Congratulations for being a part of VIP Branding Powered by Varsity Brands. We hope that your school will enjoy your brand identity for decades to come! Your brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by your school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit.

To help you maintain brand consistency, we recommend you require all parties utilizing any element of your brand identity to meet the specifications outlined within this manual.

Thank you in advance and should you have any questions regarding any content involved within this brand guide, please contact VIP Branding.

Sincerely,

VIP Branding
Powered by Varsity Brands
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1.1 Introduction/Legal Notes

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The following manual provides you with specifications to accurately utilize the Chambersburg Area School District brand elements. The Chambersburg Area School District brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Chambersburg Area School District brand elements follow this manual with attention to detail in order to preserve and protect the Chambersburg Area School District brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.

Creation, application or any use of the Chambersburg Area School District brand elements must conform to approved standards as authorized by Chambersburg Area School District. Additionally, it is imperative that Chambersburg Area School District brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Chambersburg Area School District 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 Chambersburg Area School District.
Primary School Logo
Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

Wordmarks
Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

Initial(s) or Interlock
Interchangeable with Wordmarks and Activity Mark, but is more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

Activity Mark
Can be used on specific activity fashion gear, uniforms, specific club designs, specific sport designs, signage, informal letterhead, etc. (eg. Football, Baseball, etc.)

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

1. Primary Mark
2. Activity Mark
3. Primary Wordmark
4. Activity Wordmark
5. Shield
6. Mascot
7. Initial
Secondary wording in the activity logo can be changed to reflect individual names, clubs, organizations and/or sports.

The text within the banner is editable and can be customized to your needs. To do this, you will need a vector based program; such as, Adobe Illustrator or Corel Draw. Simply highlight the text and type in the name of your desired sport, club or event.

Spacing and size of lettering will need to be adjusted for any replacement text to stay cohesive with the brand.
(eg. Track and Field)

Please contact school administration for personalized logo.
When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark must be approved by the school administration.

The outline shown in Grey, in the left image, is optional. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples. See Page 3.2

If present, highlights, shadows, bevels, halftones and/or gradients may be omitted to enhance the logos in various printing applications and where limited color variations are needed.
### Approved Colors

**IDENTITY COLORS**

Navy Blue, White, and Silver Grey are the official approved colors of Chambersburg Area School District and play a major role in supporting the core visual identity of the brand.

<table>
<thead>
<tr>
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<th>Pantone Web</th>
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<tr>
<td>Navy Blue</td>
<td>PMS 2767 C</td>
<td>#13294B</td>
<td>R: 19 G: 41 B: 75</td>
</tr>
<tr>
<td>White</td>
<td>White</td>
<td>#FFFFFF</td>
<td>R: 255 G: 255 B: 255</td>
</tr>
<tr>
<td>Silver Grey</td>
<td>PMS 429 C</td>
<td>#A2AAAD</td>
<td>C: 21 M: 11 Y: 9 K: 23</td>
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Navy Blue and White are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Silver Grey should only be used as a secondary accent color.

*All VIP Branding Logos were created using the PANTONE+ Solid Coated color book.*

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.*

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.
The logo is recommended to be used against Navy Blue, White, transparent or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).
Approved Colors

ONE COLOR LOGOS
The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

Approved Colors

ACCEPTABLE COLOR VARIATIONS

In one color designs, the eyes will always be dark.

Simply inverting the color will result in a photo negative look that is not acceptable for the brand.
The approved fonts are Ohio Collegiate Regular and Nexa Bold. Ohio Collegiate Regular and Nexa Bold should always be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the school.

*VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.
NOW IT IS TIME TO
ELEVATE YOUR BRAND
WITH...

Avenue Banners
Windcreens
Wall Murals
Vinyl Banners
Flags

Pop-Up Tents
Table Cloths
Decals
Window Graphics
Media Backdrop

AND MORE!

CONTACT VIP BRANDING FOR MORE INFO!
Email: info@vipbranding.com // Phone: 888-501-1577