Forest Station Elementary Branding

Primary Logo

Forest Station Colors:

Body Green
Pantone : 7738C
C: 76 M:13 Y: 100 K:0
R: 68 G: 161 B: 71
Hex: 44a147

Accent Green
Pantone : 7743C
C: 80 M:35 Y: 89 K:25
R: 53 G: 108 B: 63
Hex: 356c3f

Dark Green
Pantone : 350C
C: 81 M:46 Y: 88 K:52
R: 33 G: 68 B: 40
Hex: 214428

Dark Yellow
Pantone : 7408C
C: 0 M: 26 Y: 99 K:0
R: 253 G: 192 B: 19
Hex: 214428

Font used in logo:
Rockwell
Hello Teacher2

Light Yellow
ntone : 1205C
C: 2 M: 7 Y: 49 K:0
R: 252 G: 229 B: 151
Hex: fce597

Design Elements

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.

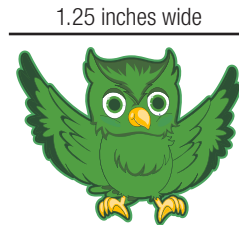## DON'T
Tip, rotate or add extreme drop shadows.

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.