



UPDATED 2021

**RUSSELLVILLE SCHOOL DISTRICT
BRAND / IDENTITY GRAPHIC STANDARDS**

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RUSSELLVILLE SCHOOL DISTRICT BRAND / IDENTITY GRAPHIC STANDARDS



Welcome to the Updated Russellville School District's Brand / Identity Graphic Standards. Each component within this guide has been carefully developed through a process involving input from across the school district and throughout the community, over several years and numerous meetings. As officially adopted in July, 2010, by the district's Board of Education - this will be the standard for all graphic representation of each school included. The standards guide is an important tool that will assist in magnifying each school's identity, as well as energizing student body and community spirit.

The guide has been published to assist individuals utilizing the school district's logo, in order to apply them accurately and in accordance with the standards detailed within. The logos, type-faces and colors have been carefully developed to give the schools of the district a distinct brand image, while also enhancing the "value" of the district's brand over time. Therefore, it is very important that anyone utilizing these brands strictly adhere to the uniform look and colors of each logo enclosed.

The colors represent the traditional colors used by Russellville High School throughout its most recent history, although they have now been standardized by identification with the Pantone Matching System (PMS color). Many images have been used in recent years to graphically represent the Cyclones, Whirlwinds and Gales. By utilizing the logos contained within this guide, each campus will have continuity in their brand; thus, giving each school/team a stronger presence locally, statewide and beyond.

The Russellville School District thanks you for your consideration of, and for your cooperative compliance with, these guidelines.

(This Brand / Identity Package was prepared by The Nicholson Group - A Marketing Resources Company located in Russellville, Arkansas. For the school district to fully realize the maximum value of these graphic identity / communication tools, individuals utilizing them should strictly follow the standards set forth.)



OFFICIAL RSD COLORS



PRIMARY COLORS

Color is one of the single most important components of the Russellville School District Brand / Identity Package. The colors noted here are the official colors of the district, listed as PMS spot colors and Full Color Process equivalent. Should the red tones not be available, the logo should be reproduced in black or white only. It is very important to "match" the colors noted exactly, at all times and in all applications. When unable to match this color exactly, then match as closely as possible. If close matches cannot be achieved, reproduce in black or white only.

SUPPORT COLORS

In addition to the Primary Colors, the RSD package utilizes white as an important support color. White helps to achieve contrast and add depth to most graphic applications.

PRIMARY

Cyclone Red
*Pantone® 186

SUPPORT

White

PRIMARY

Black

SECONDARY

Crimson Red
*Pantone® 1815

***Please note:** Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this guide are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

