



CONTENTS

- 3 Introduction
- 4 Official Colors
- 5 Choosing the Proper File
- 6 Power Cat Logos
- 7 Power C Logos
- 8 Power C With Power Cat Logos
- 9 Centennial Wordmarks
- 11 Cougars Wordmarks
- 12 Monogram Logo
- 13 Lockups
- 15 25th Anniversary Logo
- 16 Sample Brand Applications

CONTACT US

For additional information regarding the use of Centennial High School logos please contact:

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Brand Standards Guide and all logos designed by Jeff Carroll, 615.414.2180.

INTRODUCTION

The guidelines found in this Brand Standards Guide have been established as the approved representation of Centennial High School. The school's identity should be managed with consistency and discipline across all communication materials. Proper reproduction of these marks protects and strengthens the integrity of the Centennial High School brand.

These guidelines provide direction for commercial vendors for all elements of the Centennial High School graphic identity including logos, wordmarks and color reproduction. Commercial vendors are required to obtain necessary permission to reproduce or distribute any and all marks pertaining to Centennial High School. Reproduction of any logos or wordmarks is prohibited without the approval of the Administrative Office of Centennial High School.

LOGO COMPONENTS

Versatility is at the heart of the creation of CHS's new brand. The ability to mix and match our various logo components will enable us to create fresh, new looks while remaining within the confines of the CHS brand. Pages 6 through 12 show the various logo components available. Digital files in .EPS, .JPG and .PNG formats exist for all logo components and are archived in the Administrative Office. Simply contact our Administrative Office and specify the file name of the logo you need.

LOCKUP LOGOS

A variety of designs have been created using various logo components. Pages 13 through 15 of this document display six composited versions of the CHS brand and their corresponding digital file names. Contact our Administrative Office and specify the file name of the design you need.

OFFICIAL COLORS

The Centennial High School color scheme has been selected to work in print, embroidery, on digital displays and for web browsers. All colors should be selected with the intended medium in mind.

Note: Due to the inconsistent nature of computer monitors, the colors depicted within this guide may not match the actual PANTONE® colors. When specifying colors, please refer to the PANTONE® number for accurate color reproduction.



Navy Blue

For Print Use

Pantone: PMS 2767
CMYK: C=100, M=90, Y=10, K=77

For Embroidery Use

Thread: Robison Anton Super
Brite Polyester 5603 Light Navy

For Digital Display Use

RGB: R=19, G=41, B=75

For Web Use

Hex Code: #13294B



Light Blue

For Print Use

Pantone: PMS 542
CMYK: C=60, M=19, Y=1, K=4

For Embroidery Use

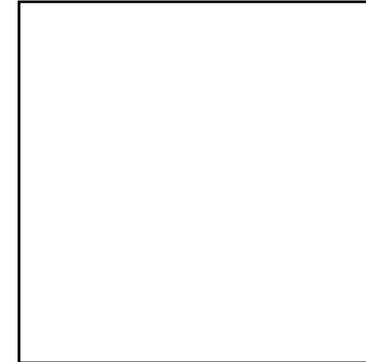
Thread: Robison Anton Super Brite
Polyester 5506 Baby Blue

For Digital Display Use

RGB: R=123, G=175, B=212

For Web Use

Hex Code: #7BAFD4



White

For Print Use

Pantone: PMS Opaque White
CMYK: C=0, M=0, Y=0, K=0

For Embroidery Use

Thread: Robison Anton Super
Brite Polyester 9174 Ultra Bright
White

For Digital Display Use

RGB: R=255, G=255, B=255

For Web Use

Hex Code: #ffffff

CHOOSING THE PROPER FILE

In an effort to be as versatile as possible, multiple variations of each logo have been developed and approved. Digital files in .EPS, .JPG and .PNG file formats exist for most logo components and are archived in the Administrative Office. Simply contact the office and specify the file name of the logo along with the color mode and file format that best suits your needs.

FILE NAME

Effort has been taken to simplify the selection of the file that best suits your needs. The example at right demonstrates how to read what is contained in the file.

COLOR MODE

Select CMYK and PMS when printing ink on any physical surface. Select RGB for digital purposes.

