




# Adams Elementary Branding



Main Logo - full color

Adams Colors:

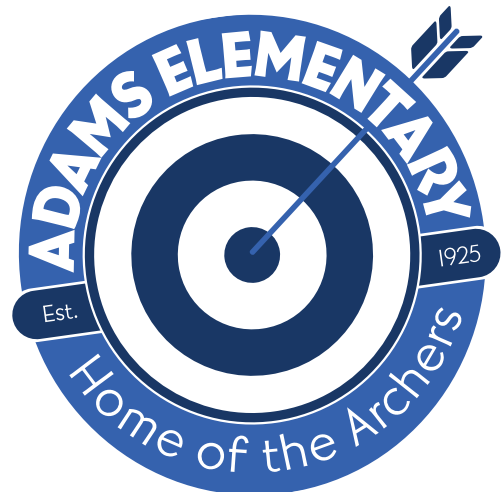
-  Adams Dark Blue:  
C:100 M:86 Y:33 K:22
-  Adams Medium Blue:  
C:27 M:95 Y:88 K:26
-  White

Font used in logo:

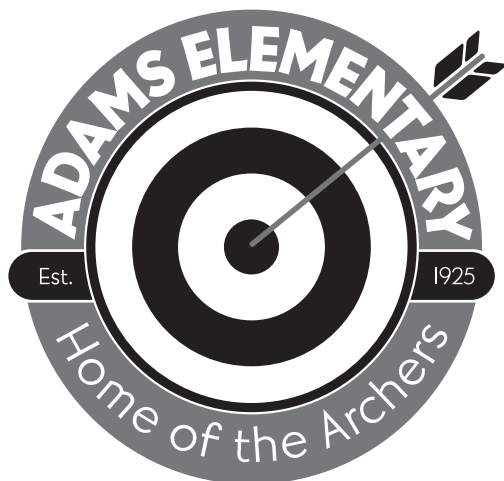
**Bernhard Gothic URW**



Secondary Logo - full color



Main Logo - full color, 10° rotate



Main Logo - black



Secondary Logo - Black

# Branding Don'ts

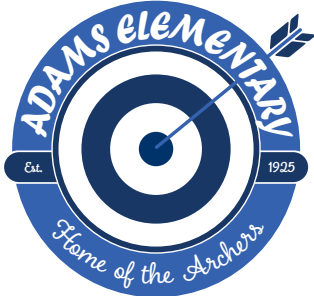
## DON'T

Stretch or scrunch.



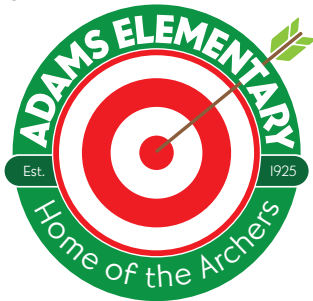
## DON'T

Change the fonts.



## DON'T

Switch out colors.



## DON'T

Place on top of photos or complex backgrounds.



## DON'T

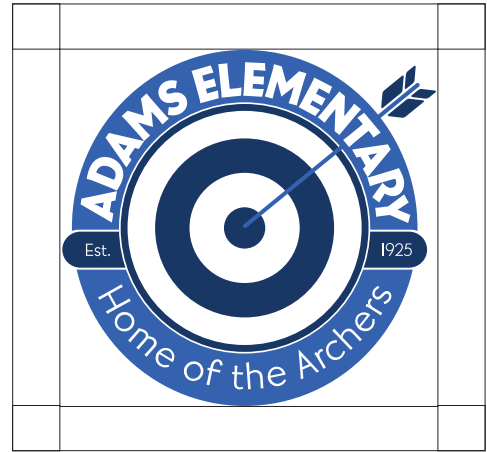
Make it so small that it is difficult to read.

At least 1 inch tall  
The minimum allowed height is 1 inch for both the horizontal and vertical logos. An example of the minimum length is shown here.



## DON'T

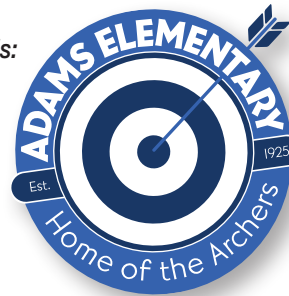
Crowd the logo.



## DON'T

Rotate to the acutely or use extreme drop shadows.

Do this:



Example:

The tilt of the main logo should not be more than a 10° rotation. A drop shadow, if used, is light and close.

DON'T do this:



Do this:



Example: Do not rotate the secondary logo. A drop shadow, if used, is light and close.

DON'T do this:

