

RIVERSIDE HIGH SCHOOL: ACADEMIC

Brand Guidelines

Primary Typeface

TIMES NEW ROMAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



PMS 281 C



Black



PMS Cool Gray 1 C



PMS 7535 C



PMS 874 C

PRIMARY LOGO:
VERTICAL LOCKUP



RIVERSIDE
HIGH SCHOOL



RIVERSIDE
HIGH SCHOOL

SECONDARY LOGO A:
HORIZONTAL LOCKUP



RIVERSIDE
HIGH SCHOOL



RIVERSIDE
HIGH SCHOOL

SECONDARY LOGO B:
JUSTIFIED LOCKUP



RIVERSIDE
HIGH SCHOOL



RIVERSIDE
HIGH SCHOOL

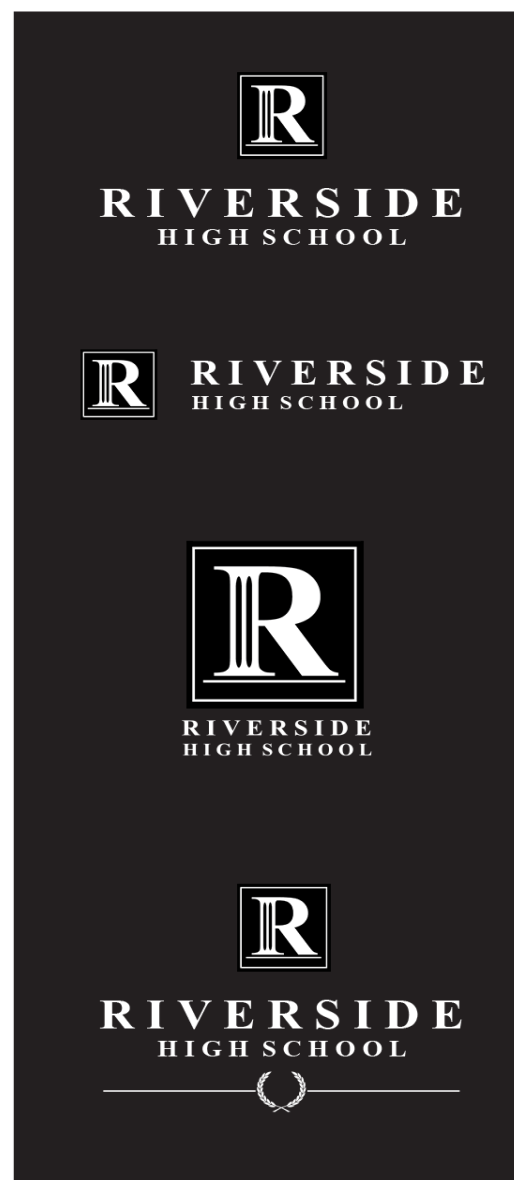
TERTIARY LOGO:
VERTICAL LOCKUP
w/ LAUREL



RIVERSIDE
HIGH SCHOOL



RIVERSIDE
HIGH SCHOOL



RIVERSIDE HIGH SCHOOL: ACADEMIC

Improper Logo Use



DO NOT PLACE ON A BACKGROUND WITH TOO LITTLE CONTRAST, COMPETING ELEMENTS OR CONFLICTING COLORS



DO NOT PLACE TYPE OR GRAPHICS WITHIN THE CLEARANCE SPACE AROUND YOUR LOGO. THE "R" CREATES A SQUARE UNIT OF SPACE TO BE USED AS LOGO CLEARANCE.



DO NOT REARRANGE THE ELEMENTS OF THE LOGO OR CHANGE THE PROPORTIONS



DO NOT EXPAND OR CONDENSE THE LOGO.



DO NOT PRINT THE LOGO IN ANY OTHER COLOR OR TINTS OTHER THAN THE COLORS OUTLINED ON PAGE 1.



DO NOT SUBSTITUTE A TYPEFACE IN PLACE OF THE LOGOTYPE.

RIVERSIDE HIGH SCHOOL: ATHLETICS

Brand Guidelines



PMS Cool Gray 1 C



PMS 7535 C



PMS 874 C



PMS 281 C



Black

Primary Typeface

FM BOLYAR PRO 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Typeface

FM BOLYAR ORNATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



FULL COLOR LOGO ON PMS 281 C



FULL COLOR LOGO ON WHITE



1 COLOR: PMS 874 C



1 COLOR: PMS 281 C



1 COLOR: WHITE



1 COLOR: BLACK

RIVERSIDE HIGH SCHOOL: ATHLETICS

Improper Logo Use



DO NOT PLACE ON A BACKGROUND WITH TOO LITTLE CONTRAST, COMPETING ELEMENTS OR CONFLICTING COLORS



DO NOT PLACE TYPE OR GRAPHICS WITHIN THE CLEARANCE SPACE AROUND YOUR LOGO. THE "O" CREATES A SQUARE UNIT OF SPACE TO BE USED AS LOGO CLEARANCE.



DO NOT REARRANGE THE ELEMENTS OF THE LOGO OR CHANGE THE PROPORTIONS



DO NOT EXPAND OR CONDENSE THE LOGO.



DO NOT PRINT THE LOGO IN ANY OTHER COLOR OR TINTS OTHER THAN THE COLORS OUTLINED ON PAGE 1.



DO NOT SUBSTITUTE A TYPEFACE IN PLACE OF THE LOGOTYPE.



DO NOT PLACE LOGO ON WHITE WITHOUT STROKE.



DO NOT ADD ADDITIONAL STROKE ELEMENTS TO THE DESIGN.

