

Bancroft Elementary Branding

Primary Logo



Bancroft Colors:

Bancroft Red:

C:8 M:100 Y:100 K:2



Bancroft Red (80%):

C:8 M:80 Y:81 K:1



Dark Gray:

C:68 M:61 Y:60 K:49



Medium Warm Gray:

C:25 M:25 Y:30 K:0



Light Gray:

C:10 M:7 Y:7 K:0



Black:

C: M: Y: K: 100



Font used in logo: Avenir



Branding Don'ts

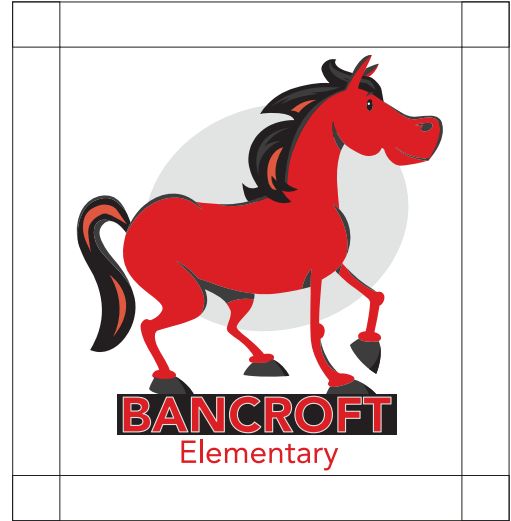
DON'T

Stretch or scrunch.



DON'T

Crowd the logo.



DON'T

Change the fonts.



DON'T

Make it so small that it is difficult to read.

1.5 inches wide



DON'T

Switch out colors.



DON'T

Place on top of photos or complex backgrounds.



The minimum allowed length is approximately 1.5 inches for both the horizontal and vertical logos. An example of the minimum length is shown here.

DON'T

Tip, rotate or add extreme drop shadows.

