

Springville High School Branding Guide



Updated July 2022

Color Usage

Primary Colors

The SHS official colors are red and dark blue. The specific colors listed should be used on all official communications and branding materials within the organization, including official school documents, stationary, business cards and on the website etc. It should be referenced when creating paint colors and other visual icons and structures around the school as well as colors for apparel and logo deals.



Red Devil
Red

PMS 187 c
CMYK 2 22 99 95 15
RGB 171 35 40
HEX #ab2328



Red Devil
Blue

PMS 540 c
CMYK 100 80 40 34
RGB 0 48 86
HEX #003057

Accent Colors

Accent colors should be used in a limited way to support specific objectives in publications, websites, apparel, embellishments and other communications. They should not be used/paired in anyway to indicate they are a primary color SHS. Red, blue, white and gray are acceptable T-shirt colors to print on. Light blue should be used more sparingly and not for team uniforms, (not every year with clubs etc.) *Black is not be used unless with special approval from Admin ahead of time -rival schools use black, it is not a representation of SHS's brand.



White

PMS n/a
CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff



Gray

PMS
CMYK 27 21 19 0
RGB 186 188 192
HEX #babcc0



Light Blue

PMS 291 C
CMYK 31 8 0 0
RGB 166 203 231
HEX #a6cbe7



Black

PMS Process Black
CMYK 0 0 0 100
RGB 0 0 0
HEX #000000

Not be used as a t-shirt color unless approved by Amdin ahead of time.



Primary Logo Use

Usage and Placement

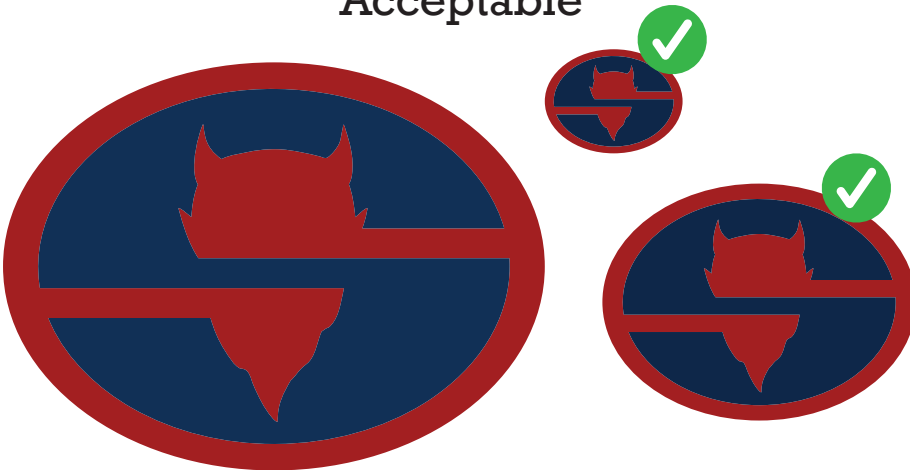
The SHS official Logo, referred to as the “Red Devil S” was designed in 1980, and is central to the school’s visual identity and branding. It should be used on all communications and branding materials within the organization, including official school documents, stationary, business cards and on the website. DO NOT alter the logo in any way, including the use of colors that are not official school colors or adding embellishments. It can only be placed on official school colors using the colors and the background. *Alterations and manipulations for clubs/etc will need to be approved by Administration ahead of time.



Proportion

The Red Devil S must always be scaled proportionally larger or smaller as long as it holds its integrity as scaled in size. It is not to be stretched or distorted either vertically or horizontally. It should not be shrunk too small that it is not visually readable anymore. Whenever possible the vector format of the logo should be used. If raster format is used, it must be used at a resolution that will maintain visual clarity and not produce a blurry (pixelated) image. *Alterations to the shape of a logo into a circle or other shape for club purposes/organizations need to be approved by Administration ahead of time.