Full Color Process equivalent

PRIMARY

Cyclone Red
C-12%, M-100%, K-91%, Y-3%

SECONDARY

Crimson Red
C-31%, M-92%, K-81%, Y-36%

OAKLAND HEIGHTS PRIMARY LOGOS

primary logo / primary icon tail / nameplate / primary icon



LOGO PANTONE COLORS

PMS YELLOW 116



PMS PROCESS BLUE



PMS WHITE



PMS 124



OAKLAND HEIGHTS LOGOS - 1 COLOR

primary logo / primary icon tail / nameplate / primary icon



OAKLAND HEIGHTS LOGOS - B&W

primary logo / primary icon tail / nameplate / primary icon



OAKLAND HEIGHTS LOGOS - B&W

primary logo / primary icon tail / nameplate / primary icon



OAKLAND HEIGHTS SECONDARY LOGOS

secondary logo / secondary icon tail / nameplate / secondary icon



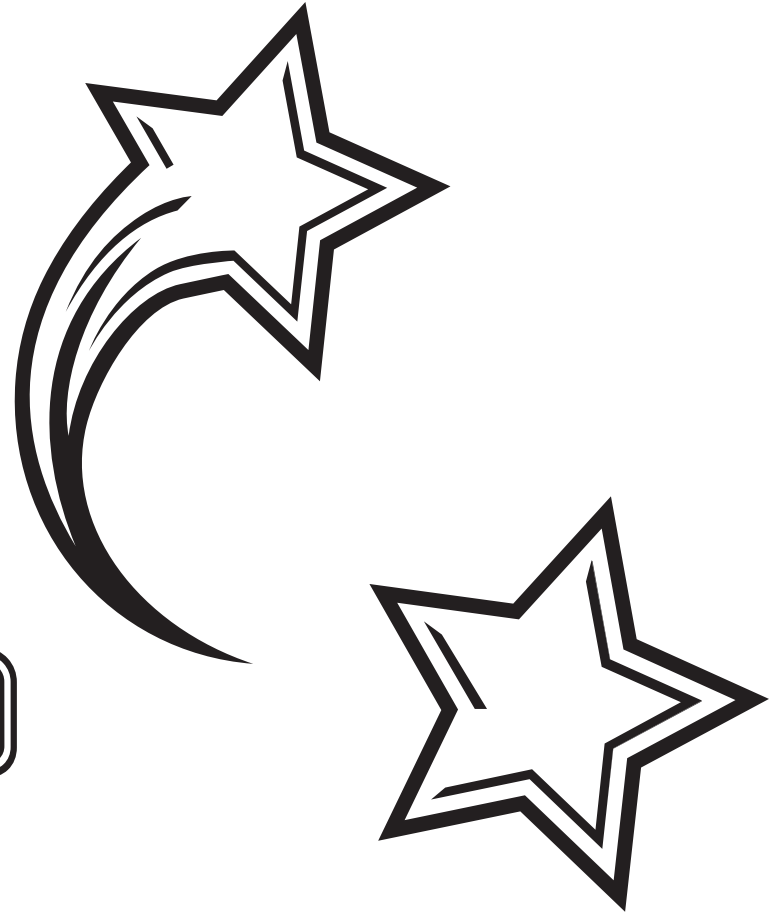
OAKLAND HEIGHTS LOGOS - 1 COLOR

secondary logo / secondary icon tail / nameplate / secondary icon



OAKLAND HEIGHTS LOGOS - B&W

secondary logo / secondary icon tail / nameplate / secondary icon



OAKLAND HEIGHTS LOGOS - B&W

secondary logo / secondary icon tail / nameplate / secondary icon



LONDON PRIMARY LOGOS

primary logo / icon only / nameplate / paw print



LOGO PANTONE COLORS

PMS ORANGE 021



PMS REFLEX BLUE



PMS WHITE



PMS 173



PMS GREY 420



LONDON LOGOS - 1 COLOR

primary logo / icon only / nameplate / paw print



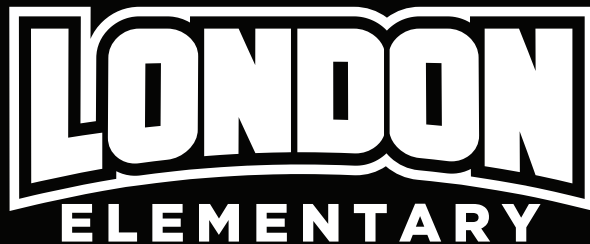
LONDON LOGOS - B&W

primary logo / icon only / nameplate / paw print



LONDON LOGOS - B&W

primary logo / icon only / nameplate / paw print



DWIGHT PRIMARY LOGOS

primary logo / icon only / nameplate



LOGO PANTONE COLORS

PMS RED 186



PMS BLACK



PMS WHITE



PMS 1815



DWIGHT LOGOS - 1 COLOR

primary logo / icon only / nameplate



DWIGHT LOGOS - B&W

primary logo / icon only / nameplate



DWIGHT LOGOS - B&W

primary logo / icon only / nameplate



CRAWFORD PRIMARY LOGOS

primary logo / secondary logo / icon only / nameplate



LOGO PANTONE COLORS

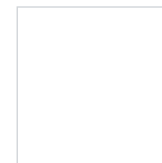
PMS RED 186



PMS BLACK



PMS WHITE



PMS 1815



PMS GREY 427



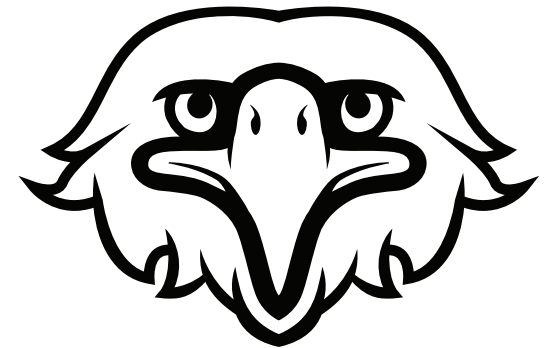
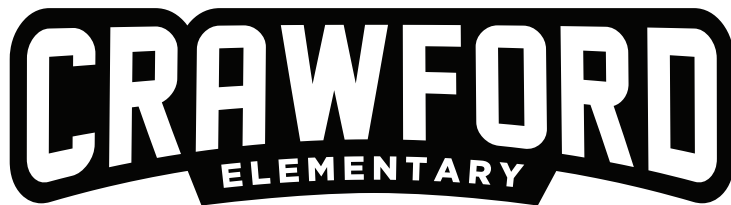
CRAWFORD LOGOS - 1 COLOR

