



Evergreen School District

Logo Usage Guidelines

The Logo Artwork

The logo was built with care and thought to the specific relationship between the elements. Do not attempt to re-create these elements. Please choose the applicable logo for your project from our library of official logo images.

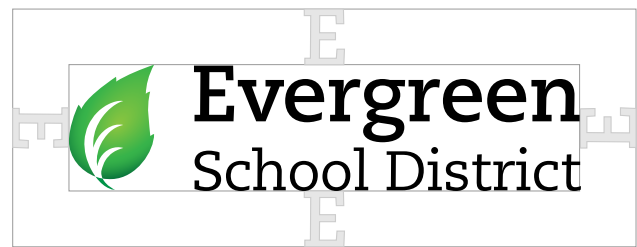
The leaf mark and type may be used as separate identifiers, but it is preferable for both to be used together whenever it is possible.



Clear Space

To protect the integrity of the Evergreen brand and achieve maximum recognition, it is important for assisting images or type to not be in direct contact with the Evergreen logo artwork.

By visually imagining a containing box around the artwork, a clear space should always be maintained that is equal to the height of the capital E.



Logo Typeface

The Evergreen logo typeface has been carefully selected should never be replaced by any other font or typeface.

Caecilia LT Std Bold
Caecilia LT Std Roman

Color

The following colors are used in the Evergreen logo. Do not change the color values. If printing or display requirements restrict the leaf mark to one color, medium green is preferred, followed by black. The logo may be reversed (in solid white) when used on a dark colored background.

Always maintain sufficient contrast between the background color and the logo color to ensure brand integrity and maximum legibility.



	Light Green	Medium Green	Dark Green	Black
RGB	139,197,63	55,179,74	0,104,56	0,0,0
CMYK	50,0,100,0	75,0,100,0	90,30,95,30	0,0,0,100
Web	#8BC53F	#37B34A	#006838	#000000
Pantone	PMS 376C	PMS 361C	PMS 7484C	PMS Black C

Improper usage

The dimensions and color of the artwork have been selected accordingly and should never be altered. Examples show improper usage:

