

# HARBOR DAY SCHOOL

## ATHLETICS BRAND STYLE GUIDE

OCTOBER 2022



## LOGO

PRIMARY SEAHAWKS LOGO

### FORMAL SEAHAWKS STACKED

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White

HARBOR DAY SCHOOL  
SEAHAWKS

## LOGO

SEAHAWKS LOGO

## SEAHAWKS OUTLINE

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Gold, Black and White



SEAHAWKS

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## SEAHAWKS PLAIN

1 color PMS 653

Alternate 1 color options available in Gold, Black and White



SEAHAWKS

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## SEAHAWKS INLINE

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White



SEAHAWKS

## LOGO

SEAHAWKS LOGO

### SEAHAWKS OUTLINE STACKED

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White

The logo features the word "SEAHAWKS" in a large, bold, blue, outlined serif font. Below it, the word "ATHLETICS" is written in a bold, gold, sans-serif font. The two words are stacked vertically and centered.

**SEAHAWKS**  
**ATHLETICS**

## LOGO

PRIMARY ATHLETICS WORDMARK LOGO

### WORDMARK OUTLINE

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White

**HARBOR DAY SCHOOL**

## LOGO

ATHLETICS WORDMARK LOGO

## WORDMARK OUTLINE ALTERNATE

2 color PMS 653 and PMS 2007

**HARBOR DAY SCHOOL**

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## WORDMARK

1 color PMS 653

Alternate 1 color options available in Gold, Black and White

**HARBOR DAY SCHOOL**

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## WORDMARK INLINE

1 color PMS 653

**HARBOR DAY SCHOOL**

## LOGO

ATHLETICS WORDMARK LOGO

### WORDMARK OUTLINE STACKED

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White

**HARBOR DAY SCHOOL**  
**ATHLETICS**

# LOGO

ATHLETICS INITIALS LOGO

## ATHLETICS SCHOOL INITIALS OUTLINE

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White



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## ATHLETICS SCHOOL INITIALS OUTLINE

2 color PMS 2007 and PMS 653





## LOGO

ATHLETICS INITIALS LOGO

### ATHLETICS SCHOOL INITIALS

1 color PMS 653

Additional 1 color options available in Gold, Black and White



HDS

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### ATHLETICS SCHOOL INITIALS 2 TONE

2 color PMS 653 and PMS 2007



HDS

## LOGO

ATHLETICS INITIALS LOGO

### ATHLETICS INITIALS STACKED OUTLINE

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White



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### ATHLETICS INITIALS STACKED OUTLINE

2 color PMS 2007 and PMS 653



# LOGO

ATHLETICS MASCOT

## ATHLETICS MASCOT

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White



## LOGO

ATHLETICS MASCOT WITH WORDMARK

### MASCOT FORMAL WORDMARK OUTLINE STACKED

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White



## LOGO

ATHLETICS MASCOT WITH WORDMARK

### MASCOT WORDMARK OUTLINE STACKED

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White



## LOGO

ATHLETICS MASCOT WITH SEAHAWKS MARK

### MASCOT SEAHAWKS OUTLINE

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White



## LOGO

ATHLETICS MASCOT WITH SCHOOL INITIALS

### MASCOT SCHOOL INITIALS OUTLINE

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White



### MASCOT SCHOOL INITIALS OUTLINE STACKED

2 color PMS 653 and PMS 2007

Alternate 1 color options available in Blue, Gold, Black and White



# COLOR STANDARDS

## PANTONE COLOR SELECTION



**BLUE:**  
PANTONE 653 C  
RGB 50 98 149  
HEX/HTML 326295  
CMYK 84 54 3 10



**GOLD:**  
PANTONE 2007 C  
RGB 224 165 38  
HEX/HTML E0A526  
CMYK 1 31 91 5



# TYPOGRAPHY

## PRIMARY TYPOGRAPHY

HOMESTEAD

Regular, Inline, Display



Homestead Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**



Homestead Inline

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**



Homestead Display

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

# TYPOGRAPHY

## SECONDARY TYPE

GOTHAM

Bold, Regular, Light

**Aa**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

Aa

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**APPLICATIONS**

T-SHIRT ARTWORK

