



pacific beach  
ELEMENTARY SCHOOL

*Rise above.*



# brand guidelines

A school logo and mascot are meant to encourage learning, growth and inclusion. Pacific Beach Elementary School is responsible for providing a strong foundation for its students, and its brand should reflect that.

School spirit has already been created with the image of penguins, so it is naturally that the logo should begin there. A specific penguin species found in the Pacific Ocean, is the Galápagos Penguin, which was used as a base for the logo. It is shown moving upward, representing achievement and success.

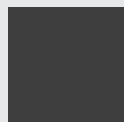
The teal coloring found in the logo isn't connected to any gender or group, creating an idea of openness. The color also represents the ocean, which is full of different organisms that work together to create a healthy and growing ecosystem.

In addition, the slogan "Rise above." matches the ocean theme, encouraging students to go beyond their expectations, and to achieve their goals.



**TEAL** (#68C9D0)

C = 55, M = 0,  
Y = 20, K = 0



**GREY** (#414042)

C = 0, M = 0,  
Y = 0, K = 90

The logo is designed with 2 colors, that assists in keeping it memorable and cost effective in printing. A dark grey is used in place of black to create a sense of softness.

## LOGO USAGE AND TREATMENTS



\* Always leave at least the length of the "p" or "b" around the entire logo so it is easily readable.

1

WITHOUT SLOGAN



2

ICON ABOVE

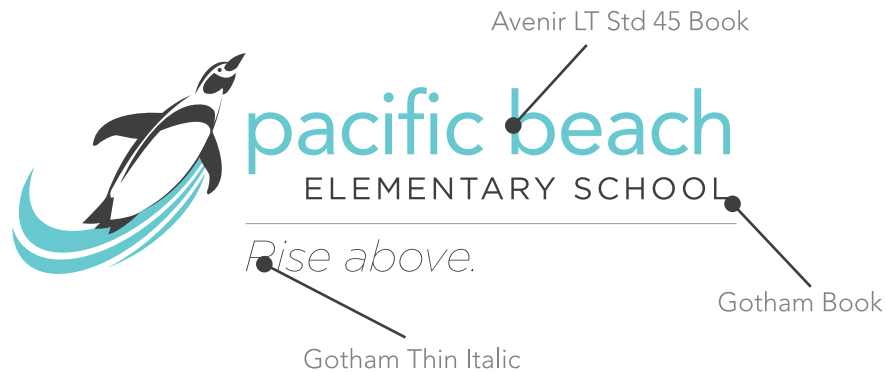


# brand guidelines

Logos must change depending on backgrounds and textures. For the new Pacific Beach Elementary School logo, it is best seen on a white background. Its two color scheme works well when shown in greyscale. This is useful when looking for affordable printing for administration staff and other office documents.

Below the logo is shown how it is best presented on four common backgrounds. These rules apply when the logo is shown long or centered.

## LOGO FONTS





# stationary

Here is an example of a clean, modern look for the stationary in the office and important documents for parents, that also encourages school spirit.

Functional and beautiful, it can keep printing costs low, looking great in both color or in black and white.





# sports and apparel

With a fun, interactive mascot and symbol like the penguin, students of all ages will enjoy showing off their school spirit.

Here are a few examples of how Pacific Beach Elementary School could showcase their colors best for sports and activities.

