



IDENTITY GUIDE

APPROVED MARKS

North Allegheny has three approved marks as a part of their visual identity: the lettermark, the mascot logo and the paw print logo.

The lettermark is the primary visual device that represents the school systems as a whole, while the mascot and paw print logos are secondary and represent athletics.

LETTERMARK



MASCOT LOGO



PAW PRINT LOGO



APPROVED MARKS // LETTERMARK

In order to establish consistency while remaining flexible across the identity system, the lettermark has several variations that are acceptable to use. In addition, there are clear violations of the lettermark as well.



LETTERMARK VARIATIONS



LETTERMARK VIOLATIONS



Do not recolor the logo



Do not add effects to the logo



Do not condense or stretch the logo



Do not reposition logo elements

APPROVED MARKS // MASCOT LOGO

In order to establish consistency across the identity system, the mascot logo has only one version that is acceptable to use. The examples to the right are clear violations of the mascot logo.



MASCOT LOGO VIOLATIONS



Do not recolor the logo



Do not condense or stretch the logo



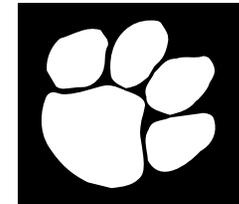
Do not redesign logo elements

APPROVED MARKS // PAW PRINT LOGO

In order to establish consistency while remaining flexible across the identity system, the paw print logo has several variations that are acceptable to use. In addition, there are clear violations of the paw print logo as well.



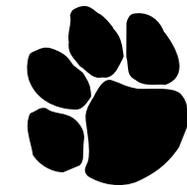
PAW PRINT LOGO VARIATIONS



PAW PRINT LOGO VIOLATIONS



Do not recolor the logo



Do not rotate the logo



Do not condense or stretch the logo



Do not reposition logo elements

COLOR SYSTEM

The colors in this guide represent North Allegheny's approved color palette and should be used carefully and consistently to reinforce our identity.



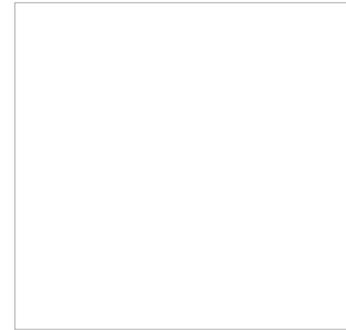
PANTONE: Black 6 C
CMYK: 46 / 34 / 23 / 100
HEX: 00000b



PANTONE: 7563 C
CMYK: 18 / 40 / 100 / 1
HEX: c19837



PANTONE: 420 C
CMYK: 20 / 15 / 16 / 0
HEX: cbcccb



PANTONE: 663 C
CMYK: 0 / 0 / 0 / 0
HEX: ffffff