

BALL-CHATHAM CUSD#5



LENWOOD

**BRAND
GUIDE**

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LEGAL NOTES

Introduction

The following brand guide provides the approved specifications to be used with the Ball-Chatham CUSD #5 brand elements. It is vital that all parties using the Ball-Chatham CUSD #5 brand elements follow this brand guide with fidelity in order to preserve and protect the Ball-Chatham brand image.

Legal Notes

Creation, application, or any use of the Glenwood brand elements must conform to approved standards as authorized by the Ball-Chatham Community Unit School District. Glenwood brand elements must be used properly on all merchandise, web, printed materials, signage, etc.

When using the Glenwood brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Ball-Chatham CUSD #5.



PRIMARY LOGO – BLOCK G

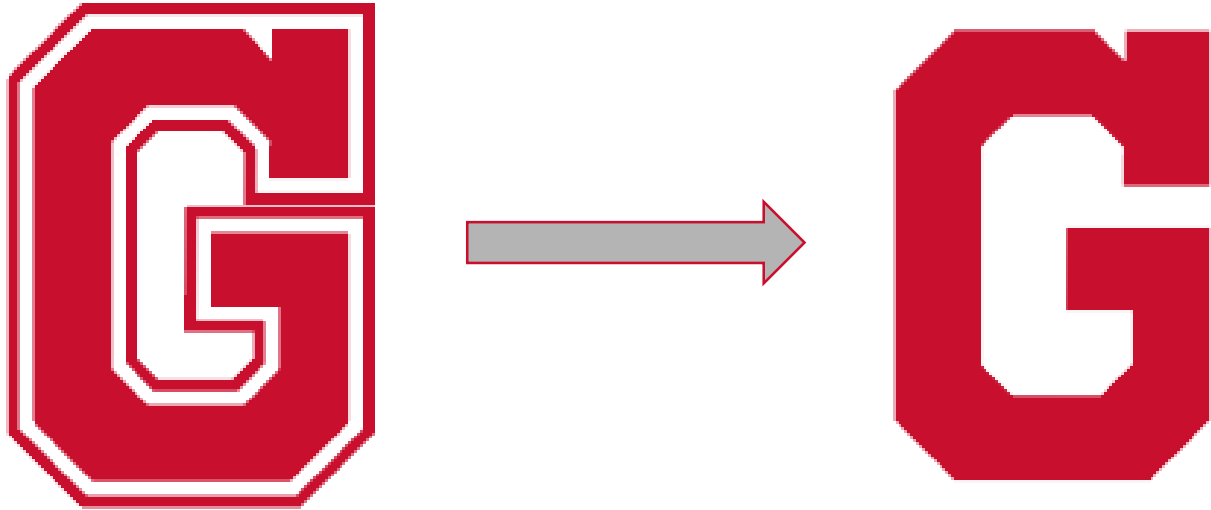
PRIMARY LOGO: BLOCK G with OUTLINE



ELECTRONIC FILES

Electronic files in EPS or AI format are available.
Original art should always be used when possible.

APPROVED LOGO MODIFICATIONS



This illustration shows our Red Block G in both outline and non-outline forms. The outline is optional. The color of the outline can be altered, modified, or removed in order to enhance the overall appearance of the Block G when used in various applications. For further examples of the Block G formatted with various outlines and shadows, see Appendix A.

LOGO RESTRICTIONS

No additional imagery can be placed directly on any approved Glenwood logo. Approved supplemental imagery can be around or behind approved Glenwood images, but no direct touching of lines between Glenwood images and secondary images. Additional imagery may be approved by the logo committee.

EXAMPLE: **APPROVED**



EXAMPLE: **NOT ALLOWED**

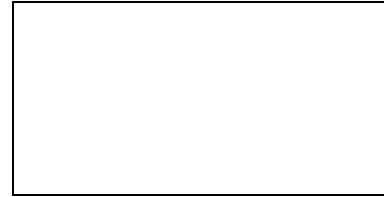


APPROVED COLORS



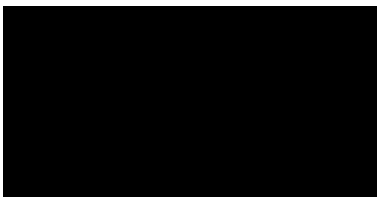
TITAN RED

Pantone PMS 186 C
Web #C8102E
CMYK C: 2 M: 100 Y: 85 K: 6
RGB R: 200 G: 16 B: 46



WHITE

Pantone White
Web #FFFFFF
CMYK C: 0 M: 0 Y: 0 K: 0
RGB R: 255 G: 255 B: 255



BLACK

Pantone Black
Web #000000
CMYK C: 50 M: 50 Y: 50 K: 100
RGB R: 0 G: 0 B: 0



GRAY

Pantone PMS 421 C
Web #B2B4B2
CMYK C: 13 M: 8 Y: 11 K: 26
RGB R: 178 G: 180 B: 178

Titan Red and White are the official approved colors of the Ball-Chatham Community Unit School District #5. Black and Gray can be used as secondary accent colors. Any other color variations require approval from designated district personnel.

GUIDELINES FOR BACKGROUNDS



The Block G logo (in either Red or White), is recommended to be used against Red, White, Black, or neutral backgrounds such as gray.

APPROVED FONTS

PRIMARY FONT: TITAN M54 (Variation of the Academic M54 font)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

**GLENWOOD
TITANS**

SECONDARY FONT: **ERAS BOLD ITC**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

GLENWOOD TITANS

Primary and Secondary Fonts will be used on buildings and grounds applications for consistent branding across the entire district.

APPENDIX A –

**SAMPLES OF BLOCK G'S WITH VARIOUS
OUTLINES AND SHADING**



**APPENDIX B –
SAMPLE TEXTS**