primary logo / secondary logo / icon only / nameplate



CRAWFORD LOGOS - B&W

primary logo / secondary logo / icon only / nameplate



CRAWFORD LOGOS - B&W

primary logo / secondary logo / icon only / nameplate



CENTER VALLEY PRIMARY LOGOS

primary logo / icon only / nameplate / paw print



LOGO PANTONE COLORS

PMS BLUE 300



PMS BLACK



PMS WHITE

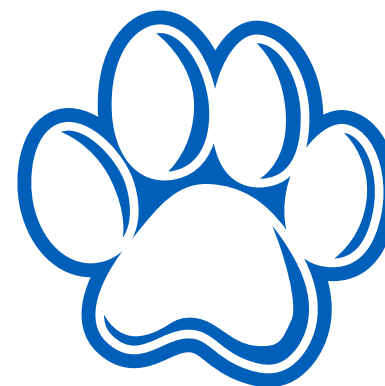


PMS 302



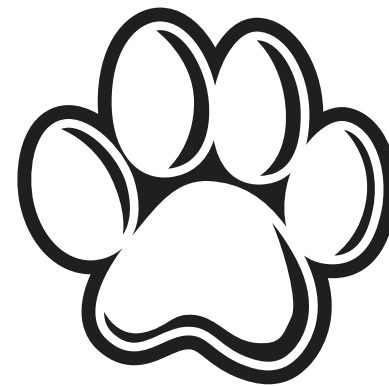
CENTER VALLEY LOGOS - 1 COLOR

primary logo / icon only / nameplate / paw print



