M: 0 Y: 0 K: 0	C: 26 M: 22 Y: 22 K: 0	
RGB	R: 255 G: 255 B: 255	R: 189 G: 187 B: 187	

Green, Black, and Red are the official approved colors of Lawrence North High School and play a major role in supporting the core visual identity of the brand.

Green, Black, and Red are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White and Cool Gray 4C should only be used as a secondary accent color.

Approved Colors

IDENTITY COLORS

***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 is recommended to be used against Red, Black, Red, 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).

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**LAWRENCE
NORTH**
HIGH SCHOOL

**LAWRENCE
NORTH**
HIGH SCHOOL



Approved Colors

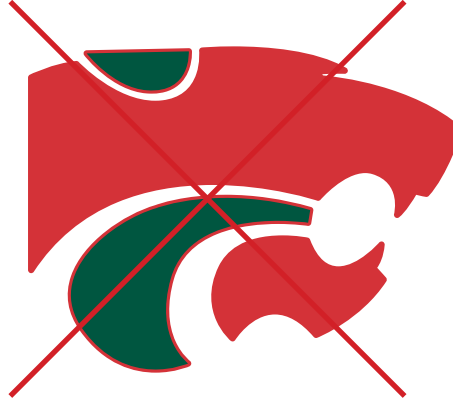
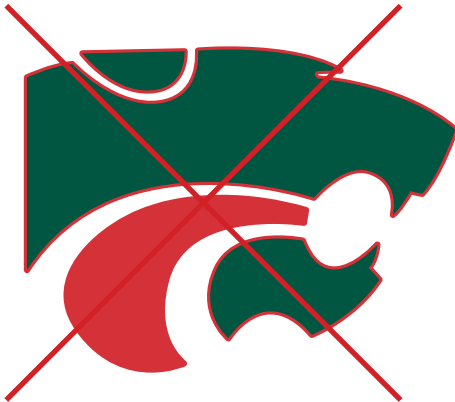
ONE COLOR LOGOS

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In one color designs, the mascot must stay one color.



Simply changing a few elements of the logo to various colors 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.

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Hebden Incised

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

**LAWRENCE
NORTH**

H I G H S C H O O L

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography

The approved fonts are Hebden Incised and Gotham Black. Hebden Incised and Gotham Black 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 use.

VIP BRANDING
POWERED BY VARSITY BRANDS

VARSlTY // BRANDS


HERFF JONES[®]
A Varsity ACHIEVEMENT Brand


VARSlTY
SPIRIT


BSN SPORTS[™]
A Varsity SPORT Brand

Signature: Michael Penrose, AD
Michael Penrose, AD (Feb 10, 2017)

Email: michaelpenrose@msdl.k12.in.us









Brand Guide Agreement for LA WRENCE NORTH HIGH SCHOOL

Adobe Sign Document History

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"Brand Guide Agreement for LAWRENCE NORTH HIGH SCHOOL" History

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