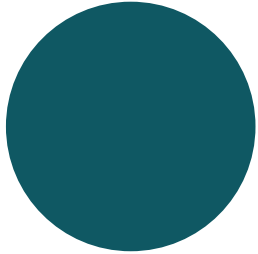


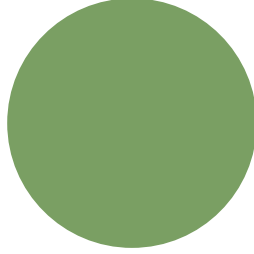


# BRAND GUIDE

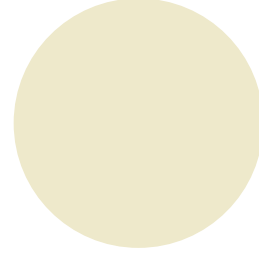
# PRIMARY COLORS:



R:17 G:89 B:99  
C:9 M:52 Y:49 K:26  
#115963



R:122 G:159 B:99  
C:57 M:21 Y:76 K:3  
#7a9f63



R: 238, G: 233 B: 203  
C:7 M:5 Y:22 K:0  
#eee9cb

## TYPOGRAPHY

### **Gotham Black** Gotham Book

The primary design typeface used in the logo is Gotham Black and Gotham Book.

Download licensed versions at  
<https://www.myfonts.com/collections/gotham-font-hoefler-and-co>

# LOGO VERSIONS

All uses of the of the Central Hills logo should only be appear as depicted below. It should always match the colors from the brand standards, solid black, or solid white.

The 2-color versions should be used if at all possible, but may be depicted alone in a solid color chosen from the brand standards, solid black, or solid white.

## Centered Version

The primary logo should be used for close-up, high resolution applications (promotional materials/merchandise, print products, digital platforms)

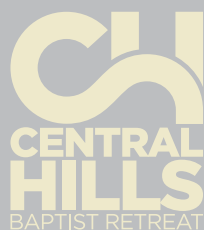
Primary Color



Alternate Color



Approved Alternatives



## Left-aligned Version

The left-aligned version is a less formal version of the primary logo. This design can be used in instances where the logo sits alongside other text or content that's primarily left-aligned. Return labels, letterheads and other media that are landscape-oriented are also appropriate occasions for this version.

Primary Color



Alternate Color



Approved Alternatives



## Logo Mark

The mark is used when the design must be resized to extremely small formats or to help communicate your brand quickly. A logo mark is commonly used online and on social media, when the name of your organization appears next to your profile picture. In such cases, there is no reason to use the above designs that include your name.

Primary Color



Alternate Color



Approved Alternatives





# PURPOSE

The purpose of this brand guide is to help maintain consistency and professionalism in our communication as an organization—both internally and publicly. When we produce written words and images that are consistent, we provide a memorable brand for our audience. This consistency should be found throughout all communication—from a letter to a camper, to a social media post, to on-campus signage.

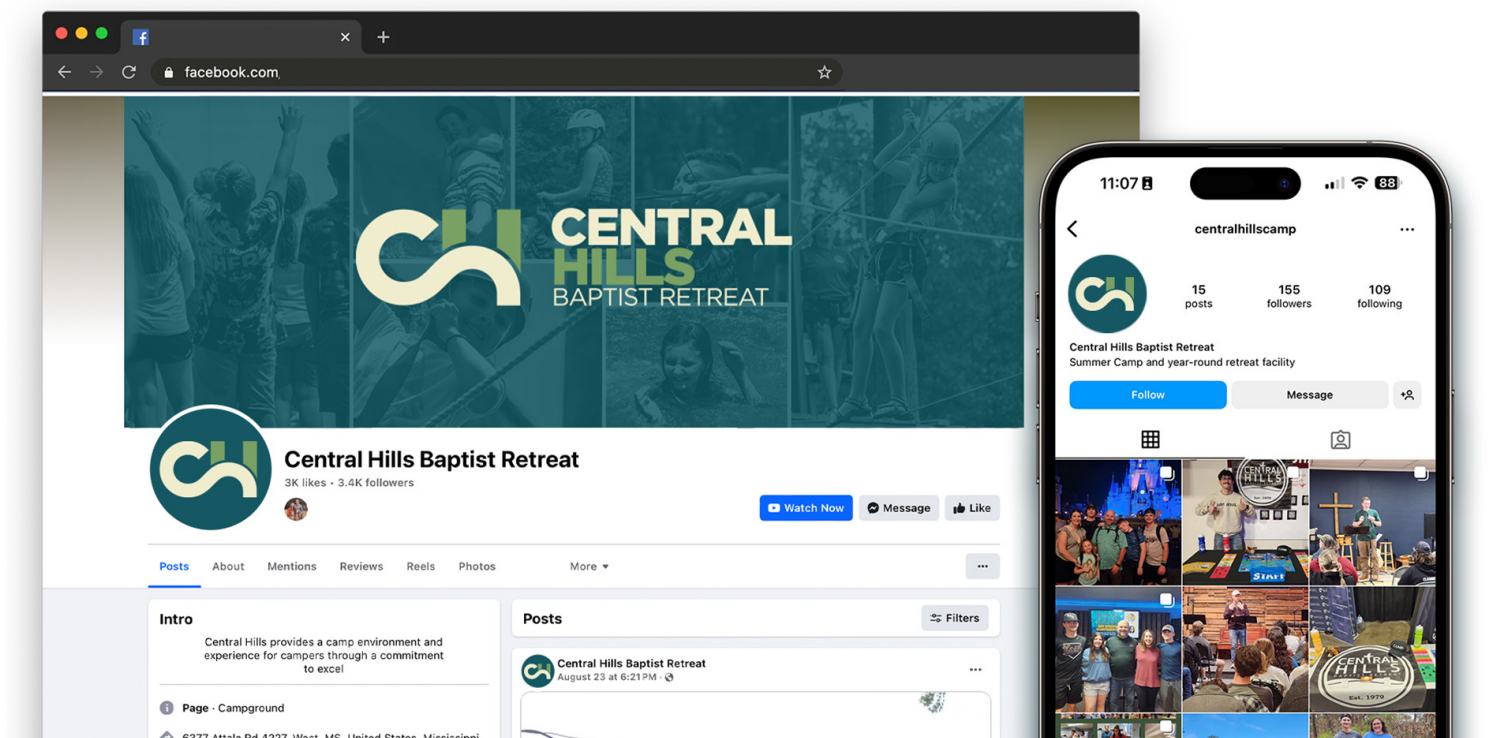


# Example Use Cases

## Stationary



## Social Media



# Example Use Cases

Car Decal



Apparel

