


Spring Lake Elementary Branding


Primary Logo




Spring Lake
Elementary Colors:

Dark Blue: 
C:98 M:71 Y:41 K:29

Main Blue: 
C:84 M:41 Y:5 K:0

Shadow Yellow: 
C:3 M:30 Y:87 K:0

Main Yellow: 
C:3 M:20 Y:55 K:0

Font used in logo:
Helvetica
(Heavy)



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.

1.25 inches wide



DON'T

Switch out colors.



DON'T

Place on top of photos or complex backgrounds.



The minimum allowed length is 1.25 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.