

BRANDING GUIDE

T.L. Hanna High School
Athletics

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Contact Information

For questions relating to T.L. Hanna's
Athletic Brand Guidelines, contact:

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T.L. Hanna Brand

This guide is for anyone producing athletic gear, athletic wear and signage that represents T.L. Hanna High School Athletics.

Consistent application of the T.L. Hanna brand guidelines will ensure a cohesive brand and create a more recognizable and consistent look.

The success of this system depends upon strict adherence to it by the entire school and it's vendors. Any items that T.L. Hanna purchases for athletics must be consistent with the brand guidelines.

The purpose of this guide is to develop a brand that will be consistent whenever it is seen by any audience.

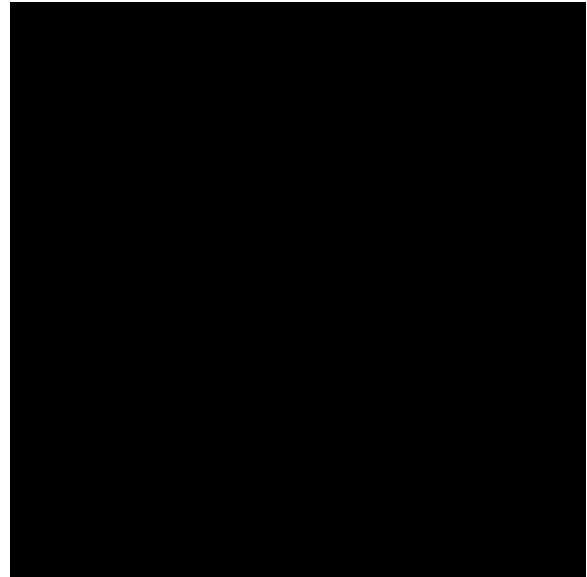
Color System

Hanna Vegas Gold



PANTONE®	Print	PANTONE 4525 C
SPOT	Print	L: 75 / a: 0 / b: 28
CMYK	Print	C: 9 / M: 12 / Y: 47 / K: 18
RGB	Web & Video	R: 197 / G: 183 / B: 131
HTML	Web	#c5b783
PANTONE®	Fabric/Thread	14-0626 TCX / Vegas Gold

Black



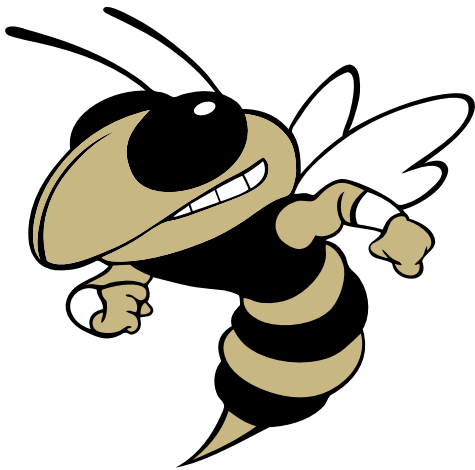
PANTONE®	Print	Process Black
SPOT	Print	L: 0 / a: 0 / b: 0
CMYK	Print	C: 0 / M: 0 / Y: 0 / K: 100
RGB	Web & Video	R: 0 / G: 0 / B: 0
HTML	Web	#000000
PANTONE®	Fabric/Thread	19-4008 TCX / Black

The T.L. Hanna logos and its branding should only be reproduced with the following color systems:

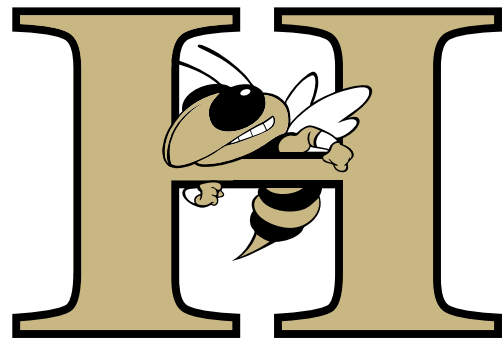
1. Pantone® Color System (Print)
2. LAB Spot Color (Print)
3. Process Ink CMYK (Print)
4. RGB (Web and Video)
5. HTML (Web)

An important reproduction characteristic of the PMS and CMYK color systems is the variation in shades that result due to differences in the texture and tint of the application on which the logo is reproduced. Because of these variations, it is imperative that the vendor be instructed to match visually the printed colors of the logo with swatches of the specified PMS and CMYK systems. A variation of ink shade also occurs because of different reproduction techniques. Careful color monitoring is required to match the specified colors as closely as possible.