Acceptable



Unacceptable



Logo & Name Combinations

Acceptable Variations

The pairing of our logo and name should follow one of these rules, on all official communications and branding materials within the organization, including official school documents, stationary, business cards and on the website etc. Attention should be given to spacing, alignment, leading and tracking. Logo and names should follow appropriate color use.



Springville
High School

Logo and the stacked name are the same height. The name is not taller. They are aligned to the logo.



Springville
High School

The stacked name is awkwardly taller than the logo. It is also aligned away from the logo.



Springville
High School

“Springville” can increase the tracking to make it the same length as the logo and “High School” so long as it looks professional.




Springville High School

Name is in one line, smaller than the height of the logo, and font is centered to the logo.



Springville High School

Logo & Name Combinations

Springville  High School



Logo sits in between Springville and High School. Words are center aligned and the space around the logo is sufficient and equal on both sides.

Springville  High School



Words are aligned to the bottom of the logo and the space around the logo is cramped.



Springville
High School

Words are stacked, and center aligned to the logo. "High School" is the same length as the logo. The leading (line spacing) feels comfortable.



Springville
High School

"Springville" can increase the tracking to make it the same length as the logo and "High School" so long as it looks professional.



Springville
High School

Leading (line spacing) is overlapping.



Springville
High School

Leading (line spacing) is too much.

