



HOOVER HIGH SCHOOL

IDENTITY AND LOGO USAGE GUIDELINES

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THE HOOVER BRAND

These guidelines describe the visual elements that represent Hoover High School's identity.

This includes our name, logo and other elements such as color, fonts and graphics. It is vital that we send a consistent and controlled message of who we are as we present a strong, unified image of our school.

These guidelines reflect Hoover High School's commitment to quality, consistency and style. Our brand, including the logo, name, colors and identifying elements, are valuable assets and we will take great pride in how they are utilized and displayed.

Our logos were developed to be modern designs that will stand the test of time. These will be distinctive images that presents Hoover High School as a forward-thinking, professional organization while still recognizing and valuing our school traditions.

For Hoover High School to maintain brand integrity and maximize each logo's effectiveness, all logos must be applied - without modification - according to the guidelines presented in this manual.

A stylized graphic background in shades of green and yellow. It features a central face-like shape with large, almond-shaped eyes, a prominent nose, and a wide, open mouth. The design is composed of bold, geometric shapes and lines, creating a mask-like appearance. The text "COLORS AND FONTS" is centered over the face.

COLORS AND FONTS

COLOR PALETTE

PRIMARY COLOR

PANTONE

PMS 357 C

CMYK

C:80 M:9 Y:88 K:60

RGB

R:33 G:87 B:50

WEB

#215732

ACCENT COLOR

PANTONE

PMS 116 C

CMYK

C:0 M:10 Y:98 K:0

RGB

R:255 G:205 B:0

WEB

#FFCD00

SECONDARY COLORS

BLACK

75%

50%

25%

WHITE

Grayscale spectrum colors are approved for complimentary or base color use

TYPOGRAPHY

PRIMARY DISPLAY FONT

The primary display font is used to create the Hoover logo system. It is approved for main headline use on multi-media. It should be displayed in all-caps.

FACTORIA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

FACTORIA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

SECONDARY DISPLAY FONT

The secondary display font is used to compliment the Hoover logo system. It is approved for sub-headline use on multi-media. It should be displayed in all-caps.

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

PRIMARY COPY FONT

The primary copy font is used to compliment the Hoover logo system. Gill Sans is approved for body copy use on multi-media.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

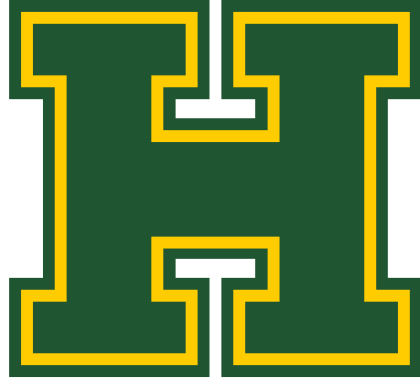
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqr 0123456789

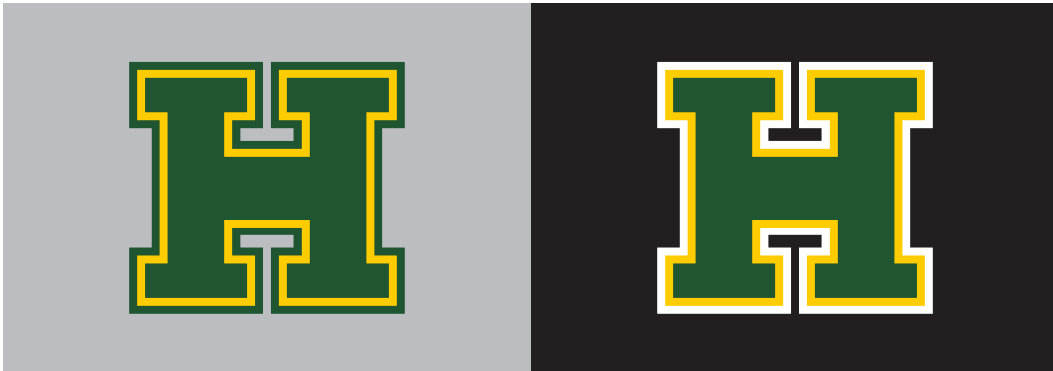
The background features a stylized, symmetrical graphic in shades of green and yellow. It depicts a face with large, intense eyes, a prominent nose, and a wide, open mouth. The design is composed of bold, geometric shapes and lines, creating a dynamic and energetic visual. The text "LOGOS AND WORDMARKS" is centered over this graphic in a bright yellow, bold, sans-serif font.