CENTER VALLEY LOGOS - B&W

primary logo / icon only / nameplate / paw print



CENTER VALLEY LOGOS - B&W

primary logo / icon only / nameplate / paw print



SEQUOYAH PRIMARY LOGOS

primary logo / icon only / nameplate



LOGO PANTONE COLORS

PMS TEAL 3262

PMS LIME GREEN 375

PMS YELLOW 108

PMS AMBER 116



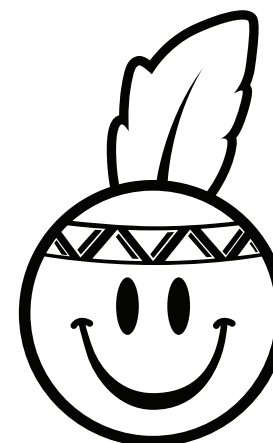
SEQUOYAH LOGOS - 1 COLOR

primary logo / icon only / nameplate



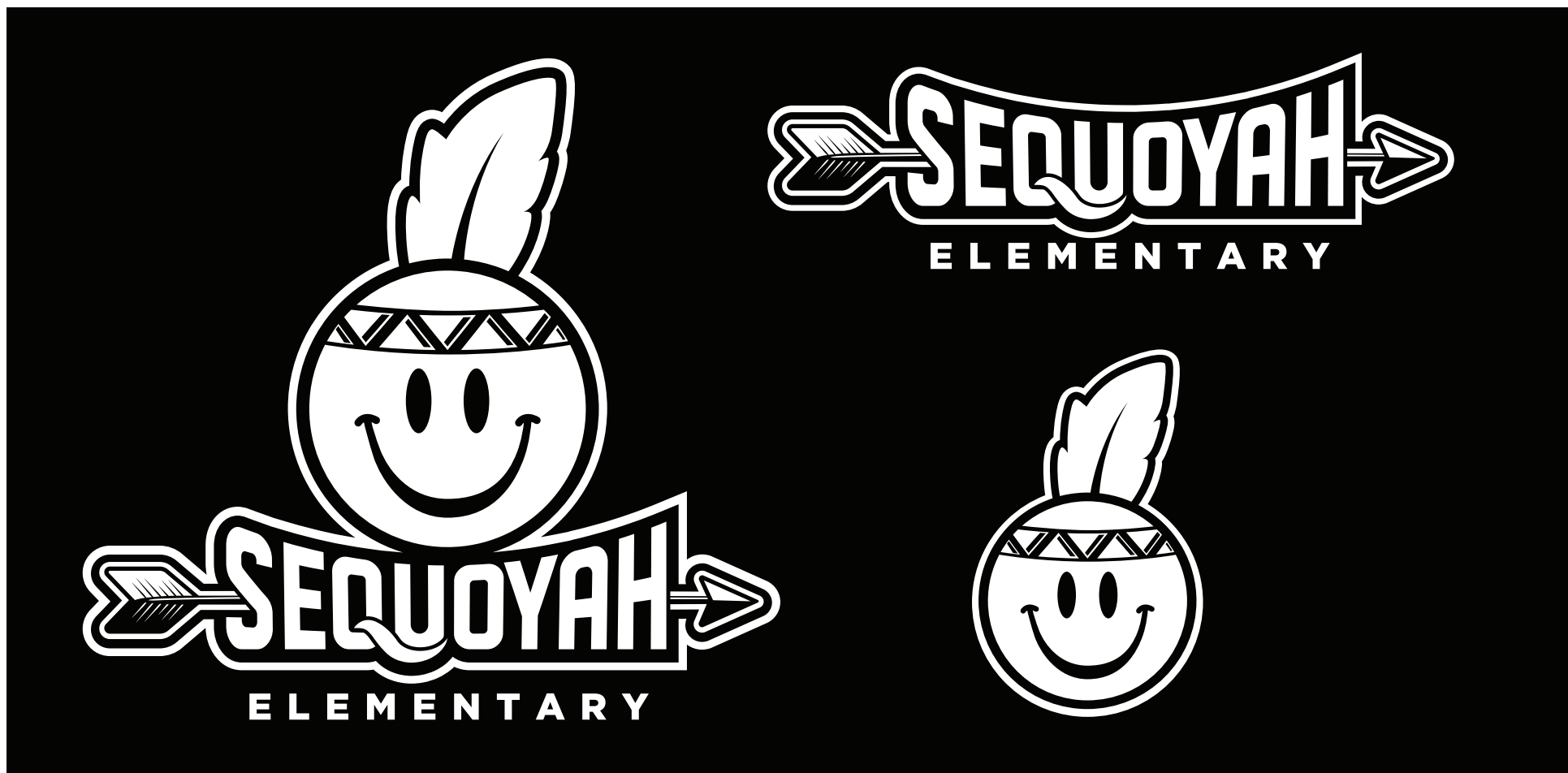
SEQUOYAH LOGOS - B&W