Springville



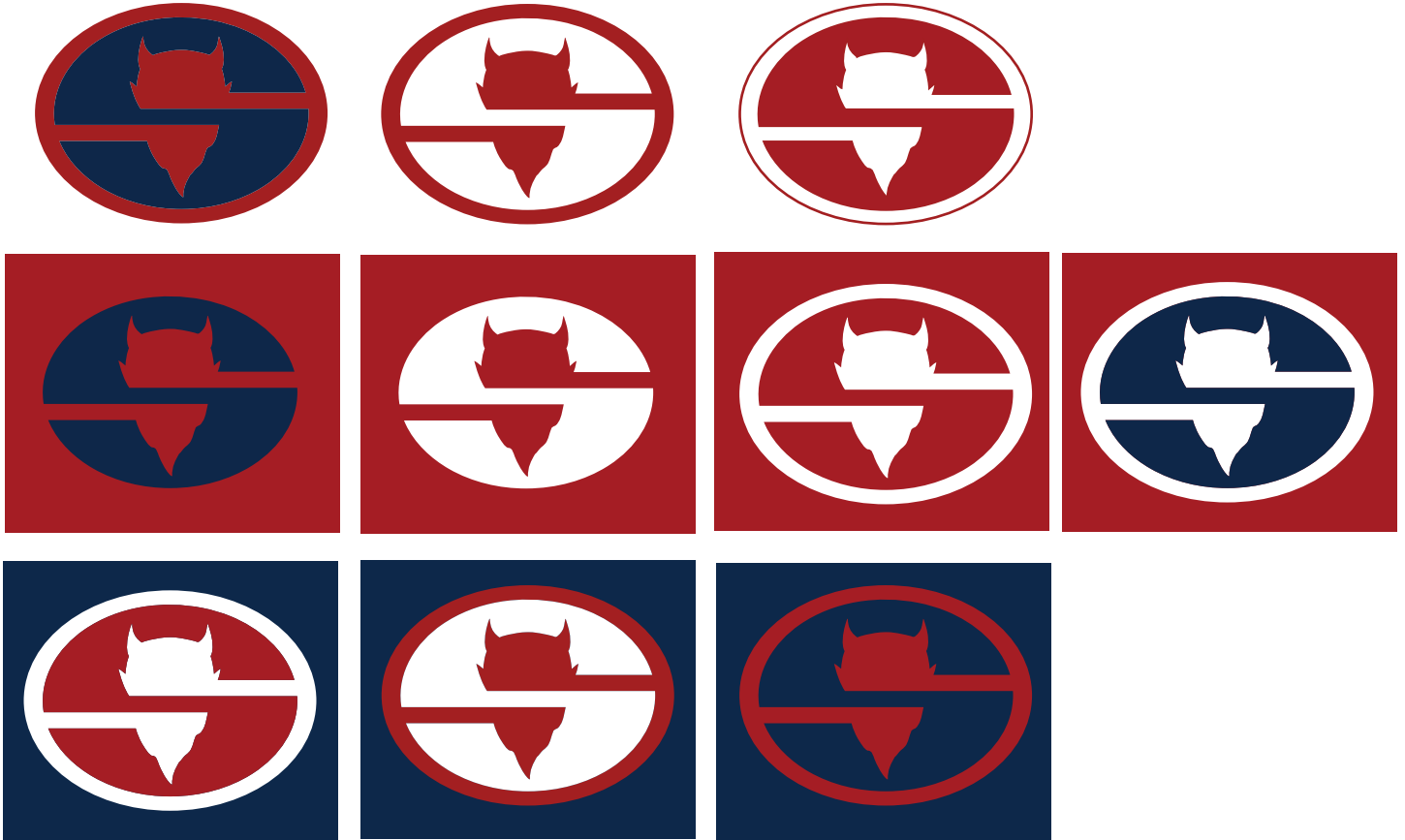
High School

Springville on top and High School on bottom in a straight line looks awkward.

Logo Production

Acceptable Color Variations

We are the Red Devils. All Red Devil S logos should have the inside devil featured as red when possible. If not possible due to a red background the devil should white, not blue. Combinations using red and blue and white are allowed as long as they follow the rule of having a red or white devil.



Unacceptable Variations

We are the Red Devils. Any Red Devil S logo that has the devil featured as blue is not acceptable.



Approved Secondary Logos

Capital S

The capital “S” using our official font **Rockwell** is acceptable on apparel, but NOT to be used for any official communications and branding materials within the organization, including official school documents, stationary, business cards and on the website etc. It should not be used on official uniforms, but can be used on other apparel such as warm up/practice apparel or spirit t-shirts. Words can be creatively combined with the S as long as the S is still visually readable as an “S”. *Special exceptions need approval with Admin ahead of time.



The “S” is not longer visual.

Devil

The Devil silhouette can be used as an alternative logo but NOT to be used for any official communications and branding materials within the organization, including official school documents, stationary, business cards and on the website etc. It should not be used on official uniforms, but can be used on other apparel such as warm up/practice apparel or spirit t-shirts. Words can be creatively combined with the devil so long as the devil is still visually readable as a devil. Facial features should not be added to the silhouette. The devil should be red or white on a red background. It should never be displayed as blue.



Pitchfork

This Pitchfork silhouette can be used as an alternative logo but NOT to be used for any official communications and branding materials within the organization, including official school documents, stationary, business cards and on the website etc. It should not be used on official uniforms in place of the logo, but can be used in edition to and on other apparel such as warm up/practice apparel or spirit t-shirts. Words can be creatively combined with the pitchfork so long as the pitchfork is still visually readable as a pitchfork. It should never be displayed as blue.



Official Font Usage

Primary Font

The following are used in pairing with all instances of the official logo and title of Springville High School, communications, signage and other branding materials. They should be used/printed in only official colors.

Rockwell- all variations - regular, bold, italic, etc.

A B C D E F G H I J K L M N O P Q R S T U V W X Y X 1 2 3 4 5 6 7 8 9 10

Springville High School *SPRINGVILLE HIGH SCHOOL* **SHS** *Red Devils*



**Springville
High School**

Secondary Font

Helvetica Neue Thin can be used in pairing with all instances of the Rockwell font. Tracking (spacing) can be altered to match the length of the lines of text.

Helvetica Neue Thin - all thin variations- thin, thin italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y X 1 2 3 4 5 6 7 8 9 10

Springville High School SPRINGVILLE HIGH SCHOOL SHS Red Devils

Springville High School

Home of the Red Devils

Springville High School

H o m e o f t h e R e d D e v i l s

Mascot Name Use

Red Devils

We are the Red Devils, and as such 'red' should be used in all official instances for our mascot, on official communication, signage, websites, uniforms and apparel.

