

# HOPKINS HIGH SCHOOL

## BRAND GUIDE



HOME OF THE ROYALS



## Letter To The School

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Congratulations for being a part of VIP Branding Powered by Varsity Brands. We hope that your school will enjoy your 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 guide, please contact VIP Branding.

Sincerely,

**VIP Branding**  
**Powered by Varsity Brands**

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The following manual provides you with specifications to accurately utilize the Hopkins High School brand elements. The Hopkins 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 Hopkins High School brand elements follow this manual with attention to detail in order to preserve and protect the Hopkins 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 Hopkins High School brand elements must conform to approved standards as authorized by Hopkins High School. Additionally, it is imperative that Hopkins High School brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Hopkins 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 Hopkins High School.

## Introduction

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## Legal Notes

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### USE OF THE ELEMENTS



## Approved Logos

### Primary School Logo

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

### Wordmarks

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

### Initial(s) or Interlock

Interchangeable with Wordmarks and Activity Mark, but is more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

### Activity Mark

Can be used on specific activity fashion gear, uniforms, specific club designs, specific sport designs, signage, informal letterhead, etc. (eg. Football, Baseball, etc.)

### ELECTRONIC FILES

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



1



2

## Approved Logos



3



4



5



6

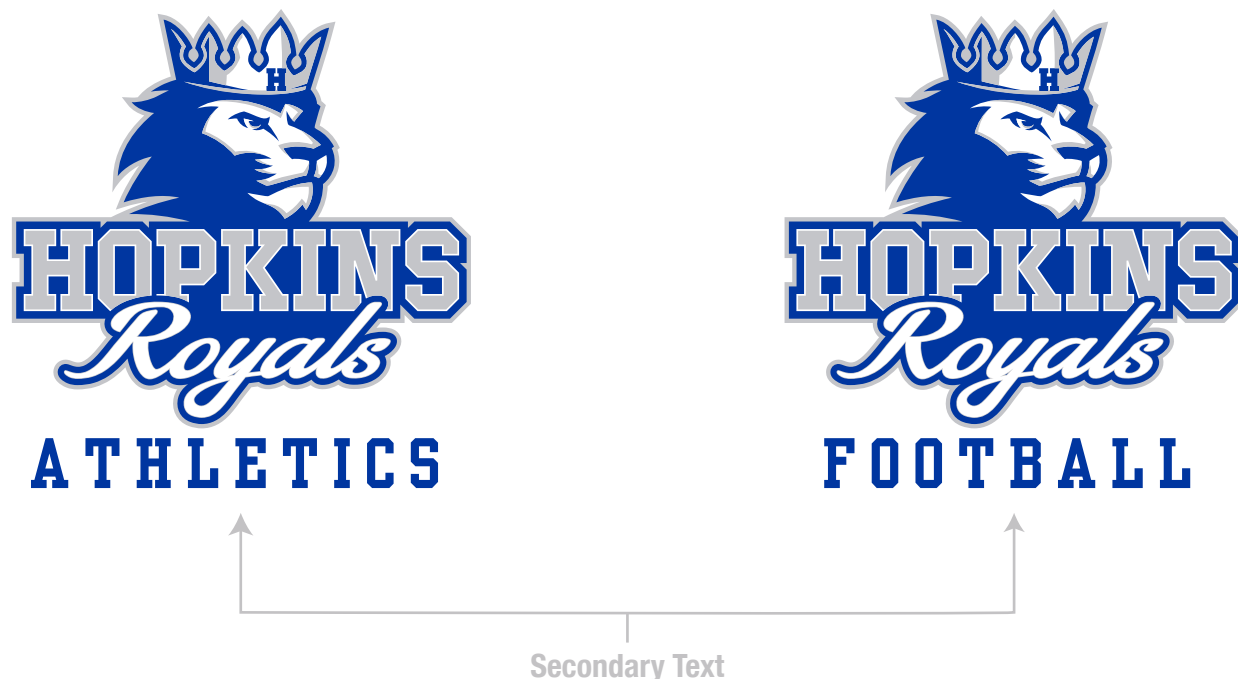


7



8

- 1 Primary Mark
- 2 Primary Wordmark
- 3 Activity Mark
- 4 Activity Wordmark
- 5 Mascot
- 6 Initial
- 7 Initial w/ Crown
- 8 Crown



## Approved Logos

### LOGO MODIFICATIONS

Secondary wording in the activity logo can be changed to reflect individual names, clubs, organizations and/or sports.

Please contact school administration for personalized logo.

Spacing and size of lettering will need to be adjusted for any replacement text to stay cohesive with the brand.  
(eg. Track and Field)



The outline shown in Grey, in the left image, is optional. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples. See Page 3.2



If present, highlights, shadows, bevels, halftones and/or gradients may be omitted to enhance the logos in various printing applications and where limited color variations are needed.

## Approved Logos

### LOGO MODIFICATIONS (CON'T)

### SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark **must be approved by the school administration.**



**Royal Blue**

Pantone  
Web  
CMYK  
RGB

PMS 286 C  
#0033A0  
C: 100 M: 75 Y: 0 K: 0  
R: 0 G: 51 B: 160

**Silver Gray**

PMS 428 C  
#C1C6C8  
C: 10 M: 4 Y: 4 K: 14  
R: 193 G: 198 B: 200

**White**

Pantone  
Web  
CMYK  
RGB

White  
#FFFFFF  
C: 0 M: 0 Y: 0 K: 0  
R: 255 G: 255 B: 255

Royal Blue, Silver Gray, and White are the official approved colors of Hopkins High School and play a major role in supporting the core visual identity of the brand.

Royal Blue and Silver Gray are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White should only be used as a secondary accent color.

## Approved Colors

### IDENTITY COLORS

**\*All VIP Branding Logos were created using the PANTONE+ Solid Coated color book.**

**\*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 is recommended to be used against Royal Blue, Silver Gray, transparent or neutrals. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

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



## Approved Colors

### ONE COLOR LOGOS



In one color designs, the eyes will always be dark



Simply inverting the color will result in a photo negative look that is not acceptable for the brand.

## Approved Colors

### ACCEPTABLE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

Joe College

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



"Royals" Custom Script

## Typography

The approved font is Joe College. Joe College should always be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the school.

The "Royals" text is a custom script specifically for the Hopkins High School brand.

### FONT FILES

**\*VIP Branding 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.**

NOW IT IS TIME TO

# ELEVATE YOUR BRAND

WITH...

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**Windscreens**

**Wall Murals**

**Vinyl Banners**

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**Decals**

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**AND MORE!**

**CONTACT VIP BRANDING FOR MORE INFO!**

Email: [info@vipbranding.com](mailto:info@vipbranding.com) // Phone: 888-501-1577

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