WARNER

PUBLIC SCHOOLS

STYLE GUIDE

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TABLE OF CONTENTS

3 INTRODUCTION

4 OFFICIAL COLORS

5 PRIMARY LOGO OPTIONS

6 SECONDARY LOGO OPTIONS

7 W LOGO OPTIONS

8-9 SPORT-SPECIFIC LOGO OPTIONS

10-11 COLOR VARIATIONS

12 PRIMARY TYPEFACE

WARNER PUBLIC SCHOOLS

INTRODUCTION

Warner Public School strives for ***excellence*** in everything we do. We ensure our students are well prepared for anything life throws at them. Warner Eagles continue to show integrity through our academic and athletic programs. This style guide will provide a consistent platform across all programs.

"*TEAMWORK* is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

-Andrew Carnegie

WARNER PUBLIC SCHOOLS
OFFICIAL COLORS

Warner is known by their distinct colors and is easily recognized by these strong features. Maroon should be used as the primary color with vegas gold as a secondary accent color. White, cool grey, and black will be neutral colors used within the color scheme.

Maroon is used here to show our passion, creativeness, and courage. Vegas gold shows our wisdom and strive for success. Cool grey shows our ability to keep composure, professional, and balance.

Pantone Matching System (PMS) helps professional printers identify a specific ink colors. Involving basic needs of printing you will want to extract the colors using (CMYK). For digital purposes you will be using the (RGB) color scheme.

PRIMARY COLOR: MAROON

PMS: 1955 C
CMYK: C0 / M100 / Y65 / K58
RGB: R125 / G0 / B30

SECONDARY COLOR: COOL GREY

PMS: 427 C
CMYK: C19 / M12 / Y13 / K0
RGB: R205 / G210 / B211

SECONDARY COLOR: VEGAS GOLD

PMS: 7562 C
CMYK: C30 / M35 / Y73 / K3
RGB: R179 / G153 / B94

SECONDARY COLOR: WHITE

PMS: White C
CMYK: C0 / M0 / Y0 / K0
RGB: R255 / G255 / B255

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PRIMARY LOGO OPTIONS

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SECONDARY LOGO OPTIONS

WARNER PUBLIC SCHOOLS

W LOGO OPTIONS

WARNER PUBLIC SCHOOLS

SPORT-SPECIFIC LOGO OPTIONS

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SPORT-SPECIFIC LOGO OPTIONS

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COLOR VARIATIONS

These color combinations are available for **ALL** logo variations in the branding system. We have done this in order to help with items with limited budgets or production limitations. The full-color version (maroon, vegas gold, grey, and white) should be used as frequently as possible.

MAROON, VEGAS GOLD, GREY, & WHITE
(PREFERRED)

