



BRAND OVERVIEW
COMPONENTS
COLORS AND TYPOGRAPHY
USAGE GUIDELINES

EFFECTIVE APRIL 2013

HISTORY

Since its inception in 1996, CHS has built a reputation of academic and athletic excellence and has established itself as a close-knit community of parents, students, alumni and business supporters. The CHS brand has seen many iterations in its history. The recent adoption and licensing of the “PowerCat” as a graphic component provides for the stabilization of a previously fragmented identity and presents the opportunity to establish a strong and unified brand standard for the school.

BRAND PROTECTION

The intent of this Brand Standard Manual is to expand and define the brand for use across all communications, athletics and organizations. In creating a unified and consistent brand, CHS will be able to control how the school is represented in the community, build pride in school identity and provide value for business sponsors in their support of the school. Any deviation from the brand standard will reduce the effectiveness of a strong identity and erode the equity derived from consistent representation and reproduction.

CORE COMPONENTS

The new CHS brand centers around the consolidation of graphic and text components into a strong and identifiable Shield and utilizes the PowerCat across all variations. The Shield provides a graphic representation of strength, history, unity and purpose. The use of the Shield as a core component, along with the PowerCat, is versatile in its ability to accommodate a wide variety of secondary applications, including athletic and academic organizations within the school. The Shield and PowerCat will be able to be reproduced in 1-color, 2-color, 3-color and full-color applications.

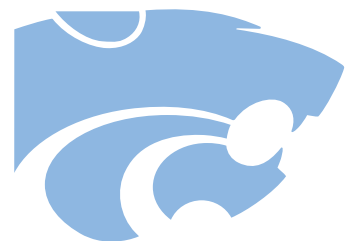
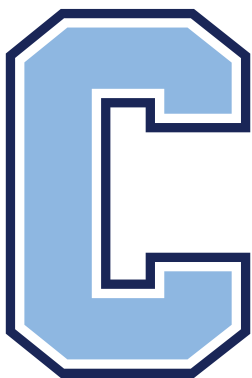
Secondary layouts are available utilizing an athletic monogram and the PowerCat alone or with approved text.

Over time, this Brand Standard Manual will be appended to include any and all organizations within the school that fall under the purview of the unified brand.

PRIMARY



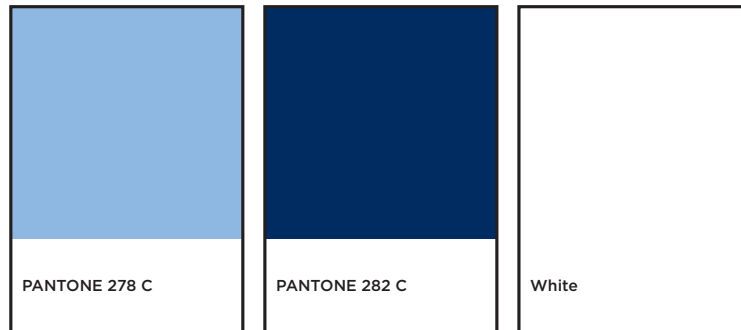
SECONDARY



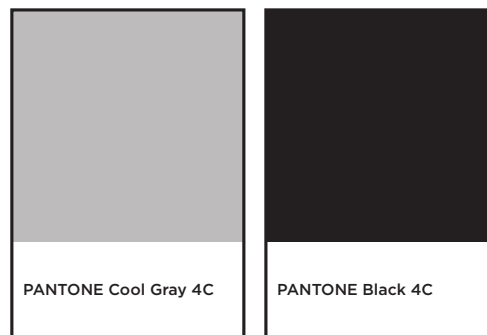
OFFICIAL COLORS

Color standards are a critical part of the overall CHS identity. Maintaining consistent color across all marketing and branding materials should be a primary goal whenever the logo and fonts are used.

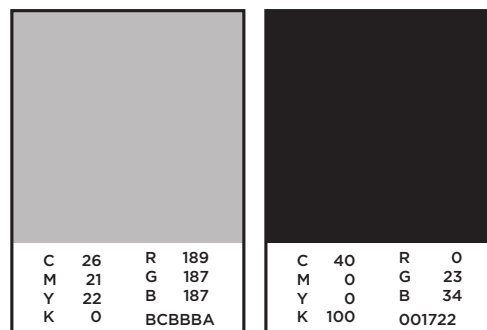
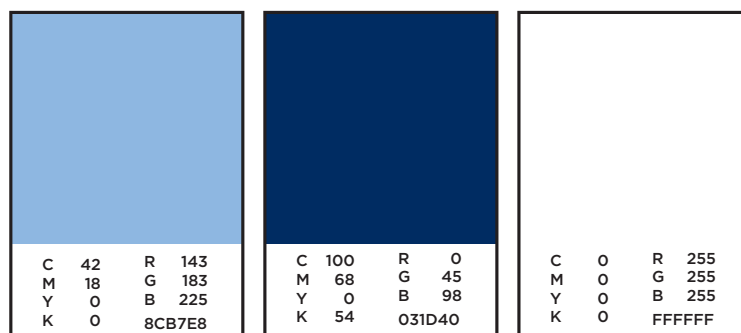
PRIMARY



SECONDARY



CMYK RGB WEB SAFE



OFFICIAL CHS FONT

Whenever additional text is used in combination with any core logo, please use one of the Gotham family of fonts. Recommended variations are shown.

