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
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1.1 Legal Notes

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4.1 Typography
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.

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.
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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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.
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.

Please note:

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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

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.
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.

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.
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.

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*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.
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).

Please note:
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Approved Colors

ONE COLOR LOGOS

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.
The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

**Approved Colors**

**ACCEPTABLE COLOR VARIATIONS**

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.

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.
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.

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.
"Brand Guide Agreement for LAWRENCE NORTH HIGH SCHOOL" History

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