churchill high school

logo & branding
style guide

graphic design academy
advisor: lance eagen
eagen@4j.lane.edu
541-790-5146

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During the Spring term of 2014 the capstone students of the Graphic Design Academy took it upon themselves to rebrand Churchill High School.

They found that there were at least 7 different logos, designs, icons and images that were being used to represent Churchill. This was confusing and presented the school in a disorganized and unprofessional light.

The students spent 7 weeks researching, studying, sketching, designing, narrowing, refining, reflecting, and perfecting the logo that you will find in the following pages.

This style guide serves as a resource to insure that the logo will always be presented in a professional and consistent manner.
The logo and its variations and components were designed so that they maintain consistency wherever they are presented. A lot of time, discussion, arguing, donuts, refining, arm wrestling, and revision went into making this logo system. The following guidelines apply to all logo variations and will help insure that Churchill is always presented in a professional manner to the community.

You are welcome to use the logo, but you are asked to follow these guidelines. If you have questions, please consult your friendly Graphic Design Academy senior or Lance Eagen (eagen@4j.lane.edu).

Images in multiple formats can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html
primary font

Alien League II
uc ABCDEFGHIJKLMNOPQRSTUVWXYZ
lc ABCDEFGHIJKLMNOPQRSTUVWXYZ
# 0123456789 ()',;:?!@#$

Alien League II Italic
uc ABCDEFGHIJKLMNOPQRSTUVWXYZ
lc ABCDEFGHIJKLMNOPQRSTUVWXYZ
# 0123456789 ()',;:?!@#$

Alien League II Bold
uc ABCDEFGHIJKLMNOPQRSTUVWXYZ
lc ABCDEFGHIJKLMNOPQRSTUVWXYZ
# 0123456789 ()',;:?!@#$

note: UC “I” = | lc “I” = |

Fonts can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html
It is suggested that Roboto font be used for supporting text such as taglines, descriptive text, slogans, quotes, etc.

Fonts can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html
DO

Maintain the integrity of the logos, helmet icons and wordmarks.

DON'T

Don’t alter colors, artwork, fonts, proportions, fills, design elements, orientation, etc.
usage

**DO**

Use contrasting background values so that the logo is easily readable. Replace official colors with neutral black, white and/or grey in order to maintain contrast. Follow the principle of “light on dark or dark on light.”

**DON’T**

Place the logo onto a background that is too similar in value, too busy, or has minimal contrast. This renders the logo unreadable and hinders its impact.
Churchill High School Logo

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Files are provided in the following common formats: .ai .eps .pdf .jpg
variations

Churchill High School Logo

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Churchill HS Full Logo: Medium, Blue  Churchill HS Full Logo: Medium, Red  Churchill HS Full Logo: Medium, Black

Churchill HS Full Logo: Bold, Blue  Churchill HS Full Logo: Bold, Red  Churchill HS Full Logo: Bold, Black
Variations

CHS Logo

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

CHS: Medium, Blue  CHS: Medium, Red  CHS: Medium, Black

CHS: Bold, Blue  CHS Bold: Red  CHS Bold: Black
variations

Lancers Logo

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Lancers Medium: Blue  Lancers Medium: Black  Lancers Medium: Black

Lancers Bold: Blue  Lancers Bold: Black  Lancers Bold: Black
variations

Lancer Icon

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Lancer Icon: Light, Blue  Lancer Icon: Light, Red  Lancer Icon: Light, Black

Lancer Icon: Bold, Blue  Lancer Icon: Bold, Red  Lancer Icon: Bold, Black
variations

**Pride Wordmark**

Image files can be downloaded at [http://staff.4j.lane.edu/~eagen/chs_logos.html](http://staff.4j.lane.edu/~eagen/chs_logos.html)
variations

Churchill Wordmark

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Churchill: Solid, Blue
Churchill: Solid, Red
Churchill: Solid, Black

Churchill: Bold, Blue
Churchill: Bold, Red
Churchill: Bold, Black

Churchill: Solid, Blue, Red
Churchill: Solid, Red, Blue
Churchill: Bold, Blue, Red
variations

Lancers Wordmark

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Lancers: Solid, Blue

Lancers: Solid, Red

Lancers: Solid, Black

Lancers: Bold, Blue

Lancers: Bold, Red

Lancers: Bold, Black

Lancers: Solid, Blue, Red

Lancers: Solid, Red, Blue

Lancers: Bold, Blue, Red
variations

Churchill High School Formal Wordmark

Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

Churchill HS Formal Wordmark: Blue

Churchill HS Formal Wordmark: Blue

Churchill HS Formal Wordmark: Black
Editable Wordmark Guidelines

The wordmark may be adapted to represent a sport, club or similar organization. Image files can be downloaded at http://staff.4j.lane.edu/~eagen/chs_logos.html

**DO**

Use Alien League Regular font.

Use the **lower case** version of the letters “I” and “A.”

Maintain letterspacing that is 375% of the point size. Ex: 20pt font x 3.75 = 75pt letterspacing.

Use center alignment.

Maintain location and proportion of subtext.

**DON’T**

Don’t use any other font.

Don’t use the **upper case** version of the letters “I” and “A.”

Don’t alter or eliminate 375% letterspacing on the subtext.

Don’t use right or left alignment.

Don’t move subtext or change proportions between the elements.
**Editable Wordmark**

Image files can be downloaded at [http://staff.4j.lane.edu/~eagen/chs_logos.html](http://staff.4j.lane.edu/~eagen/chs_logos.html)