Chandler View Elementary Branding
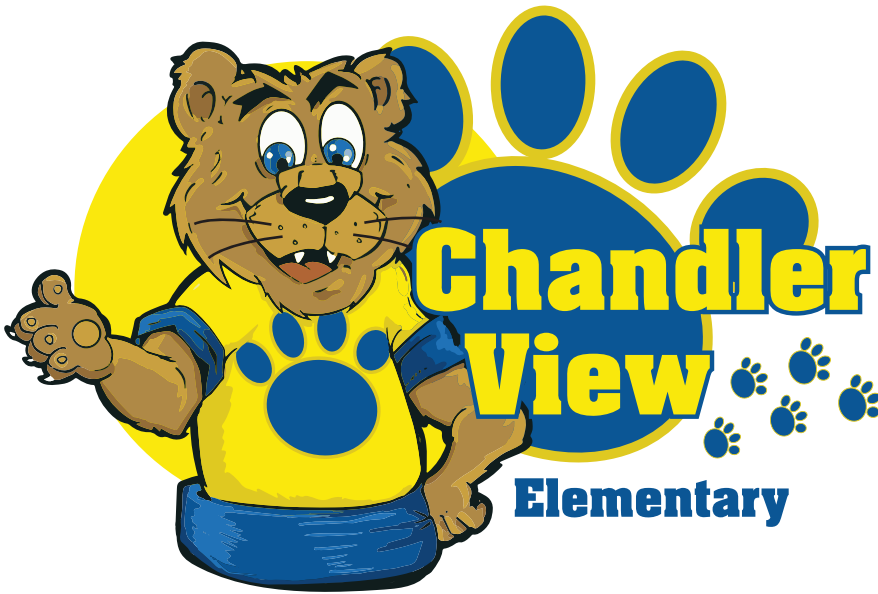
Primary Logo

Chandler View Colors:

Blue:
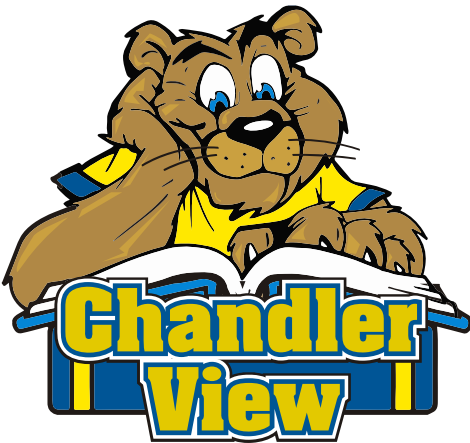C98 M72 Y14 K2

Yellow:
C14 M14 Y100 K0

Font used in logo:

Aachen Std Bold

Branding **Don't**s

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.

1.5 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.