BRAND CONTINUITY GUIDE
ATHLETICS

PACIFIC RIDGE SCHOOL

TYPEFACE: COMMANDO

FIREBIRDS

TYPEFACE: LASIVER

PACIFIC RIDGE
FIREBIRDS

PACIFIC RIDGE
FIREBIRDS
ATHLETICS

TYPEFACE: LASIVER

PACIFIC RIDGE
FIREBIRDS
LACROSSE

WHITE SPACE

White space is calculated as 1/4 of the logotype height.

FIREBIRDS

WHITE SPACE

White space is calculated as 1/4 of the logotype height.

PACIFIC RIDGE
FIREBIRDS

WHITE SPACE

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PACIFIC RIDGE
FIREBIRDS
ATHLETICS

FIREBIRDS

PACIFIC RIDGE
FIREBIRDS

PACIFIC RIDGE
FIREBIRDS
LACROSSE

FIREBIRDS

PACIFIC RIDGE
FIREBIRDS

PACIFIC RIDGE
FIREBIRDS
LACROSSE

FIREBIRDS

PACIFIC RIDGE
FIREBIRDS

PACIFIC RIDGE
FIREBIRDS
LACROSSE

FIREBIRDS

PACIFIC RIDGE
FIREBIRDS

PACIFIC RIDGE
FIREBIRDS
LACROSSE

FIREBIRDS

PACIFIC RIDGE
FIREBIRDS

PACIFIC RIDGE
FIREBIRDS
LACROSSE

FIREBIRDS

PACIFIC RIDGE
FIREBIRDS

PACIFIC RIDGE
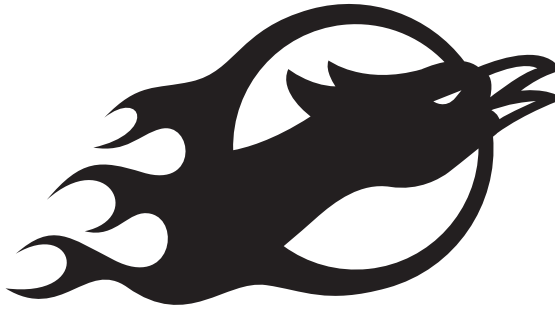**FIREBIRDS**
LACROSSE

TYPEFACE: COMMANDO

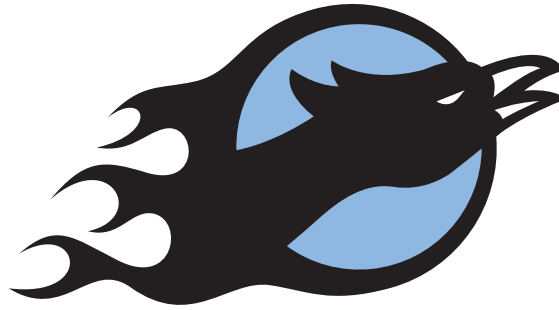ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPEFACE: LASIVER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=;:'",.<>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=;:'",.<>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=;:'",.<>

BLACK AND WHITE

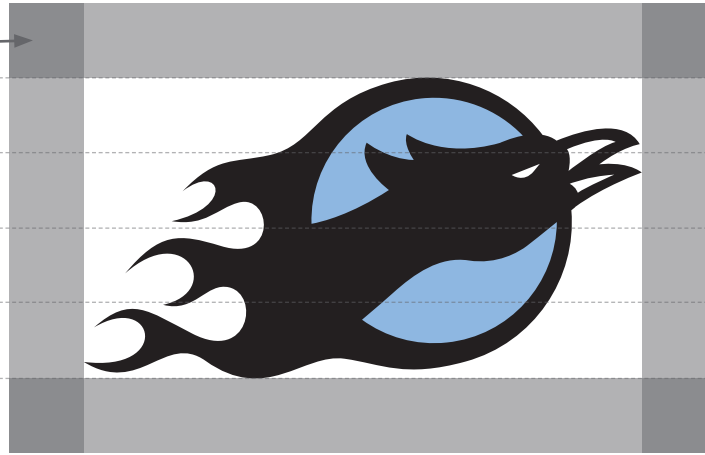BLACK AND PMS 278

PMS 716

ICON AND WORD MARK

WHITE SPACE

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as 1/4 of the logotype height.

WHITE SPACE

White space is calculated
as 1/4 of the logotype height.