.EPS FILE FORMAT

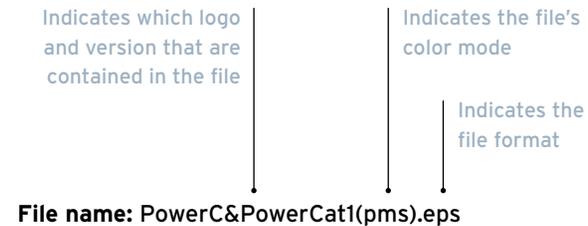
This format is a vector, Adobe Illustrator-based file format. It will render the best reproduction of all file formats. It can be enlarged to any size without image degradation. It is best used when actual ink is being printed on paper or fabric, among other uses.

.JPG FILE FORMAT

Since this format is created as RGB, it is best used in a digital environment. However, there are limitations to its use. Enlarging the file will rapidly degrade the image's resolution and will cause it to pixelate. Note that the background is white and therefore, is best used against a white surface.

.PNG FILE FORMAT

Like the .JPG format, .PNG is created as RGB and is best used in a digital environment. The main difference between the two file formats is that .PNG has a clear background which enables it to be placed on colored surfaces without the inherent white box that accompanies .JPGs.



POWER CAT LOGOS

Centennial High School has an ongoing agreement with Kansas State University for the unrestricted use of their Power Cat logo for any branding purposes CHS may need. Through the effective use of color, typography and design, effort has been made to utilize the strengths of the K-State logo to create a fresh new look that is proprietary to CHS.

Note that the background colors depicted on this page are not actually included in the digital file.

File name: PowerCat1



File name: PowerCat2



File name: PowerCat3

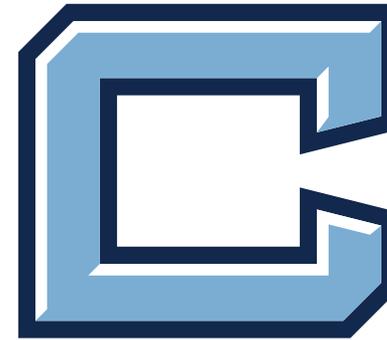


POWER C LOGOS

The Power C logo was designed to complement the Power Cat logo, as well as the various new wordmarks. Always use the combined version of the Power C with the Power Cat as seen on the next page when the two symbols are desired together.

Note that the background colors depicted on this page are not actually included in the digital file.

File name: PowerC1



File name: PowerC2



File name: PowerC3



POWER C WITH POWER CAT LOGOS

The Power C With Power Cat logo was designed to be the primary identifying symbol for Centennial High School. No other combinations of these two symbols should be created.

Note that the background colors depicted on this page are not actually included in the digital file.

File name: PowerC&PowerCat1



File name: PowerC&PowerCat2



File name: PowerC&PowerCat3



CENTENNIAL WORDMARKS

The Centennial Wordmark is a custom font created solely for CHS. The concept behind the design was to subtly represent the school as part of the state of Tennessee. The abbreviation TENN has been slightly enlarged as well as the inclusion of a stylized depiction of the shape of the state in the horizontal cross bars.

Note that the background colors depicted on these two pages are not actually included in the digital file.

File name: Centennial2



File name: Centennial4



File name: Centennial1



File name: Centennial3

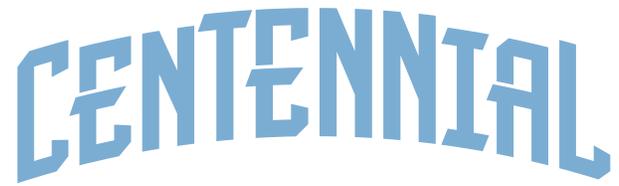


File name: Centennial5



CENTENNIAL WORDMARKS (continued)

File name: Centennial6



CENTENNIAL

File name: Centennial7



CENTENNIAL

File name: Centennial8



COUGARS WORDMARKS

Two different font styles have been created for the Cougars Wordmark: a script and a custom block font in the same vein as the Centennial Wordmark found on the previous pages.

Note that the background colors depicted on this page are not actually included in the digital file.

File name: Cougars1



File name: Cougars2



File name: Cougars3



File name: Cougars4



File name: Cougars5



MONOGRAM WITH POWER CAT LOGO

Utilizing the same style font as the new Centennial Wordmark, a CHS monogram was created integrating the Power Cat.

File name: Monogram&PowerCat



LOCKUPS

Utilizing several of the brand components from the previous pages, the following designs demonstrate what can be created in an effort to showcase a proprietary and consistent look for CHS materials. Feel free to mix and match the components from the previous pages to create a new unique lockup.

