

# COPPELL COWBOYS LOGO

## OFFICIAL GUIDELINES AND BRAND STYLE GUIDE

### APPROVED COLORS

COLORS	PANTONE	CMYK	RGB	HEX
<b>RED</b>	PMS 200C	13/100/84/4	204/0/51	CC0033
<b>BLACK</b>	BLACK	75/68/67/90	0/0/0	000000
<b>GRAY</b>	COOL GRAY 6C	34/27/28/0	204/0/51	ABABAB

The following are the **guidelines for use** of the Coppell Cowboys trademarked logo. **Alterations of Mark are not permitted.** Use by any organization or entity outside Coppell ISD, or its employees, requires a signed License Agreement to be in place. Also, any use of the mark must be approved by Coppell ISD.

Please contact the CISD Communications/Community Engagement office ([communications@coppellisd.com](mailto:communications@coppellisd.com)) for additional details.

### FOUR APPROVED LOGOS: Full Color, Black & White, One Color-Black and One Color-White

Full Color



Black & White



One Color - Black



One Color - White



### CORRECT WAYS TO USE THE LOGO



Coppell High School  
**SWIMMING AND DIVING**

### INCORRECT WAYS TO USE THE LOGO

Do not change colors, stretch from left/right, stretch from top/bottom, cut off any portion of the logo, place text, balls or images over or behind the logo, place the logo inside a letter or replace a letter with the logo in a word.



CC is not merged and a red dot is missing in the above logo



Do not place text or images inside the dotted polygon



COWBOYS  
CAMPUS



**ANY MERCHANDISE, BANNERS, DECALS, GRAPHICS (PRINTED OR ELECTRONIC) OR ANY OTHER SIGNAGE WITH THE INCORRECT LOGO ARE IN VIOLATION OF THE GUIDELINES AND ARE NOT PERMITTED.**