BRAND BASICS

Keeping communication consistent, gaining recognition and developing our brand for Jefferson City High School.

Primary Colors

PMS 186C

C 2, M 100, Y 85, K 6
R 200, G 16, B 46
C8102E

BLACK
C 100, M 0, Y 0, K 0
R 0, G 0, B 0
000000

The Primary JC colors will be used in all communications. They should be the most prominent colors in every print and digital graphic.

Primary Font:
Cambria Bold
To be used in shorter headlines or as an accent font.

HEADLINE or Accent

Body Copy:
Gotham Book

body copy

Accent Font:
Blazing Italic
To be used sparingly as a accent to the other fonts.

Jays

These are the primary logo that may be used to represent JCHS.

Jays Seal

JC Oval

JC Oval + words

JASPER, our school mascot since the 1950s sports the red & black in a new updated look.

JASPER can also be added to and altered for sports & activities.

LOGO SAMPLES

The fonts listed below are recommended for activities.

JC Oval Activity fonts:

Hilda

OneTime

Troche

Gotham Ultra

FRESHMAN

Cambria & *Blazing Italic*

Other fonts may be used with the JC Oval with these stipulations:

1) Text must be legible

2) Text cannot overlap the JC lettering

3) Text must not exceed 130% width of the JC Oval

Troche

No more than 15% larger on either side

100%

Cambria & Blazing Italic

Hillda

Gotham Ultra - outline effect

OneTime

Freshman

Troche

Freshman - 3D and Arch Effects

Department of Communications

Jefferson City High School

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