MAROON, GREY, & WHITE

MAROON, VEGAS GOLD, & WHITE

MAROON & WHITE

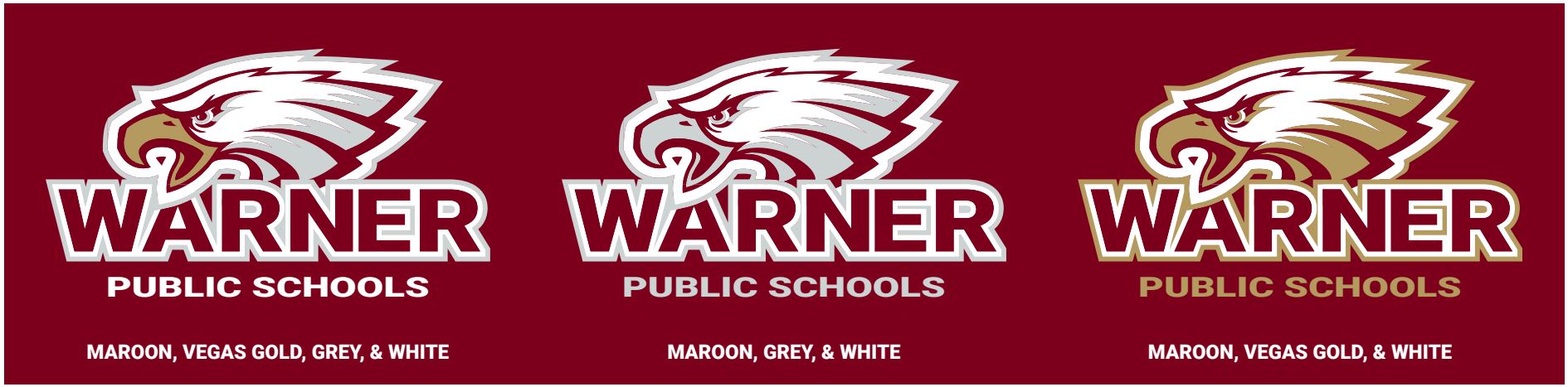
MAROON, GREY, & WHITE

MAROON, VEGAS GOLD, & WHITE

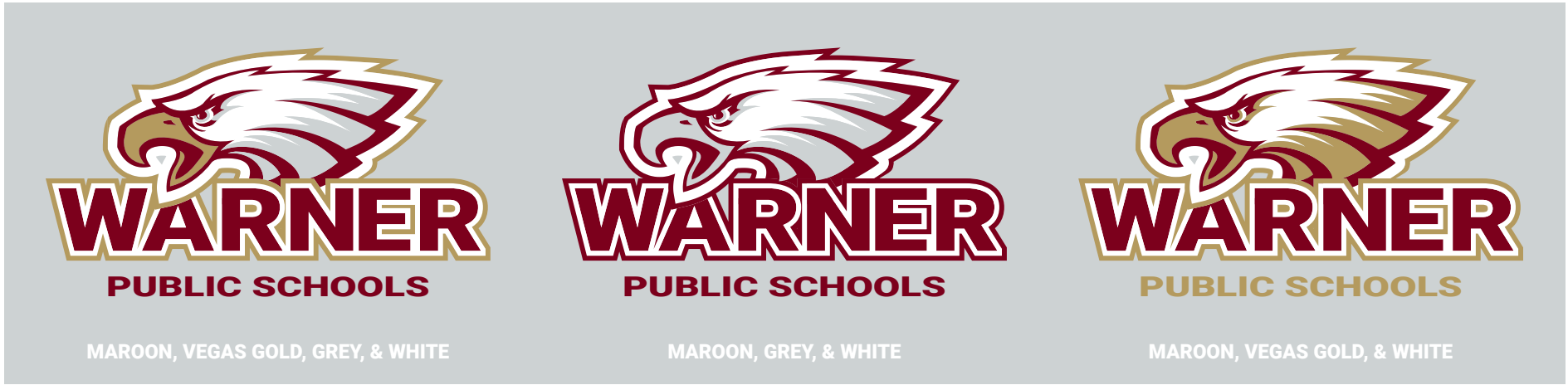
WARNER PUBLIC SCHOOLS
COLOR VARIATIONS

Color variations for use on dark and light backgrounds are shown below. They do vary from the primary logos, so please request these specific versions when requesting files; **DO NOT** request a primary logo and attempt to adjust it for use on a different colored background.

COLOR VARIATIONS ON MAROON



COLOR VARIATIONS ON GREY



WARNER PUBLIC SCHOOLS

PRIMARY TYPEFACE

ROBOTO THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#$%&

ROBOTO THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#$%&

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#$%&

ROBOTO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#$%&

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#$%&

ROBOTO MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#$%&

ROBOTO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#$%&

ROBOTO BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#$%&

Typography is a very important part within the Warner Eagle style guide as it helps the style **stand out** more.

Roboto is a neo-grotesque sans-serif with a variety of weights as shown here. This typeface was created by Christian Robertson and developed for Google. Roboto provides a clean and popular style to Warner Public Schools.