

**RED ROCK CENTRAL  
SCHOOL DISTRICT**

**BRAND GUIDE**



**HOME OF THE FALCONS**



## 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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## Brand Standards

### USE OF THE LOGOS

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

When using the Red Rock Central School District 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 Red Rock Central School District.



## Approved Logos

### Primary Marks

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.

### Mascots, Word Marks and Secondary Marks

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

### Initial Marks and Circle Marks

Interchangeable with Word Mark and Secondary Mark, but are more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

### ELECTRONIC FILES

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



1



2



3



4



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## Approved Logos

- 1 Primary Mark
- 2 Primary Word Mark
- 3 Secondary Mark - Plural
- 4 Secondary Word Mark - Plural
- 5 Secondary Mark - Singular
- 6 Secondary Word Mark - Singular



7



8



9

## Approved Logos

- 7 Mascot Full Body
- 8 Mascot Head Only
- 9 Wing Mark
- 10 RRC Initial Mark
- 11 Circle Mark



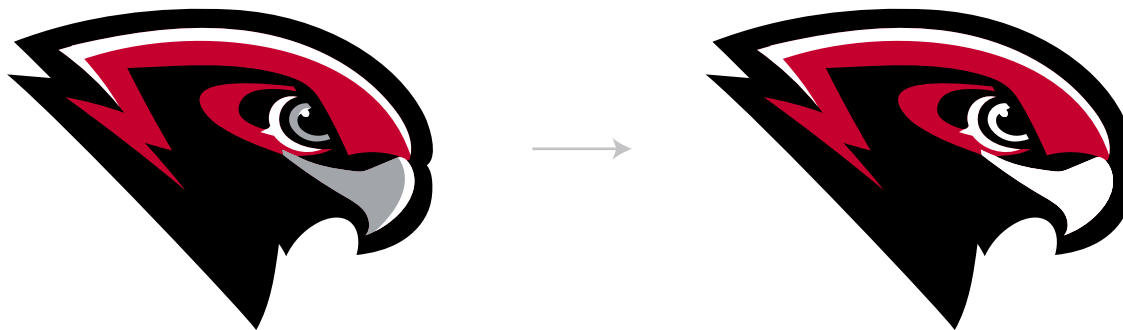
10



11



The outline shown in white, in the right image, is necessary for dark colored backgrounds. 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

### 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.**



Pantone  
Web  
CMYK  
RGB



**Black**

Process Black  
#000000  
C: 50 M: 50 Y: 50 K: 100  
R: 0 G: 0 B: 0



**Scarlet Red**

PMS 200 C  
#C10230  
C: 17 M: 100 Y: 86 K: 7  
R: 193 G: 2 B: 48



**Silver Grey**

PMS 429 C  
#A2A9AD  
C: 38 M: 28 Y: 27 K: 0  
R: 162 G: 169 B: 173



**White**

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

Pantone  
Web  
CMYK  
RGB

## Approved Colors

### IDENTITY COLORS

Black, Scarlet Red, Silver Grey and White are the official approved colors of Red Rock Central School District and play a major role in supporting the core visual identity of the brand.

Black and Scarlet Red are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Silver Grey and White should only be used as secondary accent colors.

**\*All 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 Black, Scarlet Red, transparent or neutrals such as Grey/Silver. 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.

**Outlast Serif**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**



**Government Agent BB Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## Typography

The approved fonts are Outlast Serif and Government Agent BB Regular. Outlast Serif and Government Agent BB Regular should always be used for Red Rock Central School District and used when identifying a sport, department, club or other secondary priority associated with the school.

### 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 and commercial use.

NOW IT IS TIME TO

# ELEVATE YOUR BRAND

WITH...

Avenue Banners

Pop-Up Tents

Windscreens

Table Cloths

Wall Murals

Decals

Vinyl Banners

Window Graphics

Flags

Media Backdrops

AND MORE!

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