

CARDINAL HAYES HIGH SCHOOL

“UP HAYES AND ALL ITS LOYAL MEN!”

**Visual Identity Manual
Athletics and Spirit**

Building shared identity, community and pride.

Cardinal Hayes Athletics and Spirit

Team Logos

These logos are intended to give our Cardinal Hayes Athletic program a singular and consistent identity throughout all levels of our sports teams. Through many years of Cardinal Hayes history our team logos have varied between all our levels of athletics within Hayes as an amalgamation of various collegiate and professional sports teams logos. These have changed year to year and even team to team within the same year. Having borrowed most heavily from the Arizona Cardinals in recent history, our new logos bring about a natural evolution. Keeping some aesthetic elements that have become familiar, we have taken it in a unique and bold new direction, emphasizing the look, strength, and feel of a cardinal that all our teams can be proud to display and wear.

Primary Logos



Secondary Logos

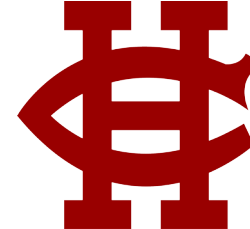


Retro Logos



Gold outlines can be used on black, grey, or cardinal colored backgrounds and settings.

Cardinal Hayes CH Logos



The traditional Cardinal Hayes CH has been digitized and can be used for all school and team related spirit functions and events.

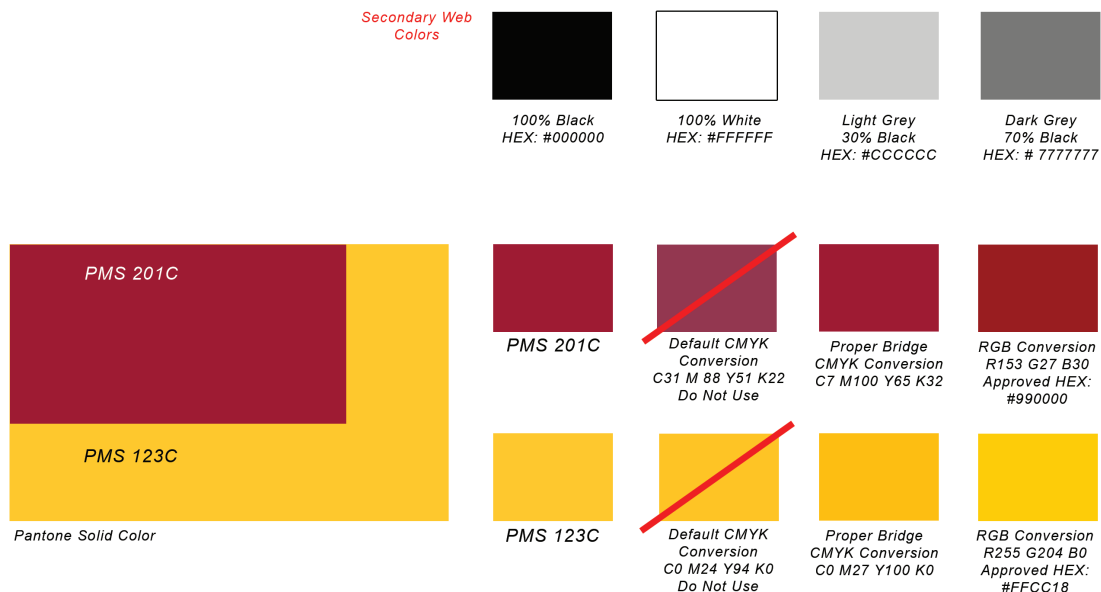
Spirit Logos

UP HAYES!

UP HAYES!

Team Colors

The official colors of Cardinal Hayes High School, CHHS Cardinal and CHHS Gold, are equal in importance to identifying the school. Precise matching of all CHHS colors is essential in all color applications. Do not use red and yellow, or maroon and ochre as a substitute for the CHHS colors. Correct and consistent use of the CHHS official colors helps reinforce and enhance the school's identity. These can be used and/or given to any professional printer, clothing producer, or uniform manufacturer.



- All imagery as well as this style sheet is available in the Hayes shared drive under *Hayes Visual Identity*.