File name: Lockup1



File name: Lockup2



LOCKUPS (continued)

File name: Lockup3



File name: Lockup4



File name: Lockup5



25TH ANNIVERSARY LOGO

To help celebrate Centennial High School's 25th anniversary, a new logo was created utilizing the brand components that have been established.

File name: Anniversary



SAMPLE BRAND APPLICATIONS



SAMPLE BRAND APPLICATIONS
(continued)



SAMPLE BRAND APPLICATIONS
(continued)



SAMPLE BRAND APPLICATIONS
(continued)



SAMPLE BRAND APPLICATIONS
(continued)



SAMPLE BRAND APPLICATIONS
(continued)



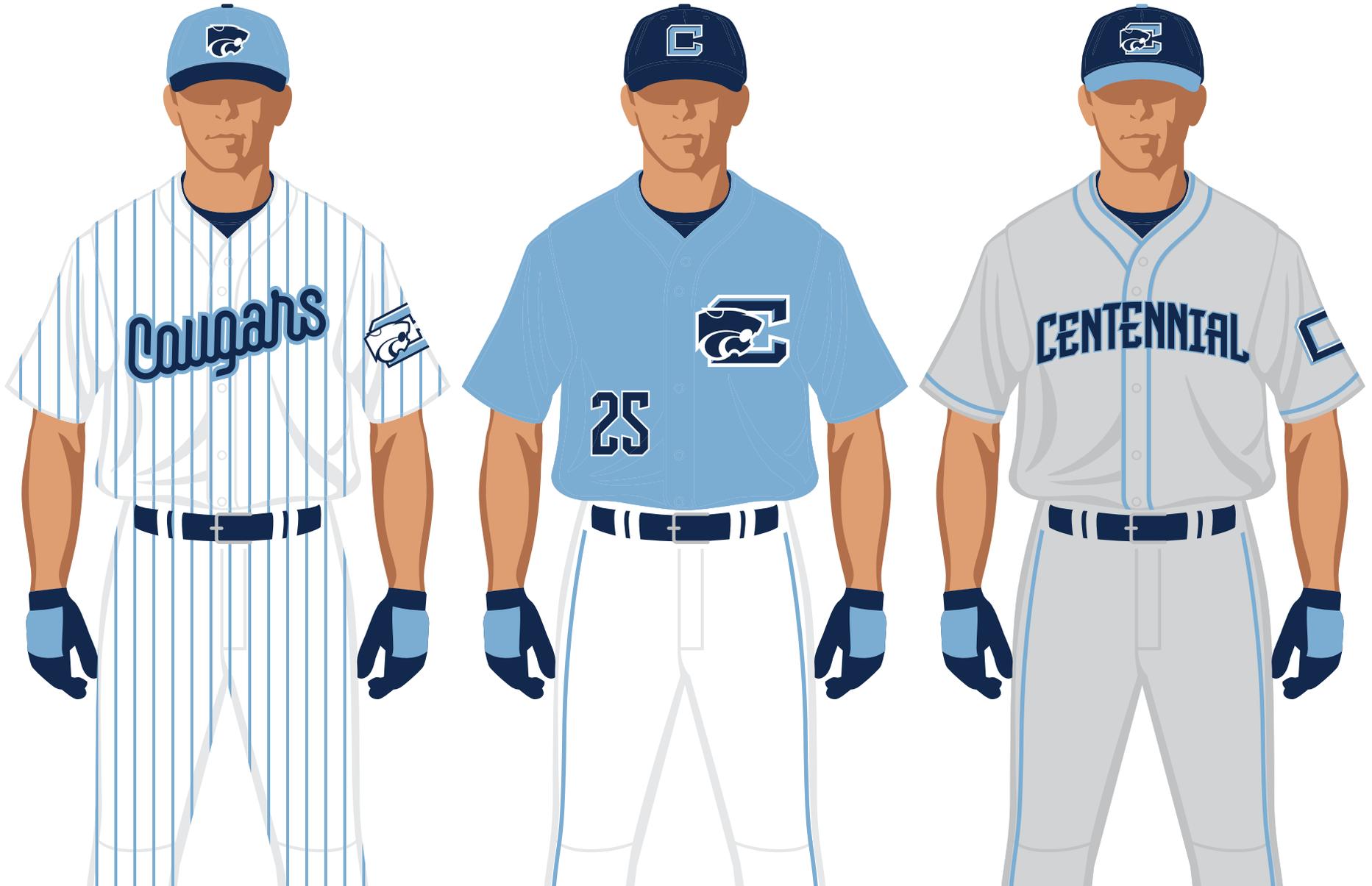
SAMPLE BRAND APPLICATIONS
(continued)



