Standing Bear Elementary Branding

Primary Logo

Standing Bear Elementary

Standing Bear Elementary Colors:

Standing Bear - Dark Blue:
C:98 M:76 Y:16 K:3

Standing Bear - Light Blue:
C:50 M:20 Y:0 K:0

Standing Bear - Yellow:
C:2 M:24 Y:95 K:6

Standing Bear - Light Yellow:
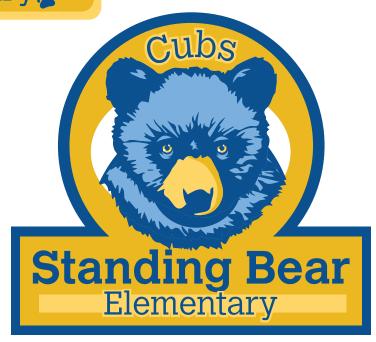C:0 M:15 Y:70 K:0

Font used in logo:

Calvert MT Standard - Regular

Calvert MT Standard - Light

Calvert MT Standard - Bold

**Various Design Elements
for Standing Bear Elementary**

Standing Bear
Elementary

Standing Bear
Elementary
CUBS

Cubs
Standing Bear
Elementary

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.

1.5 inches wide

The minimum allowed length is 1.5 inches for both the horizontal and vertical logos. An example of the minimum length is shown here.