

Indian Hill Elementary Branding

Primary Logo



Indian Hill Colors:

Main Blue:
C: 100 M: 70 Y: 17 K: 8



Mid Blue:
C: 50 M: 30 Y: 8 K: 4



Light Blue:
C: 25 M: 15 Y: 4 K: 2



Main Yellow:
C: 4 M: 22 Y: 100 K: 0

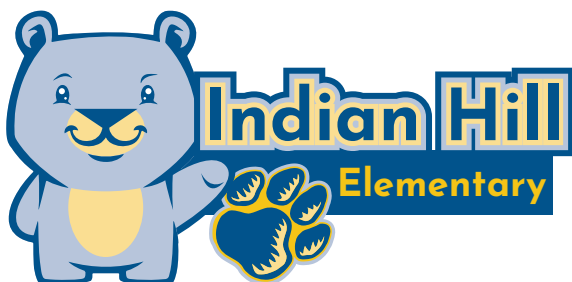
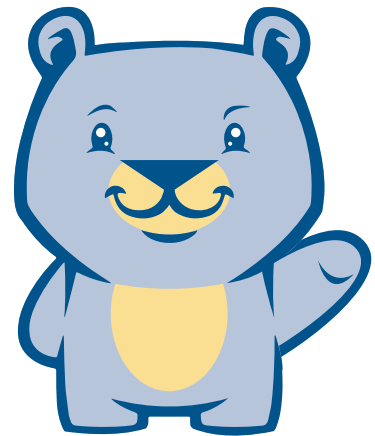


Light Yellow:
C: 2 M: 11 Y: 50 K: 0



Font used in logo: **Josefin Sans**

Various Design Elements for Indian Hill



Branding Don'ts

DON'T

Stretch or scrunch.



DON'T

Crowd the logo.



DON'T

Change the fonts.



DON'T

Switch out colors.



DON'T

Make it so small that it is difficult to read.

1.5 inches wide



DON'T

Place on top of photos or complex backgrounds.



The minimum allowed length is 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.