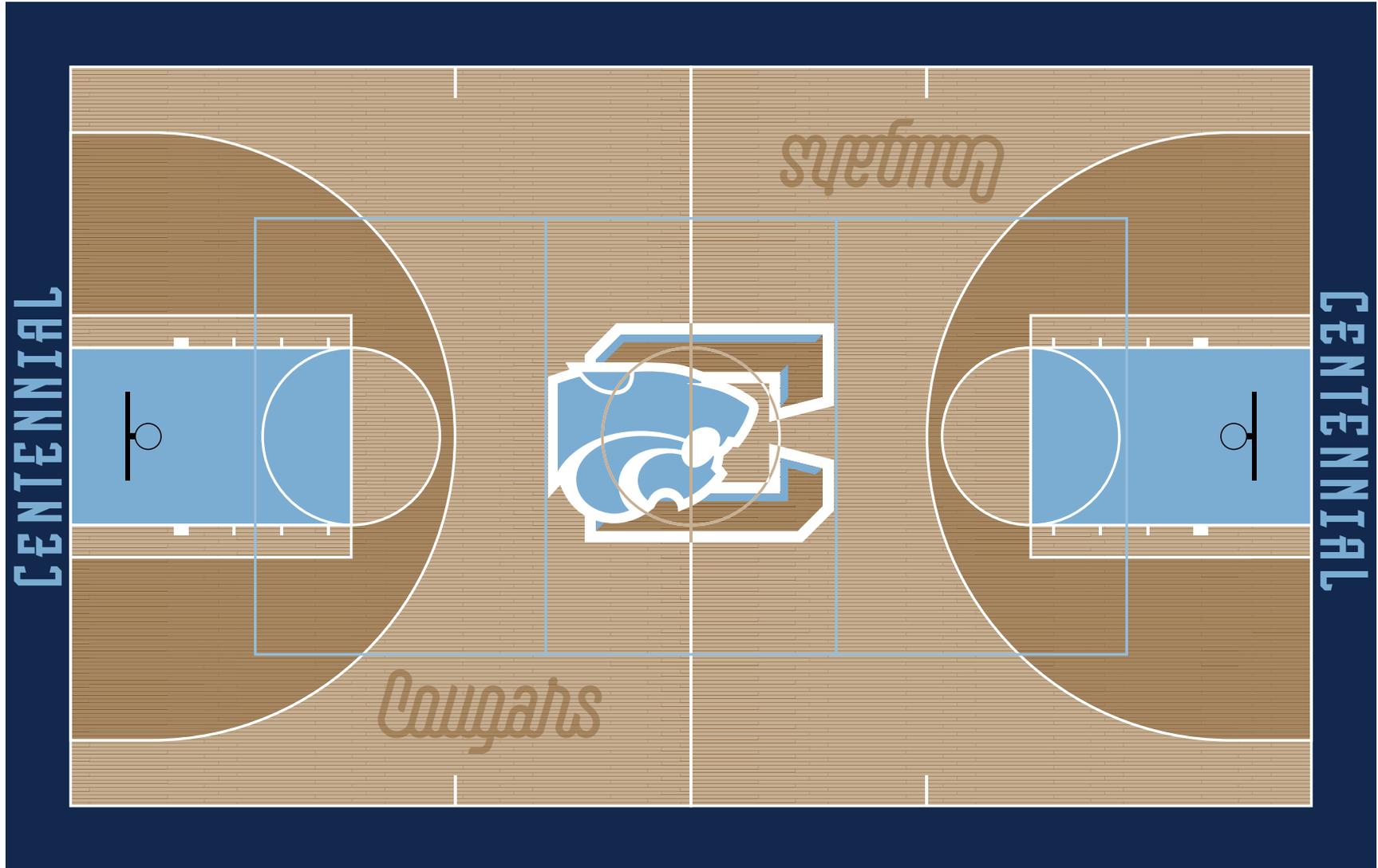
SAMPLE BRAND APPLICATIONS
(continued)