LOGOS AND WORDMARKS

LETTERFORM

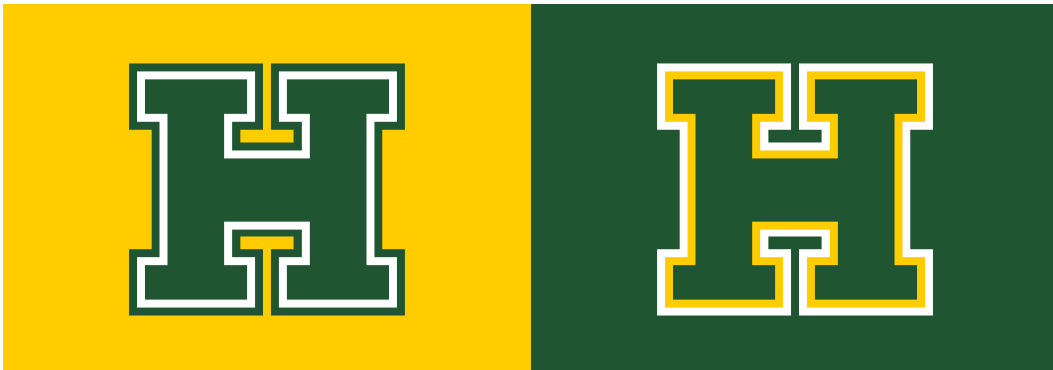


TWO-COLOR ON WHITE OR LIGHT BACKGROUND



TWO-COLOR ON GRAY

FULL-COLOR ON BLACK

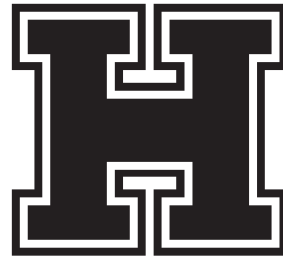
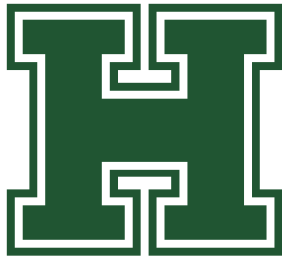


TWO-COLOR ON GOLD

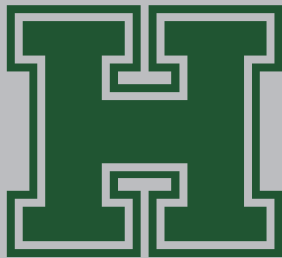
TWO-COLOR ON GREEN

LETTERFORM

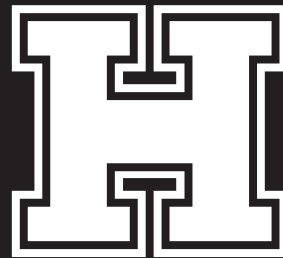
ONE-COLOR ALTERNATIVES



ONE-COLOR ON WHITE OR LIGHT BACKGROUND



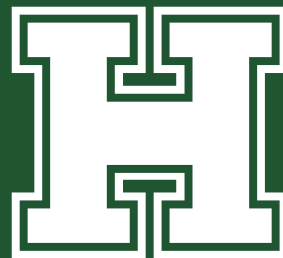
ONE-COLOR ON GRAY



ONE-COLOR ON BLACK



ONE-COLOR ON GOLD



ONE-COLOR ON GREEN

LETTERMARK



TWO-COLOR ON WHITE OR LIGHT BACKGROUND



TWO-COLOR ON GRAY

FULL-COLOR ON BLACK



TWO-COLOR ON GOLD

FULL-COLOR ON GREEN

LETTERMARK

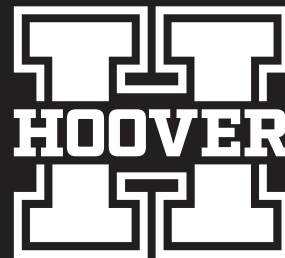
ONE-COLOR ALTERNATIVES



ONE-COLOR ON WHITE OR LIGHT BACKGROUND



ONE-COLOR ON GRAY



ONE-COLOR ON BLACK



ONE-COLOR ON GOLD



ONE-COLOR ON GREEN

COMBINATION MARK



FULL-COLOR ON WHITE OR LIGHT BACKGROUND



TWO-COLOR ON GRAY

FULL-COLOR ON BLACK



TWO-COLOR ON GOLD

FULL-COLOR ON GREEN

COMBINATION MARK

ONE-COLOR ALTERNATIVES



ONE-COLOR ON WHITE OR LIGHT BACKGROUND



ONE-COLOR ON GRAY



ONE-COLOR ON BLACK



ONE-COLOR ON GOLD



ONE-COLOR ON GREEN

WORDMARK

**HOOVER
HUSKIES**

“HOOVER” AND “HUSKIES” CAN BE USED INDEPENDENTLY OR TOGETHER

**HOOVER
HUSKIES**

**HOOVER
HUSKIES**

WORDMARK

**HOOVER
HUSKIES**

**HOOVER
HUSKIES**

**HOOVER
HUSKIES**

A stylized graphic of a husky's face, rendered in shades of green and yellow. The face is composed of bold, geometric shapes. The eyes are large and almond-shaped, looking forward. The nose is a simple, rounded shape. The mouth is open, showing a dark interior. The fur is represented by thick, curved lines. The overall style is modern and graphic.

