



SEQUOYAH EAGLES

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**BRANDING GUIDE**

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## LOGO GRAPHIC // EAGLE

The Eagle head is the primary mark for Sequoyah Public Schools. The logo is preferably shown in white for the head and beak and Pantone 2945c (or equivalent process color) for the detail. The outer white and blue contrast strokes should always be used regardless of background color.



Logo on color blue background.



Logo on white background.



Logo on black background.



Logo on grey background.



Logo on gold background.

## PROPER LOGO ANGLE // EAGLE

Another crucial element of ensuring consistent logo recognition is the angle of the eagle head. The below image shows elements of the logo that can be used to confirm it is level. Across the top, the top left inner contrast stroke and the top right neck section can be used to level the graphic (example 1). The bottom portion of the nostril also falls in line with the next to lowest section of the neck towards the right side of the graphic (example 2).



ex.1



ex.2



## COMBINATION // TYPE & IMAGE

Use the following Logo and typography together to ensure consistency.



Logo & type on color blue background.



Logo & type on white background.



Logo & type on black background.



Logo & type on grey background.



Logo & type on gold background.

## TYPOGRAPHY // OUR TYPE FACE

Typography plays a major role in brand consistency. For official word mark, we utilize Square 721 Bold Extended. On some occasions, the combination of Square Bold Extended and a thin stroke version, Square Extended, is used in tandem.

**Square721 BdEx BT**  
Square721 Ex BT

Example of combined use of fonts for our tag line.

**#COMESOARWITHUS**



**SEQUOYAH EAGLES**  
#COMESOARWITHUS

## USES TO AVOID // LOGO

Avoid these common misuses of our logo. Mirrored images, alternative colors, wrong head angle and use of silhouette style graphic are some typical misuses of our branding.



Unauthorized right-facing logo.



Additional or alternate unauthorized colors.



Logo at unauthorized tilt.



Unauthorized indigo color scheme.



Unauthorized logo styling & color combination.



Unauthorized Logo.

## ALTERNATE // LOGO

Use the following Logo and typography together to ensure consistency.



Logo on color blue background.



Logo on white background.



Logo on gold background.



Gold logo on white background.

## ALTERNATE // VARSITY LETTER

Use the following Logo and typography together to ensure consistency.



Logo on color blue background.



Logo on white background.



Logo on gold background.



Gold logo on white background.

## COLORS

Pantone 2945c or close representation of color should be used consistently in representing the Sequoyah Eagles brand.



### BLUE

Pantone	RGB	Process <small>(Pantone.com Specs)</small>	Process <small>(Program Equivalent)</small>
Pantone 2945c	R: 0 G: 76 B: 151	C: 100 M: 53 Y: 2 K: 6	C: 59 M: 29 Y: 0 K: 41



### WHITE

Pantone	RGB	Process
	R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 0



### OLD GOLD

Pantone	RGB	Process
Pantone 4525c	R: 197 G: 183 B: 131	C: 0 M: 7 Y: 39 K: 17

## APPAREL COLORS

Royal blue, grey, white, black & old gold are approved color bases for school-related spirit apparel.

*\*Team uniform options must receive prior approval from athletic director.*



ROYAL BLUE



WHITE



GREY



BLACK



OLD GOLD



## **NOTICE**

Any and all items being created by an entity of or associated with Sequoyah Public Schools must receive prior approval of artwork.

Boosters and all sports teams must submit proposed artwork to the Athletic Director.

All other entities must submit proposed artwork to the Central Office.



**SEQUOYAH EAGLES**  
#COMESOARWITHUS