Primary Logos

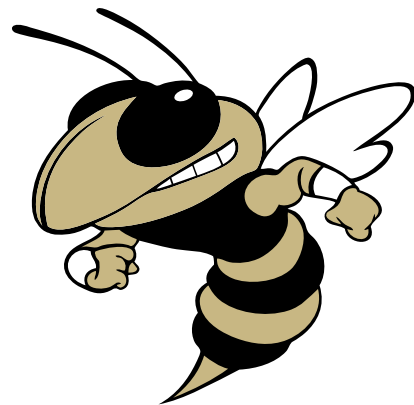


T.L. Hanna Buzz Logo



T.L. Hanna H Buzz

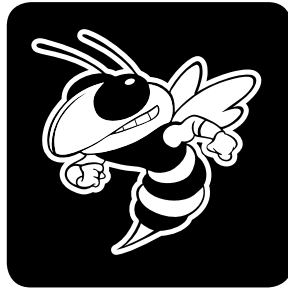
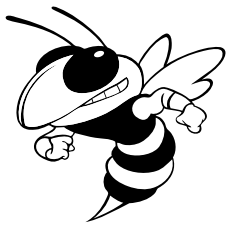
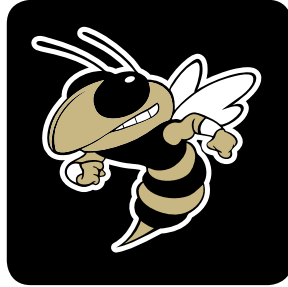
T.L. HANNA
A T H L E T I C S



T.L. Hanna Sport Mark

Using the Buzz Logo

Acceptable Uses



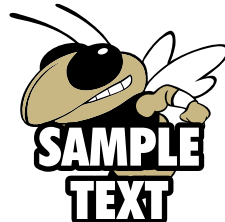
Unacceptable Uses



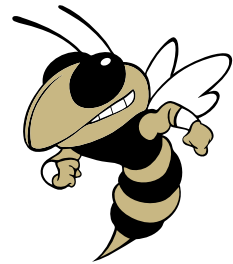
Gold colors other than approved.



Colors other than approved.



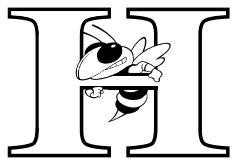
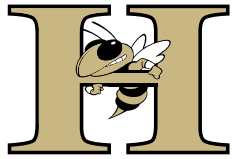
Copy covers all or part of buzz.



Stretched or distorted.

Using the H Buzz Logo

Acceptable Uses



Unacceptable Uses



Gold colors other than approved.



Colors other than approved.



Copy covers all or part of logo.



Stretched or distorted.

Using the Sport Mark

Acceptable Uses



Unacceptable Uses



Gold colors other than approved.



Colors other than approved.



Fonts other than approved.

Brand Fonts

Primary Fonts

COLLEGIATE BLACK FLF
ABCDEFGHIJKLMNOPQRSTUVWXYZ • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

COLLEGIATE BORDER FLF

COLLEGIATE FLF

COLLEGIATE INSIDE FLF

COLLEGIATE OUTLINE FLF

United Sans Semi Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 0123456789

United Sans Semi Condensed Heavy

United Sans Semi Condensed Black

Futura BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 0123456789

Helvetica Italic

Futura BT Bold

Futura BT Bold Italic

Futura Bold Condensed

Futura Bold Condensed Italic

Secondary Font

Serpentine Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 0123456789

Serpentine Medium Italic

Serpentine Medium Bold

Serpentine Medium Bold Italic