

**VALLEY CENTER HIGH SCHOOL
STYLE GUIDE**

Acceptable logo versions

Logomark



Logotype



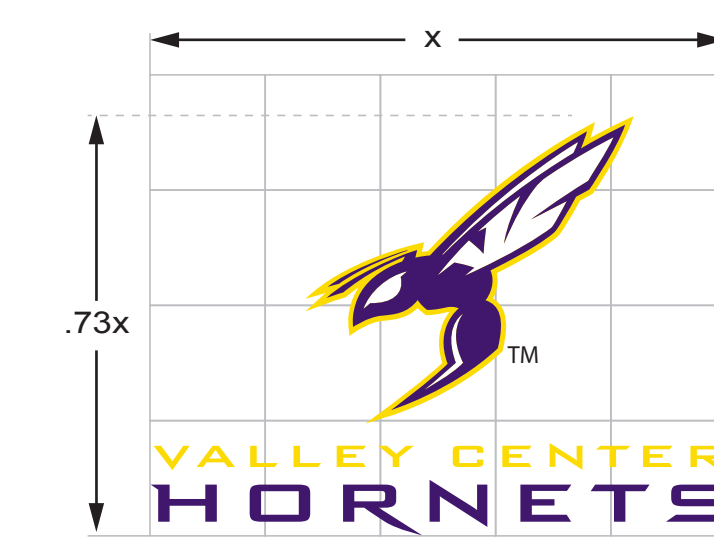
Logomark / Logotype lockup



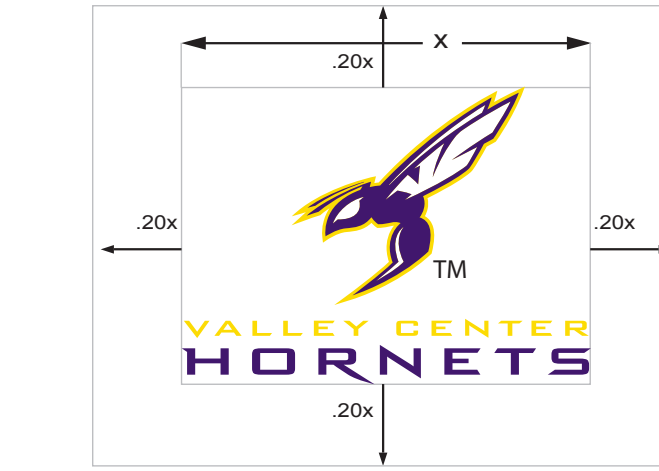
Minimum size logo should be shown:
Height: 1.25" x Width: 1.7"



General logo sizing regulations



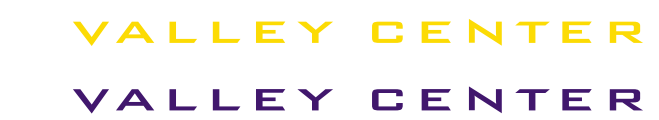
When the width of the logo lockup is (x), the height must always be (.73x).



Minimum amount of space that surrounds the logo on all sides should be 20% the width of the logo. No other elements may appear or print within this space.

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Logotype

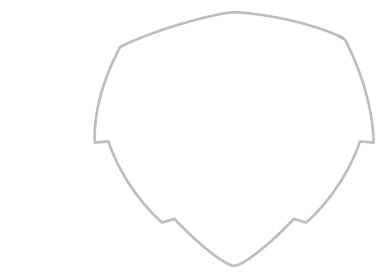
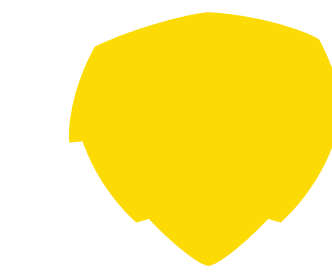
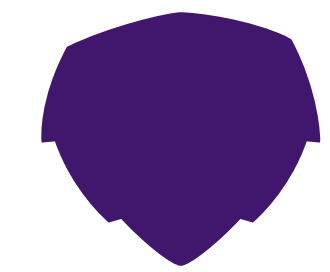


Logotype font

When creating designs for official school use this font is to be used to create a consistent brand.

BANK GOTHIC
HEIGHT: 100%
WIDTH: 115%

School Colors



Process	C = 81	C = 1,13	C = 0
	M = 100	M = 10,57	M = 0
	Y = 0	Y = 100	Y = 0
	K = 31	K = 0	K = 0

PANTONE (Coated) PANTONE (Uncoated)	PANTONE Violet C PANTONE Violet U	PANTONE 108 C PANTONE 108 U	Opaque White Opaque White
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RGB web colors	R = 68	R = 250	R = 255
	G = 10	G = 222	G = 255
	B = 108	B = 40	B = 255

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Color Appearance

Logo is color separated based on the "field" color on which it is displayed.



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Color Appearance

Logo is color separated based on the "field" color on which it is displayed.

when appearing on white



when appearing on grey



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Color Appearance

Logo is color separated based on the "field" color in which it is displayed.

Black on White



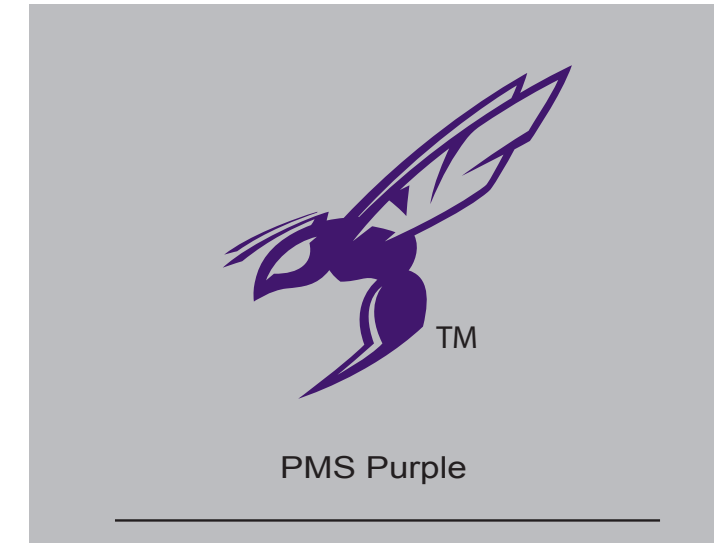
White on Black



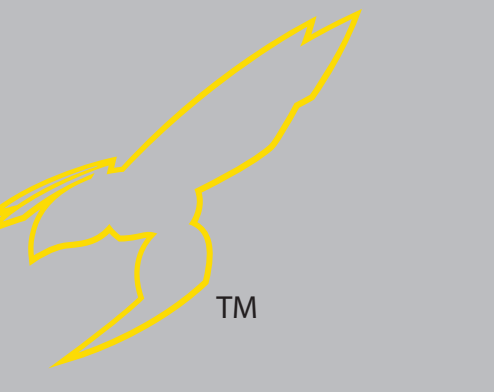
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Color Separation by color for Screenprinting

Logomark



PMS Purple



PMS Yellow



PMS White

Logomark / Logotype lockup



PMS Purple



PMS Yellow



PMS White