primary logo / icon only / nameplate



SEQUOYAH LOGOS - B&W

primary logo / icon only / nameplate



RUSSELLVILLE INTERMEDIATE SCHOOL PRIMARY LOGOS

primary logo / icon only / nameplate



LOGO PANTONE COLORS

PMS RED 186 CP



PMS 422 CP



PMS BLACK



PMS 1815 CP



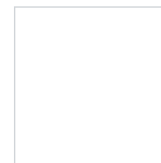
PMS 424 CP



PMS 420 CP



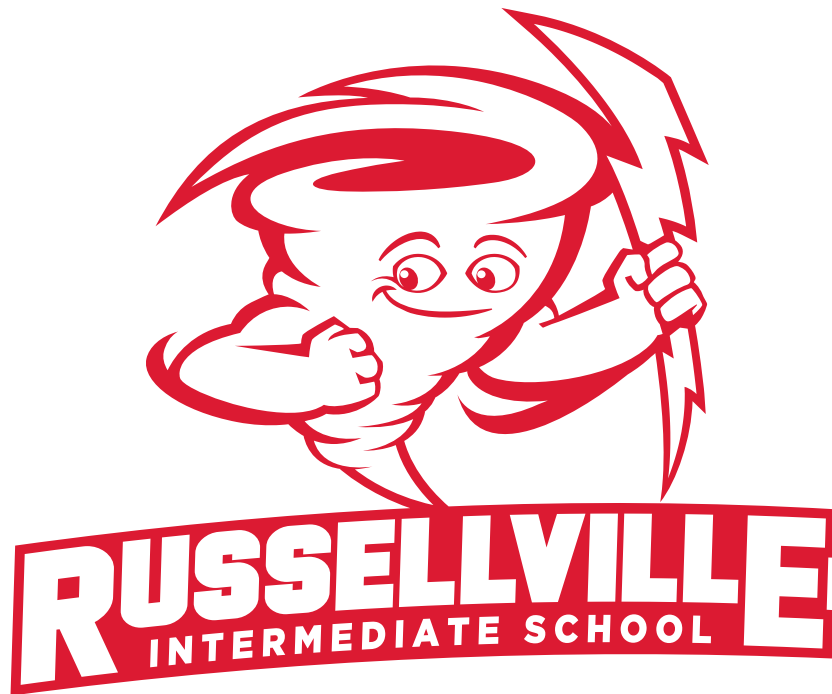
PMS WHITE



RUSSELLVILLE INTERMEDIATE SCHOOL

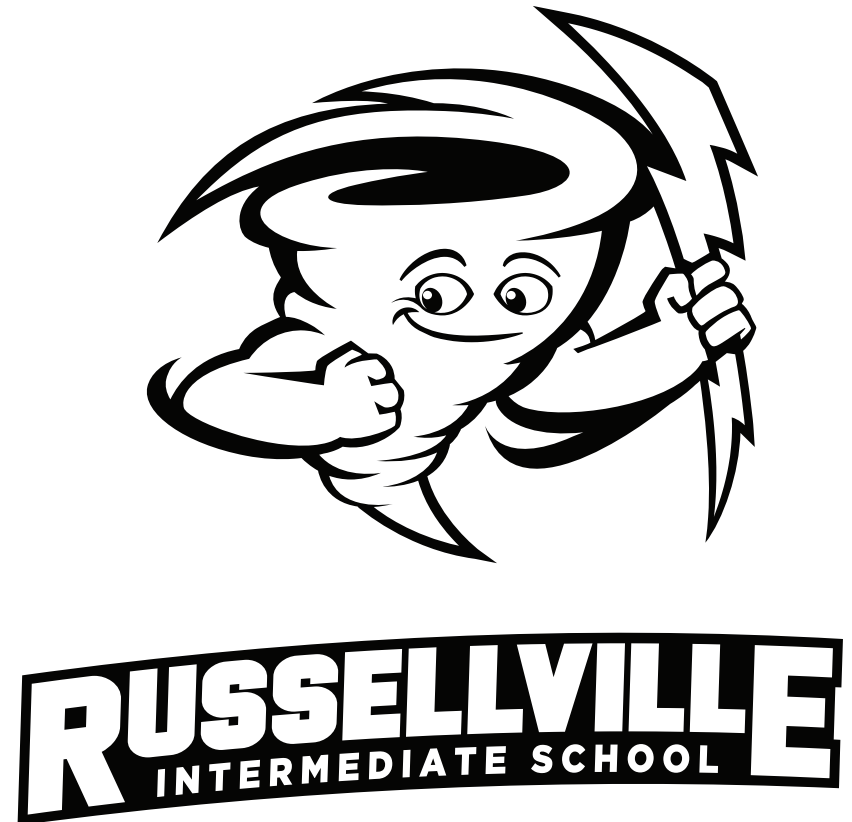
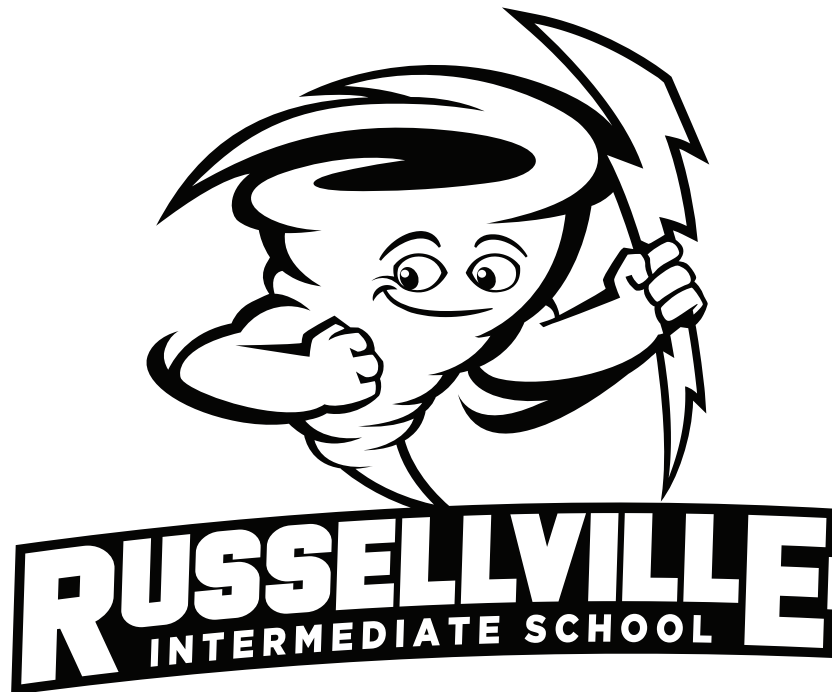
LOGOS - 1 COLOR

