WARREN HIGH SCHOOL

BRAND GUIDE

HOME OF THE WARRIORS

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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Introduction

The following manual provides you with specifications to accurately utilize the Warren High School brand elements. The Warren 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 Warren High School brand elements follow this manual with attention to detail in order to preserve and protect the Warren High School brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.

Legal Notes

USE OF THE ELEMENTS

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

When using the Warren 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 Warren 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.

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.)

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

1   Primary Mark

2   Primary Wordmark

3   Secondary Mark

4   Secondary Wordmark

5   Initial

6   Initial w/ Mascot

7   Mascot Full

8   Mascot Head

Approved Logos

LOGO MODIFICATIONS

Secondary Text Underneath Logo

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.

The outline shown in Grey, 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 (CONT.)

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.**

Royal Blue

White

Pantone
Web
CMYK
RGB

PMS 286 C
#0033A0
C: 100 M: 75 Y: 0 K: 0
R: 0 G: 51 B: 160

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

Approved Colors

IDENTITY COLORS

Silver Grey

Pantone
Web
CMYK
RGB

PMS 429 C
#A2AAAD
C: 21 M: 11 Y: 9 K: 23
R: 162 G: 170 B: 173

*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.

Royal Blue, White, and Silver Grey are the official approved colors of Warren High School and play a major role in supporting the core visual identity of the brand.

Royal Blue and White are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Silver Grey should only be used as a secondary accent color.

Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Royal Blue, Silver Grey, 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).
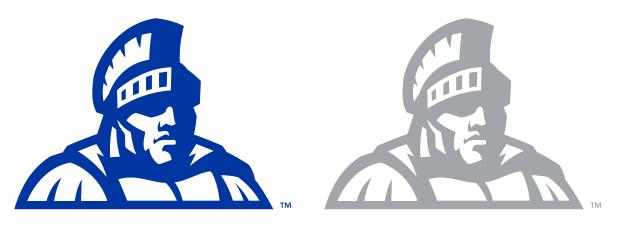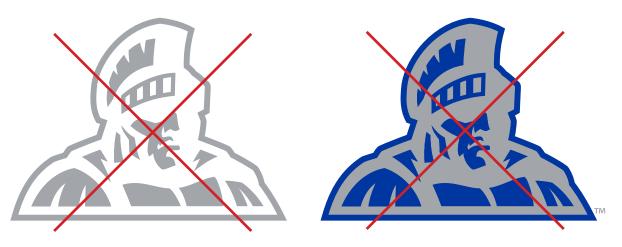
Approved Colors

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.

Face Off

ABCDEFGHIJKLMNOPQRSTUVWXYZ (Uppercase)

ABCDEFGHIJKLMNOPQRSTUVWXYZ (Lowercase)

1234567890

WARREN

WARRIORS ™

Modi Thorson

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Typography

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

The primary text has been customized specifically for the Warren High School brand.

**Please note that the letters "A" & "S" in Face Off are different for the lowercase and uppercase versions of this font.

FONT FILES

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 Backdrop

AND MORE!

CONTACT VIP BRANDING FOR MORE INFO!

Email: info@vipbranding.com   //   Phone: 888-501-1577

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VARSITY // BRANDS

BSN SPORTS™
A Varsity SPORT Brand

VARSITY SPIRIT

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A Varsity ACHIEVEMENT Brand