

EAST HIGH SCHOOL

2022 Brand Guidelines

PRIMARY LOGOS



EAST

HIGH SCHOOL

PRIMARY

For use on any East materials.



ATHLETIC

For use on any Athletic or spirit materials.

SECONDARY LOGOS



WORDMARK

For use on any East materials.

EAST

DEPARTMENT OF
World Languages

ACADEMIC | DEPARTMENTS & PROGRAMS
For use on any East materials.



BASKETBALL

ATHLETIC | TEAMS

For use on any East materials.

TERTIARY LOGO



ICONIC E WITH HALO
For use on any East materials.

**OFFICIAL
SEALS**



ACADEMIC SEAL

For use on official East High School materials (ie., graduation materials).



EAST ANGEL

**FRIENDS &
ALUMNI**

FOUNDATION

ALUMNI SEAL

For use on official East High School materials (ie., graduation materials).

COLOR & TYPOGRAPHY

COLOR

Primary



EAST CRIMSON

PANTONE 199
C 0 M 100 Y 72 K 0
R 213 G 0 B 50



HALO GOLD

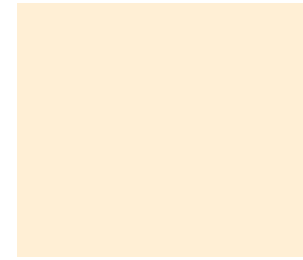
PANTONE 122
C 0 M 11 Y 80 K 0
R 254 G 209 B 65

Secondary



LEGACY MAROON

PANTONE 202
C 9 M 100 Y 64 K 48
R 134 G 38 B 51



CREAM

C 0 M 5 Y 16 K 0
R 255 G 239 B 213



BLACK

C 0 M 0 Y 0 K 100
R 0 G 0 B 0

TYPOGRAPHY

Primary (Print & Digital)

Monsterrat EXTRABOLD

Monsterrat BOLD

Monsterrat MEDIUM

Monsterrat REGULAR

Monsterrat LIGHT

Accent

Lora BOLD

Lora BOLD Italic

Lora REGULAR

Lora REGULAR Italic