primary logo / icon only / nameplate



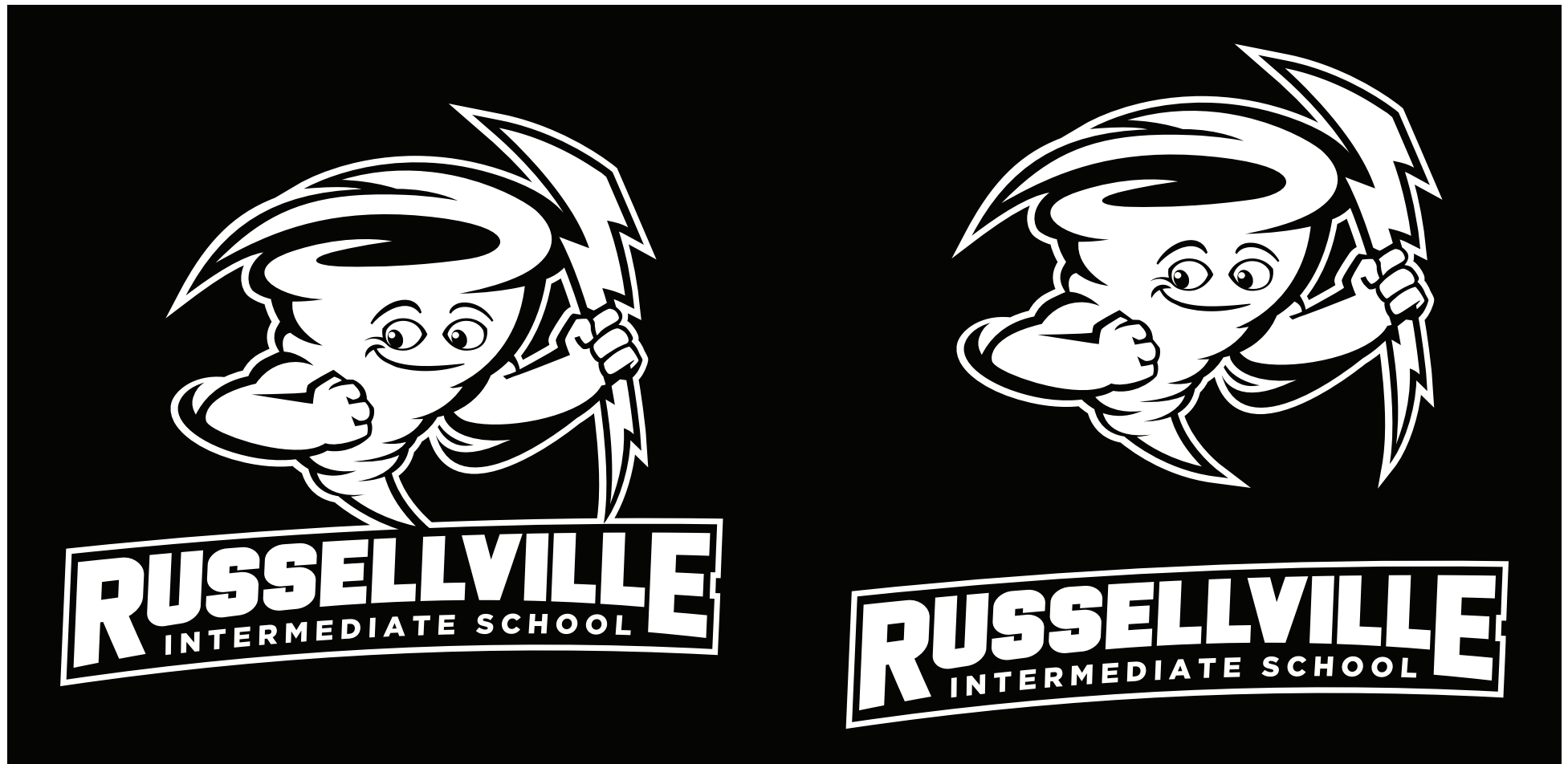
RUSSELLVILLE INTERMEDIATE SCHOOL LOGOS - B&W