HUSKIES MASCOT

LETTERMARK



FULL-COLOR ON WHITE OR LIGHT BACKGROUND



FULL-COLOR ON GRAY



FULL-COLOR ON BLACK



FULL-COLOR ON GOLD



FULL-COLOR ON GREEN

LETTERMARK

ONE-COLOR AND TWO-COLOR ALTERNATIVES



TWO-COLOR OR ONE-COLOR ON WHITE OR LIGHT BACKGROUND



TWO-COLOR ON GRAY



TWO-COLOR ON BLACK



ONE-COLOR ON GOLD



ONE-COLOR ON GREEN

WORDMARK



FULL-COLOR ON WHITE OR LIGHT BACKGROUND



FULL-COLOR ON GRAY

FULL-COLOR ON BLACK



TWO-COLOR ON GOLD

TWO-COLOR ON GREEN

WORDMARK

ONE-COLOR AND TWO-COLOR ALTERNATIVES



TWO-COLOR ON WHITE OR LIGHT BACKGROUND



TWO-COLOR ON GRAY

TWO-COLOR ON BLACK



ONE-COLOR ON GOLD

ONE-COLOR ON GREEN

MASCOT

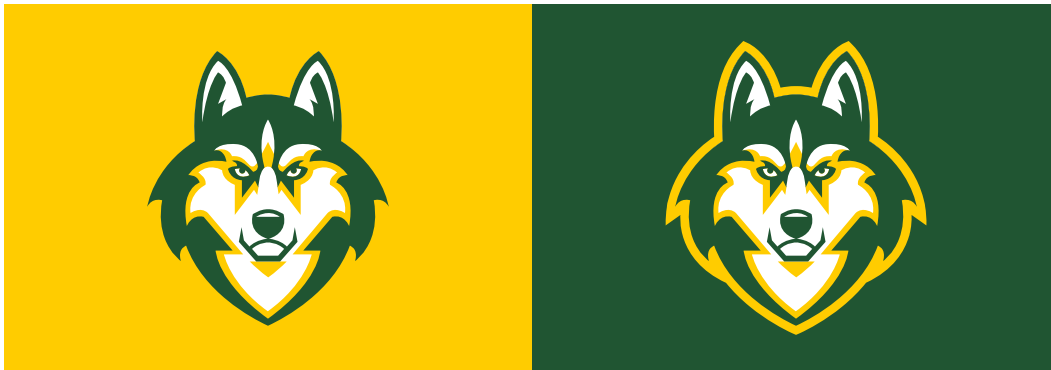


FULL-COLOR ON WHITE OR LIGHT BACKGROUND



FULL-COLOR ON GRAY

FULL-COLOR ON BLACK



TWO-COLOR ON GOLD

TWO-COLOR ON GREEN

MASCOT

ONE-COLOR AND TWO-COLOR ALTERNATIVES



TWO-COLOR AND ONE-COLOR ON WHITE OR LIGHT BACKGROUND



ONE-COLOR ON GRAY

TWO-COLOR ON BLACK



ONE-COLOR ON GOLD

TWO-COLOR ON GREEN

COMBINATION MARK



FULL-COLOR ON WHITE OR LIGHT BACKGROUND



FULL-COLOR ON GRAY

FULL-COLOR ON GREEN

Combination mark can only be used in full-color on white, light or green backgrounds

COMBINATION MARK



FULL-COLOR ON WHITE OR LIGHT BACKGROUND



FULL-COLOR ON GRAY

FULL-COLOR ON GREEN

Combination mark can only be used in full-color on white, light or green backgrounds

A stylized, abstract graphic of a face in shades of green and yellow. The face has large, intense eyes, a prominent nose, and a wide, open mouth. The background is a dark green gradient.

MISUSE AND VIOLATIONS

MISUSE AND VIOLATIONS



DO NOT USE UNAPPROVED COLORS



DO NOT USE UNAPPROVED FONTS



DO NOT DISTORT MARKS



DO NOT RESIZE LOGO ELEMENTS



DO NOT PUT MARKS WITHIN SHAPES



DO NOT REARRANGE ELEMENTS

The background is a stylized, symmetrical graphic in shades of green and yellow. It features two large, stylized eyes with yellow outlines and green pupils, positioned above a central, rounded shape that resembles a nose or a mouth. Below this, there is a larger, more complex shape that looks like a wide, open mouth or a stylized 'M'. The overall design is bold and geometric.

CONTACT

CONTACT

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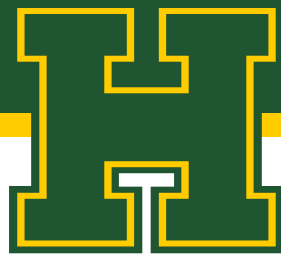
For information about the specifications included in this guide, or questions regarding specific use, please contact:

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