



THE PRAIRIE SCHOOL

**Brand Identity Guide**

2019

# Logo Usage

Horizontal (preferred)



Vertical



'P' Logos

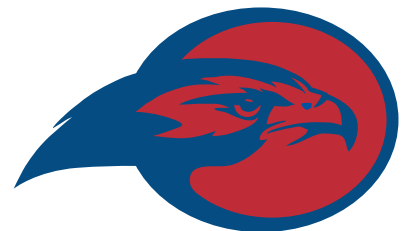


Academic



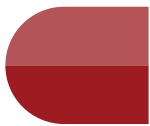
Athletic

Hawk Logo



# Color Pallete

## Primary



C=25 M=100 Y=97 K=22  
R=218 G=29 B=177  
#9b1f26 PMS 201



C=68 M=61 Y=59 K=46  
R=65 G=65 B=66  
#414142 PMS 296

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## Secondary



C=64 M=33 Y=33 K=31  
R=63 G=118 B=118  
#4d6e77



C=26 M=23 Y=84 K=23  
R=145 G=151 B=31  
#9d9144



C=12 M=7 Y=33 K=3  
R=218 G=218 B=177  
#d8d5b1



C=0 M=0 Y=0 K=31  
R=186 G=188 B=190  
#babcbе

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## Athletic



C=0 M=91 Y=72 K=23  
R=191 G=44 B=55  
#bd313b



C=100 M=77 Y=23 K=7  
R=7 G=77 B=131  
#114e81



C=68 M=61 Y=59 K=46  
R=65 G=65 B=66  
#414142 PMS 296



C=0 M=0 Y=0 K=31  
R=186 G=188 B=190  
#babcbе

# Fonts

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ITC Avant Garde Gothic

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## **Title (Demi)**

Semi-title (Book)

[Book Condensed] evellore nobit voluptamet quis volor accullori  
doluptatiis nulparum dis es dende ipsaper eperiam nimagni-  
musam eat odis ab il mostiaectem est, id molumet enis eturibus  
dolupta tiameni hitiaerum dis ducipsu stiatem quiandu

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**TITLE [REGULAR]**