GOTHAM REGULAR **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BLACK **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE FONTS

Alternate fonts may be used for athletics or other special applications, but always in conjunction with approved core elements. Do not alter text inside the shield or retypeset existing layouts.

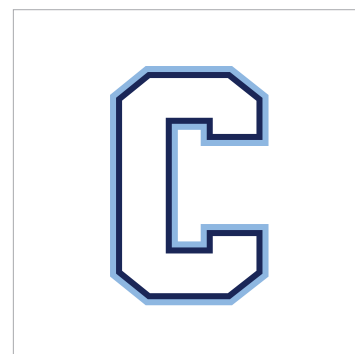
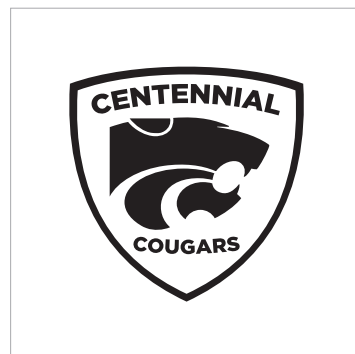
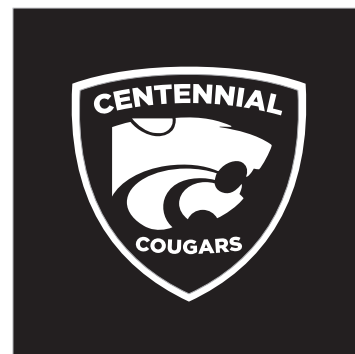
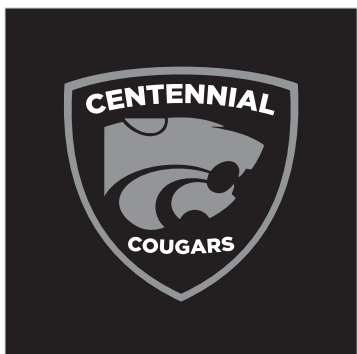
JERSEY M54 **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
1234567890

Brush Script B7 *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890

USAGE GUIDELINES

Whenever possible, the logo should be printed from its native, vector format (.eps). Otherwise, a raster version (.jpg, .png, .tif) should be used at an appropriate resolution, no less than 150 dpi. If the logo is used in a situation where the graphics will be obscured (placed over a full-color photo, etc.), it should be contained in a neutral white rectangle as illustrated below. Approved color, grayscale and black and white reproduction standards are shown below.





SPACING AROUND LOGOS

The CHS logo, in any form, should be surrounded by an open space equal to, or greater than one half of the height of the total logo. This area protects the logo from other graphic elements that compete with it. It is always recommended to have a generous amount of negative space surrounding the logo.



ATHLETIC LETTERING

Jerseys and other wearables may require additional lettering options that can be used in conjunction with base brand components. Examples of complimentary layouts are shown below.

CENTENNIAL

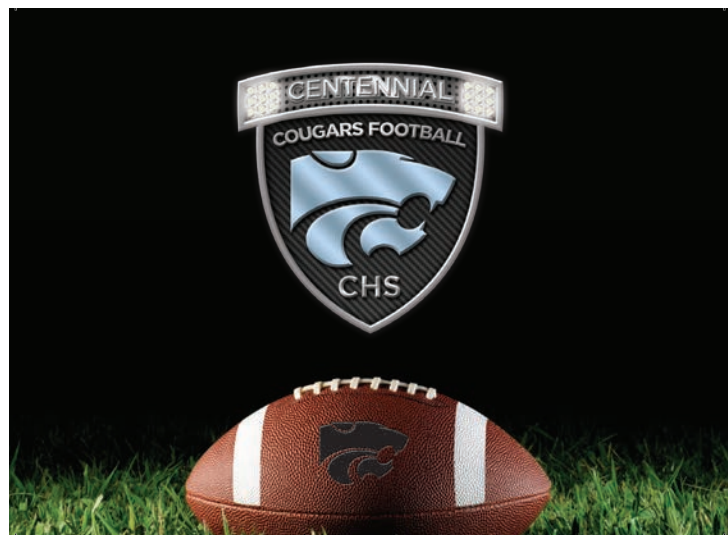
Centennial

C

SPORTS LOGOS

The Shield logo may be used for any sport. Examples of possible uses are shown below. Each sport should have design input to customize their shield layout for permanent use, along with alternative layouts for specific use. Sport logos should adhere to the overall brand guidelines.





CENTENNIAL HIGH SCHOOL

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FRANKLIN, TN 37067

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