



Brought to you by
Global Village Concerns
B1Self Branding

CANYON HIGH SCHOOL

BRAND BOOK



HOME OF THE COMANCHES



Letter To The School

Congratulations for being a part of the B1Self branding program, brought to you by Global Village Concerns. We hope that your school will enjoy your newly refreshed 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 book, please contact Global Village Concerns.

Sincerely,

Global Village Concerns

6142 Nancy Ridge Drive, Suite 101
San Diego, CA 92121
888.501.1577

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

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



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

When using the Canyon 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 Canyon High School.

Introduction

Legal Notes

USE OF THE ELEMENTS



Approved Logos

Primary School Logo

Should be used on official school documents and displays such as on the front of the school, diplomas, stationary, business cards, website home page, etc...

Secondary Logo

Should be used on fashion gear, uniforms, club specific designs, sport specific designs, stadiums, gym floor, signage, informal letterhead, etc...

Interlock

Interchangeable with Secondary Logo but is more appropriate for embroidery or applications requiring less detail.

Official Colors

Vegas Gold and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Gray Wolf and White should only be used as a secondary accent color.

ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.



1

Approved Logos



2



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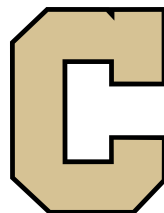
6



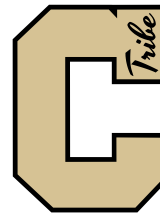
7



8


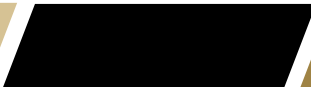





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10

- 1 Primary Logo
- 2 Secondary Logo
- 3 Wordmark
- 4 Tertiary Logo 1
- 5 Tertiary Logo 2
- 6 Sportsmark 1
- 7 Sportsmark 2
- 8 Sportsmark 3
- 9 Interlock
- 10 Interlock 2

| | | | |
|--------------|---|--|--|
| |  |  |  |
| | Vegas Gold | Black | Brown Gold |
| Pantone | PMS 4535 C | Black | PMS 4505 C |
| Web | #E7D8AC | #000000 | #9B8442 |
| CMYK | C: 0 M: 4 Y: 30 K: 11 | C: 50 M: 50 Y: 50 K: 100 | C: 38 M: 40 Y: 87 K: 10 |
| RGB | R: 231 G: 216 B: 172 | R: 0 G: 0 B: 0 | R: 155 G: 132 B: 66 |
| Thread Color | Cottage Beige (Robison-Anton - 2593) | Black (Robison-Anton - 2296) | Shimmering Gold (Robison-Anton-2471) |

| | | |
|--------------|--|--|
| |  |  |
| | Gray Wolf | White |
| Pantone | PMS 877 C | White |
| Web | #8E8F90 | #FFFFFF |
| CMYK | C: 47 M: 38 Y: 38 K: 2 | C: 0 M: 0 Y: 0 K: 0 |
| RGB | R: 142 G: 143 B: 144 | R: 255 G: 255 B: 255 |
| Thread Color | Silvery Grey (Robison-Anton - 2484) | Snow White (Robison-Anton - 2297) |

Vegas Gold and Black are the official approved colors of Canyon High School and play a major role in supporting the core visual identity of the brand.

The color palette presented on this page represent the approved colors for Canyon High School's brand identity. Vegas Gold and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Gray Wolf and White should only be used as a secondary accent color.

Approved Colors

IDENTITY COLORS

***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.



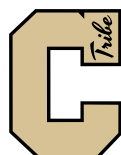
Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo should only be used against Vegas Gold, Black, White, transparent or neutrals such as gray/silver.

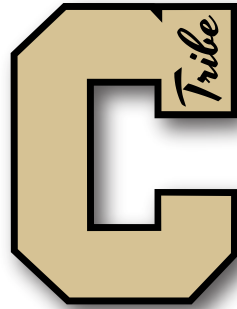
The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).

The full primary logo should only be used against approved colors.

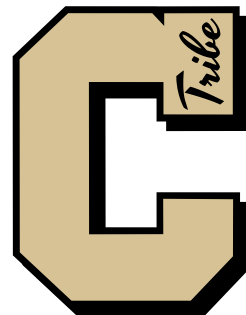


Approved Colors

ONE COLOR LOGOS



Logo With Soft Drop Shadow



Logo With Hard Drop Shadow

LOGO ENHANCEMENTS

The brand identity elements should not be altered or varied in any way. However, it is acceptable to enhance the logo if desired with a soft drop shadow or hard drop shadow to add depth.



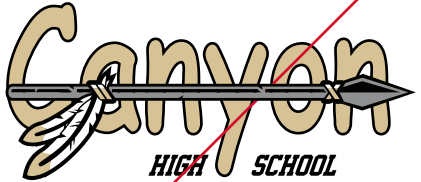
1



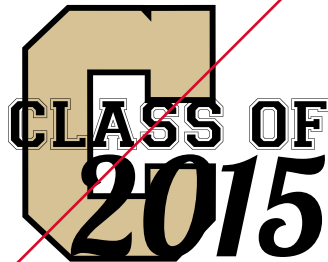
2



3



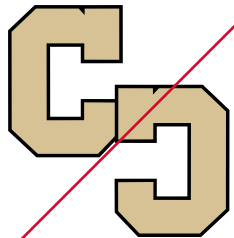
4



5



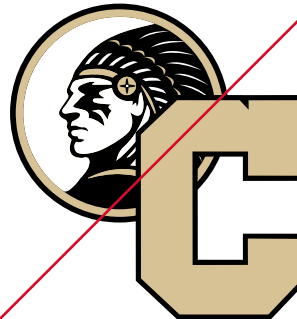
6



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Non-Approved Identity Uses

- 1 Do not use previous identity elements alone or in combination with the new brand elements
- 2 Do not use the logo or any elements in non-approved colors.
- 3 Do not reverse placement of approved colors (3.1) in design.
- 4 Do not alter any portion of the brand elements. (Different typeface used)
- 5 Do not add graphics directly over any of the brand elements obscuring logo.
- 6 Do not distort proportions of any of the graphic identity elements.
- 7 Do not flip/reflect logo elements.
- 8 Do not crop/cut logo elements.
- 9 Do not repurpose/rearrange approved logos elements with other approved elements.

Yesteryear

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Academic M54**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Typography

The approved fonts include Yesteryear and Academic M45. Yesteryear should always be used for your school name with Academic M45 used when identifying a sport, department, club or other secondary priority associated with the school.

FONT FILES

*Global Village Concerns 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.

Apparel



1



2



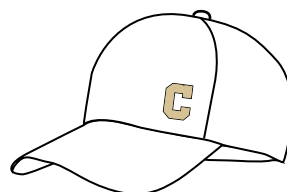
3



4



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6

- 1 Basic T-shirts
- 2 Polos
- 3 Pullover Sweaters
- 4 Long Sleeves
- 5 Zip Hoodies
- 6 Caps

***To order official Canyon High School Merchandise, please contact Global Village Concerns at (888) 501-1577.



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