WHITE SPACE

White space is calculated
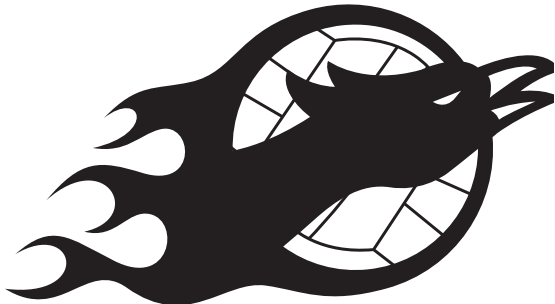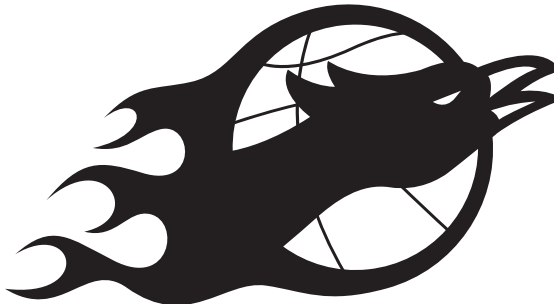as 1/4 of the logotype height.

VOLLEYBALL

SOCCER

WATER POLO

BASKETBALL

BLACK

PMS 716

**FLAME ICON
AND WORD MARK**

PMS 716 AND BLACK

PMS 716 AND PMS 534

PRS FIREBIRDS COLOR PALETTE

PRIMARY

BLACK

PMS BLACK 6

C= 81
M= 70
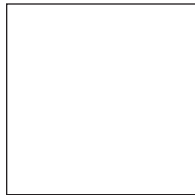Y= 59
K= 75

R= 17
G= 24
B= 32

HTML= 10181F

LIGHT BLUE

PMS 278

C= 42
M= 18
Y= 0
K= 0

R= 141
G= 184
B= 233

HTML= 85BBE5

SECONDARY

WHITE

C= 0
M= 0
Y= 0
K= 0

R= 255
G= 255
B= 255

HTML= FFFFFF

GRAY

PMS COOL GRAY 10

C= 61
M= 53
Y= 48
K= 19

R= 101
G= 101
B= 106

HTML= 656569

DARK BLUE

PMS 534

C= 98
M= 85
Y= 36
K= 27

R= 31
G= 53
B= 94

HTML= 1F355E

ORANGE

PMS 716

C= 3
M= 64
Y= 100
K= 0

R= 238
G= 119
B= 0

HTML= EE7700

SPORTS WORLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

12345676890

!@#$%^&*()_ +=;:'",.<>

SPORTS WORLD APPLICATIONS

TENNIS

WATER POLO

VOLLEYBALL

SOCCER

BASKETBALL

GOLF

LACROSSE

CROSS COUNTRY

FOOTBALL

TRACK&FIELD

SPORTS WORLD

ABCD **ABCD** **ABCD**

ABCD **ABCD** **ABCD**

ABCD ABCD ABCD

1234 **1234** **1234**

1234 **1234** **1234**

1234 1234 1234

SPORTS WORLD

ABCD ABCD ABCD

ABCD ABCD ABCD

ABCD ABCD ABCD

1234 1234 1234

1234 1234 1234

1234 1234 1234

MESA GRANDE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

!@#$&*()+=;:'"",.

SPORTS WORLD APPLICATIONS

TENNIS

WATER POLO

VOLLEYBALL

SOCCER

BASKETBALL

GOLF

LACROSSE

CROSS COUNTRY

FOOTBALL

TRACK&FIELD

MESA GRANDE

ABCD **ABCD** **ABCD**

ABCD **ABCD** **ABCD**

ABCD ABCD ABCD

1234 **1234** **1234**

1234 **1234** **1234**

1234 1234 1234

MESA GRANDE

SPORTS WORLD & LASIVER

FIREBIRDS
BASKETBALL
PACIFIC RIDGE

FIREBIRDS
BASKETBALL
PACIFIC RIDGE

MESA GRANDE & LASIVER

FIREBIRDS
BASKETBALL
PACIFIC RIDGE

FIREBIRDS
BASKETBALL
PACIFIC RIDGE

WHITE SPACE

White space is calculated as 1/4 of the logotype height.

FIREBIRDS
BASKETBALL
PACIFIC RIDGE

WHITE SPACE

White space is calculated as 1/4 of the logotype height.

FIREBIRDS
BASKETBALL
PACIFIC RIDGE

WHITE SPACE

White space is calculated as 1/4 of the logotype height.

FIREBIRDS
BASKETBALL
PACIFIC RIDGE

WHITE SPACE

White space is calculated as 1/4 of the logotype height.

