

Castelar Elementary Branding





Primary Logo


Castelar Colors:





Body Red:
C:13 M:100 Y:90 K:3

High light Red: 
C:0 M:88 Y:73 K:0

Dark Red: 
C:27 M:95 Y:88 K:26

Beak Yellow: 
C:2 M:9 Y:100 K:0

Shadow Yellow: 
C:6 M:24 Y:100 K:0

Black: 
C:0 M:0 Y:0 K:100

Font used in logo:

Flyer LT Standard



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

Tip, rotate or add extreme drop shadows.



DON'T

Crowd the logo.



DON'T

Make it so small that it is difficult to read.

1.25 inches wide



The minimum allowed length is 1.25 inches for both the horizontal and vertical logos. An example of the minimum length is shown here.