

# KNOCH HIGH SCHOOL

HOME OF THE  
KNIGHTS



OFFICIAL BRAND STYLE GUIDE

# APPROVED MARKS

Approved artwork files in a variety of formats are available upon request. Always use an approved artwork file. Never re-create the mark from type.

## PRIMARY MARK



The primary mark is the official brand of the school. It should be used in all business capacities, including letterhead, the school facade, website, business cards, diplomas, and similar applications.

## SECONDARY MARK



The secondary mark is used for less official applications such as athletic gear, uniforms, clubs, and similar usages.

The following pages show a variety of applications of the primary, secondary, and tertiary marks. When questions arise about appropriate usage, consult the authorized brand authority at the school.

# APPROVED

## MARKS

PRIMARY MARK | Full Color



SECONDARY MARK | Full Color



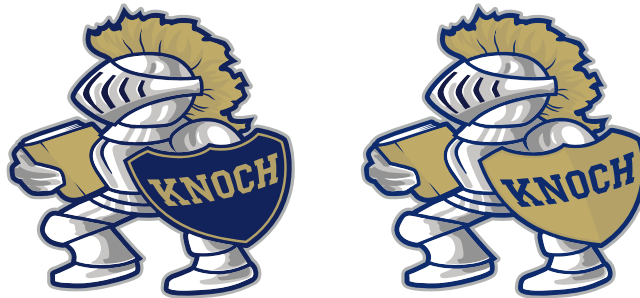
MASCOT | Full Color



MASCOT WITH SHIELD | Full Color



ELEMENTARY MARK | Full Color



# APPROVED MARKS

SCHOOL WORDMARK | Full Color



SCRIPT WORDMARK | Full Color



TERTIARY MARK | Full Color



QUATERNARY MARK | Full Color



# APPROVED BACKGROUNDS

The integrity of the Knoch High School identity depends on placing the logomark against a clear, contrasting background. To this end, four options are available: White, Gray, Gold and Navy.

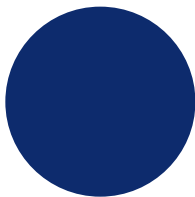
Restrain from using a textured background, photograph, or alternative approach to these backgrounds.



# APPROVED COLORS

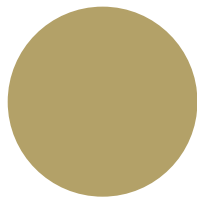
Consistent use of color plays a key role in presenting a unified brand for Knoch High School.

The color palette on this page is the official, approved palette for all applications. The primary colors are Gold, Light Gold, Navy, Gray, and White. Whenever possible, these five colors should be used on all applications.



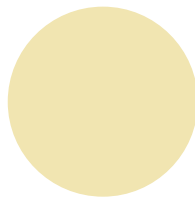
## Navy

**Pantone®** PMS 281C  
**Web** #1c2957  
**CMYK** C:93 M:80 Y:5 K:52  
**RGB** R:28 G:41 B:87  
**Thread Color** Navy



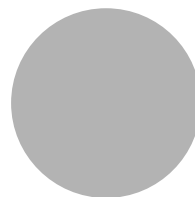
## Gold

**Pantone** PMS 4515C  
**Web** #cdb87c  
**CMYK** C:13 M:19 Y:62 K:28  
**RGB** R:178 G:164 B:108  
**Thread Color** Gold



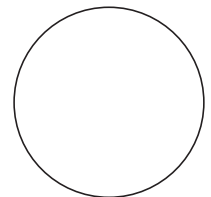
## Gold (Highlight)

**Pantone** PMS 7499C  
**Web** #eede9e  
**CMYK** C:5 M:8 Y:35 K:0  
**RGB** R:244 G:228 B:176  
**Thread Color** Light Gold



## Gray

**Pantone** PMS 421C  
**Web** #a4a4a4  
**CMYK** C:30 M:22 Y:23 K:0  
**RGB** R:179 G:179 B:179  
**Thread Color** Gray



## White

**Pantone** PMS Legacy Gold 1  
**Web** #ffffff  
**CMYK** C:0 M:0 Y:0 K:0  
**RGB** R:255 G:255 B:255  
**Thread Color** White

# APPROVED

## TYPOGRAPHY

Typography—the approved fonts for the mark and related elements of the identity—provide an important tether for the brand identity. The official brand type for Knoch High School is CityD-Bold. The following guidelines will help you properly apply this type face to your branded applications.

- ALWAYS use the approved logo for every application.
- NEVER re-create the mark from type.
- ALWAYS use the approved secondary font for applications such as letters, web copy or body copy.
- NEVER use the primary typeface for these uses.

Primary Font: **CityD-Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Secondary Font: **Arial**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Tertiary Font: **AlternateGothic 2 BT**

Quaternary Font: *Brush Script MT*

Alternate Font: **PRINCETOWN D**

CityD-Bold plays an important role in building the Knoch High School brand. The bold, confident and distinct appearance makes it recognizable and associated with Knoch High School.

Arial features clean, contemporary and angular lines and provides the perfect balance to the primary font—CityD-Bold.

# SOCIAL MEDIA

## APPLICATION

PREFERRED USAGE  
PMS 281C NAVY



ALTERNATE USAGE 1  
REVERSED



ALTERNATE USAGE 2  
PMS 4515C





# APPAREL

## APPLICATION

Caps, shirts, hoodies, and other clothing items are popular expressions of the Knoch High School brand.

JACKETS: PRIMARY



POLOS



PULLOVER HOODIES



BASIC T-SHIRTS: SECONDARY



HALF ZIP SWEATERS



BASEBALL CAP



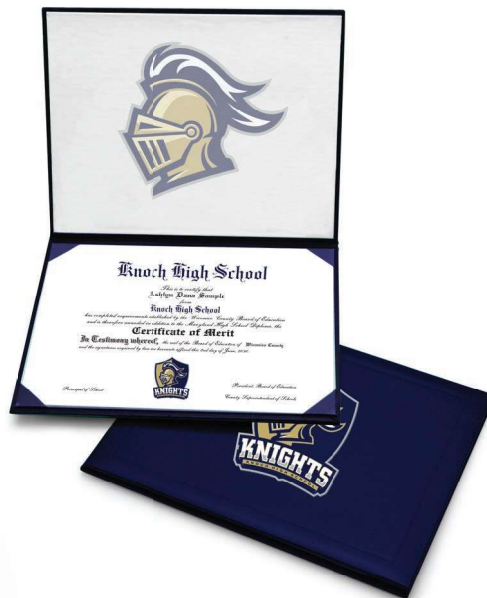
# PRODUCT APPLICATION

Yearbooks, class jewelry, letter jackets and graduation products represent additional opportunities to extend your school brand for a lifetime of impact.

YEARBOOK



DIPLOMA



ANNOUNCEMENTS



# PRODUCT APPLICATION

LETTER JACKET



GRADUATION GOWN



CLASS JEWELRY



# ENVIRONMENTAL APPLICATION

Branding consistency in your school environment creates the feeling of spirit and engagement everyone can rally behind. From the entrance of your school to the football field or basketball court, your brand should echo throughout the school's physical environment to remind people of the spirited community everyone shares.



# ENVIRONMENTAL APPLICATION

WIND SCREEN



AVENUE BANNER



SCOREBOARD



MONUMENT SIGN