FIREBIRDS
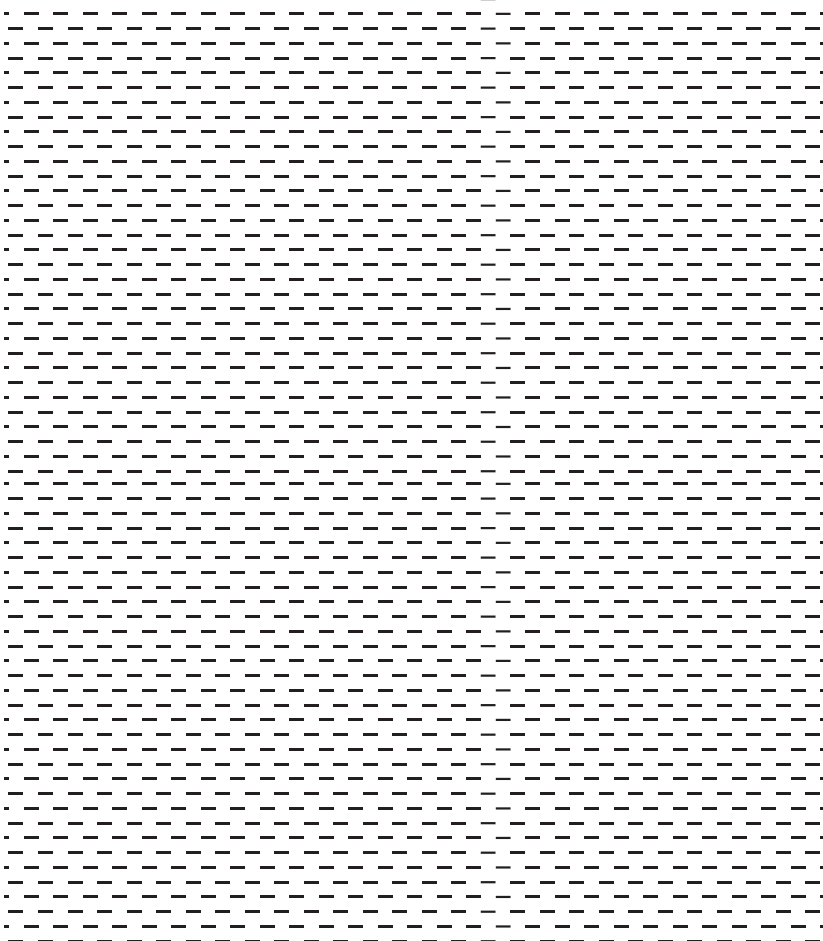**BASKETBALL**
PACIFIC RIDGE

BADGES
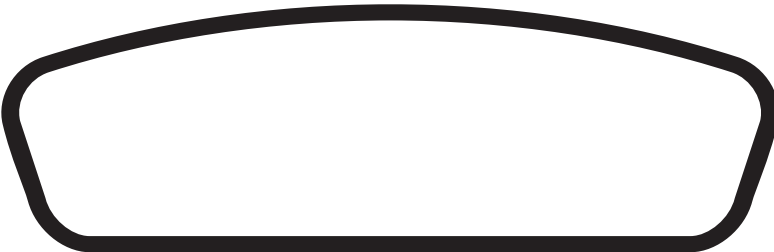
LINES

PATTERN

SPORTS WORLD

WHITE SPACE

White space is calculated as the full height of the word mark.

MESA GRANDE

SPORTS WORLD

PACIFIC RIDGE

PACIFIC RIDGE

WHITE SPACE

White space is calculated as 1/2 the height of the word mark.

PACIFIC RIDGE

PACIFIC RIDGE

SPORTS WORLD

PACIFIC RIDGE
ATHLETICS

PACIFIC RIDGE
ATHLETICS

MESA GRANDE

PACIFIC RIDGE
FIREBIRDS

IDENTIFIER ADD ON

BASKETBALL

SPORTS WORLD

WHITE SPACE

White space is calculated
as 1/3 the height of the monogram.

SPIRIT WEAR ADDITIONAL COLOR

SPIRIT BLUE

PMS 278

C= 42
M= 18
Y= 0
K= 0

R= 141
G= 184
B= 233

HTML= 85BBE5

SPORTS WORLD

MESA GRANDE

DO NOT ADD ANYTHING TO THE LOGO

IDENTITY ELEMENTS SHOULD NOT BE USED AS A REPEAT IN CLOSED PATTERNS.

IDENTITY ELEMENTS SHOULD NOT BE MODIFIED, STRETCHED OR DISTORTED IN ANY WAY.

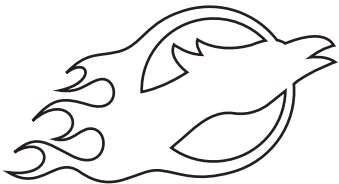**DO NOT USE COLORS THAT ARE NOT IN THE PRS FIREBIRDS COLOR PALETTE**

IDENTITY ELEMENTS SHOULD NOT APPEAR AGAINST ANY DISTRACTING TEXTURES OR REPEATED PATTERNS.

DO NOT CROP THE IDENTITY ELEMENTS IN ANY WAY.

IDENTITY ELEMENTS SHOULD NOT BE USED AS AN OUTLINE

AT NO TIME SHOULD EFFECTS BE ADDED TO THE IDENTITY ELEMENTS. (GLOW, POSTERIZE, ETC.)

IDENTITY ELEMENTS SHOULD NOT BE ROTATED OR TILTED.

BASKETBALL

CROSS COUNTRY

GOLF

LACROSSE

SOCCER

TRACK & FIELD

TENNIS

VOLLEYBALL

WATER POLO