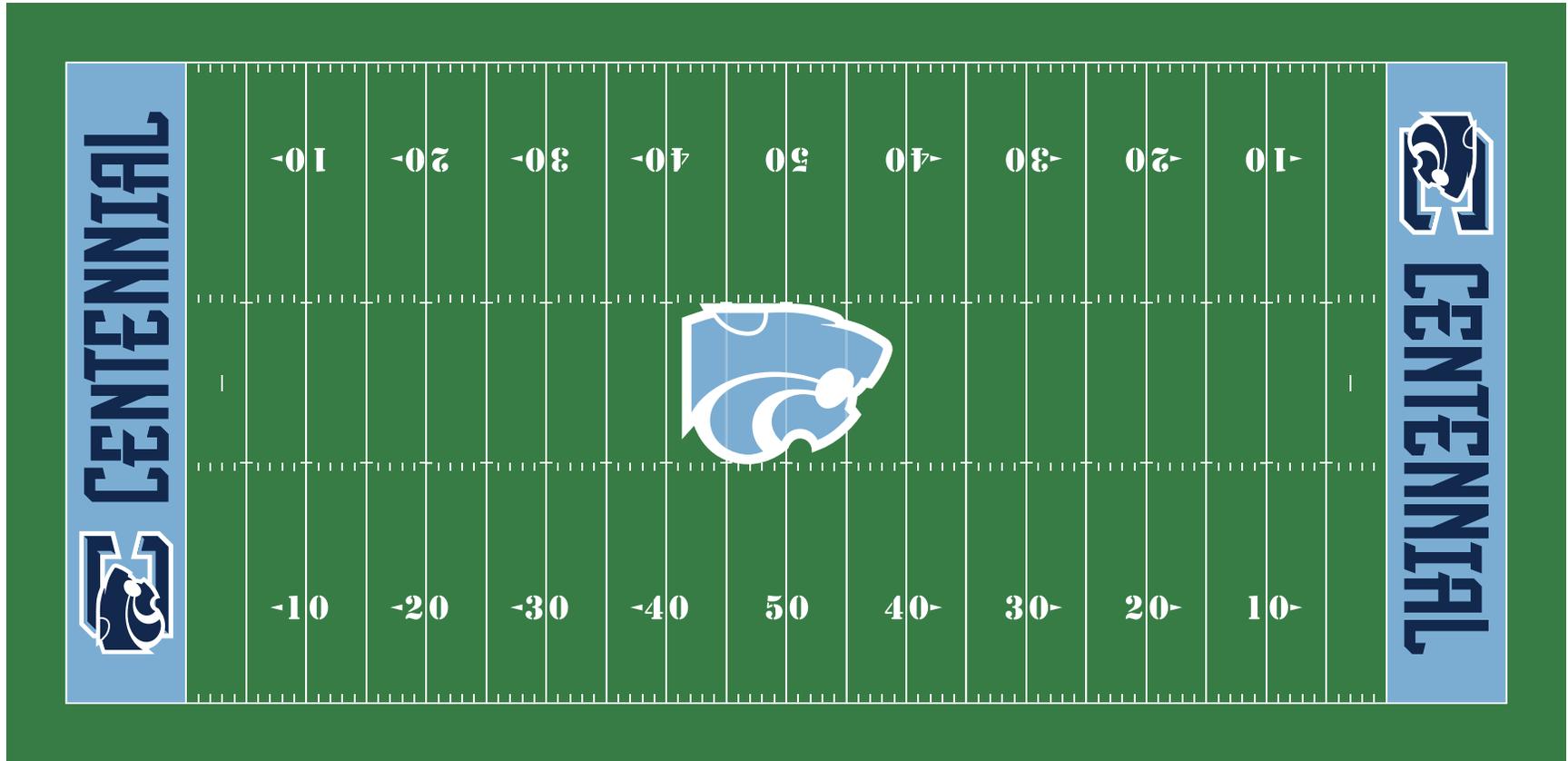
SAMPLE BRAND APPLICATIONS
(continued)



SAMPLE BRAND APPLICATIONS
(continued)



SAMPLE BRAND APPLICATIONS
(continued)



SAMPLE BRAND APPLICATIONS
(continued)

