



**ATHLETICS BRAND IDENTITY GUIDELINES
FOR RDTV, INTERNAL, OR MEDIA USE**

PRIMARY LOGO • PREFERRED USAGE

CENTRAL

CENTRAL

CHS

CHS

PREFERRED • USE BLACK LETTERS ON RED BACKGROUND WITH 1 THIN WHITE LINE

USE RED LETTERS ON BLACK BACKGROUND WITH 1 THIN WHITE LINE

OTHER ACCEPTABLE COLOR VARIATIONS

CENTRAL

CENTRAL

CENTRAL

CENTRAL

SECONDARY LOGO • RED DEVIL



PROTECTED AREA

THE DOTTED LINE SHOWS THE PROTECTED AREA AROUND THE PRIMARY LOGO. THIS ENSURES THAT NO OTHER GRAPHIC ELEMENTS INTERFERE WITH THE CLARITY AND INTEGRITY OF THE CHS LETTERS. USE THE LEFT SIDE OF THE C AS AN APPROXIMATE GUIDE.



PROPER ARTWORK USAGE

ALL CHS LOGOS MUST STAY AT THEIR ORIGINAL RATIO WITHOUT ANY COVERING. NO CHS LOGO SHOULD BE MODIFIED, COVERED, STRETCHED, COMPRESSED OR DISTORTED IN ANY WAY.



NO CHS LOGO SHOULD BE OUTLINED IN ANY WAY OTHER THAN HOW SPECIFIED IN THE OTHER ACCEPTABLE COLOR VARIATIONS SECTION.



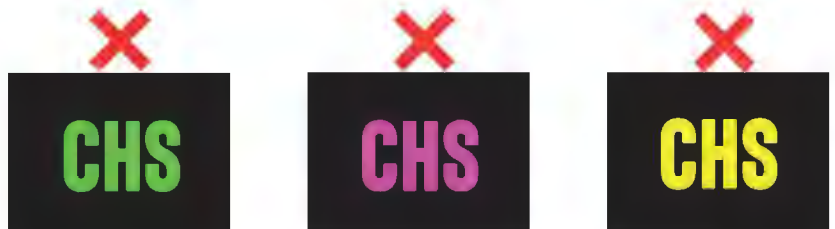
DO NOT INVERT THE COLORS OF ANY CHS LOGO INCORRECTLY. ONLY USE COLOR VARIATIONS SPECIFIED AS CORRECT IN THIS DOCUMENT.



AT NO TIME SHOULD LOGOS BE PLACED OVER EACH OTHER OR COMBINED UNLESS THE ARTWORK HAS BEEN PROVIDED OR APPROVED. OTHERWISE, ALL CHS LOGOS MUST STAND ALONE.



AT NO TIME SHOULD CHS LOGOS BE USED WITH ANY OTHER COLORS THAN THOSE SPECIFICALLY DESIGNATED IN THE COLORS SECTION.



DESIGNING WITH THE COLORS

THE OFFICIAL COLORS OF CHS ATHLETICS ARE #ED202A AND #000000. USE THESE CODES FOR DIGITAL FORMATS SUCH AS SOCIAL MEDIA, WEB AND VIDEO. THESE ARE THE ONLY COLORS THAT MAY BE USED TO DISPLAY ANY CHS LOGO DIGITALLY.



FONT USAGE

THE OFFICIAL FONT FOR THE CHS / CENTRAL IS "BISON" : ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
CAPTIONS CAN BE IN "INTEGRAL CF" : **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
OTHER FONTS ARE SUBJECT TO APPROVAL

OFFICIAL NAME

"CHS", "CHS RED DEVILS", "CENTRAL", OR "CENTRAL HIGH SCHOOL" ARE THE ONLY ACCEPTABLE USES. "CENTRAL HIGH" IS NOT ACCEPTABLE.