

JOHN JAY HIGH SCHOOL

BRAND GUIDE



HOME OF THE WOLVES



Letter To The School

Congratulations for being a part of VIP Branding Powered by Varsity Brands. We hope that your school will enjoy your brand identity for decades to come! Your brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by your school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit.

To help you maintain brand consistency, we recommend you require all parties utilizing any element of your brand identity to meet the specifications outlined within this manual.

Thank you in advance and should you have any questions regarding any content involved within this brand guide, please contact VIP Branding.

Sincerely,

VIP Branding
Powered by Varsity Brands

Table of Contents

	Brand Standards
1.1	Use of the Logos
<hr/>	
	Approved Logos
2.1	Logo Uses
2.2	Official Logos
2.3	Logo Modifications
<hr/>	
	Approved Colors
3.1	Identity Colors
3.2	Logo Against Background Colors
3.3	One Color Logos
3.4	Color Variations/Logo Enhancements
<hr/>	
	Typography
4.1	Fonts



Brand Standards

USE OF THE LOGOS

The following manual provides you with specifications to accurately utilize the John Jay High School brand elements. The John Jay High School brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit. It is critical that all parties utilizing any of the John Jay High School brand elements follow this manual with attention to detail in order to preserve and protect the John Jay High School brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.



Creation, application or any use of the John Jay High School brand elements must conform to approved standards as authorized by John Jay High School. Additionally, it is imperative that John Jay High School brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the John Jay High School brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within John Jay High School.



Approved Logos

Primary Logos

Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

Wordmarks and Secondary

Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

Initial(s) or Interlock

Interchangeable with Wordmarks and Activity Mark, but is more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.



1



2



3



4



5



6



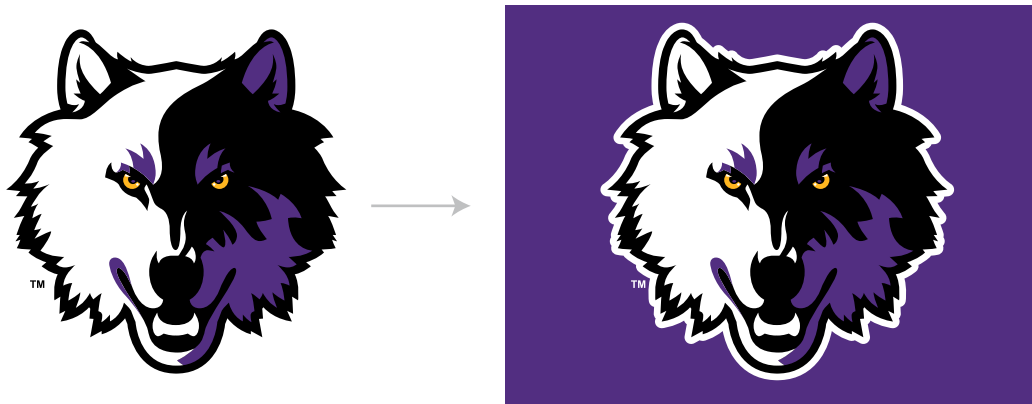
7



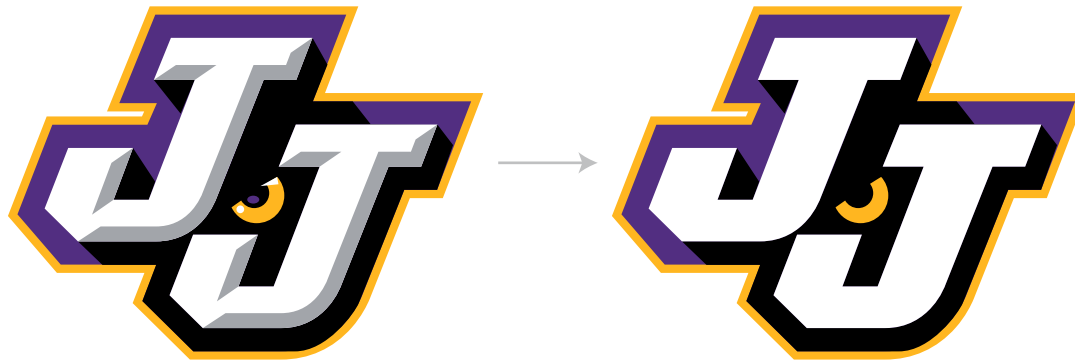
8

Approved Logos

- 1 Primary Mark
- 2 Secondary Mark
- 3 Primary Word Mark
- 4 Mascot Head
- 5 Secondary Word Mark
- 6 Initial Mark
- 7 Mascot Pack
- 8 Paw Mark



The outline shown in white, in the right image, is necessary for dark colored backgrounds. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples.
See Page 3.2






If present, highlights, shadows, and/or bevels may be omitted to enhance the logos in various printing applications and where limited color variations are needed.



Approved Logos

LOGO MODIFICATIONS

SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark **must be approved by the school administration.**

			
	Purple	Black	White
Pantone	PMS 268 C	Black	White
Web	#582C83	#000000	#FFFFFF
CMYK	C: 79 M: 100 Y: 0 K: 0	C: 50 M: 50 Y: 50 K: 100	C: 0 M: 0 Y: 0 K: 0
RGB	R: 88 G: 44 B: 131	R: 0 G: 0 B: 0	R: 255 G: 255 B: 255

		
	Athletic Gold	Silver Grey
Pantone	PMS 1235 C	PMS 429 C
Web	#FFB81C	#A2AAAD
CMYK	C: 0 M: 31 Y: 98 K: 0	C: 21 M: 11 Y: 9 K: 23
RGB	R: 255 G: 184 B: 28	R: 162 G: 170 B: 173

Approved Colors

IDENTITY COLORS

Purple, Black, Athletic Gold, Silver Grey, and White are the official approved colors of John Jay High School and play a major role in supporting the core visual identity of the brand.

Purple and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Athletic Gold and Silver Grey should only be used as secondary accent colors.

***All Logos were created using the PANTONE+ Solid Coated color book.**

***Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.



Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

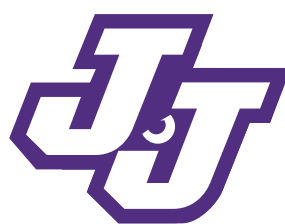
The logo is recommended to be used against Purple, Black, transparent or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).



Approved Colors

ONE COLOR LOGOS





In one color designs, the eyes will always be white/light.



Simply inverting the color will result in a photo negative look that is not acceptable for the brand.

Approved Colors

ACCEPTABLE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

ALLEY-OOP

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



REFLEX REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Typography

The approved fonts are ALLEY-OOP and REFLEX REGULAR. ALLEY-OOP and REFLEX REGULAR should always be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the school.

The primary text has been customized specifically for the John Jay High School brand.

FONT FILES

*VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.



NOW IT IS TIME TO

ELEVATE YOUR BRAND

WITH...

Avenue Banners

Windscreens

Wall Murals

Vinyl Banners

Flags

Pop-Up Tents

Table Cloths

Decals

Window Graphics

Media Backdrops

AND MORE!

CONTACT VIP BRANDING FOR MORE INFO!

Email: info@vipbranding.com

VIPBRANDING
POWERED BY VARSITY BRANDS

Varsity // BRANDS