primary logo / icon only / nameplate



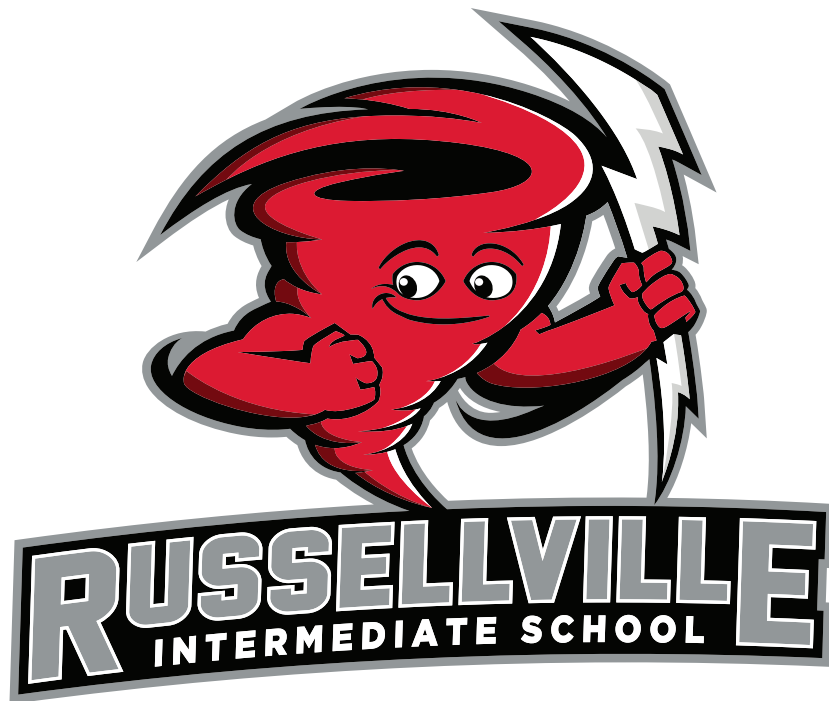
RUSSELLVILLE INTERMEDIATE SCHOOL LOGOS - B&W

primary logo / icon only / nameplate



RUSSELLVILLE INTERMEDIATE SCHOOL ALTERNATE LOGOS

alternate logo / alternate nameplate



RUSSELLVILLE INTERMEDIATE SCHOOL

ALTERNATE LOGOS

alternate nameplates (straight)



RUSSELLVILLE INTERMEDIATE SCHOOL
ALTERNATE LOGOS - 1 COLOR
alternate nameplates (straight)



RUSSELLVILLE INTERMEDIATE SCHOOL
ALTERNATE LOGOS - B&W
alternate nameplates (straight)



RUSSELLVILLE STORMS PRIMARY LOGOS

primary logo / nameplate / nameplate (straight)



RUSSELLVILLE STORMS LOGOS - 1 COLOR

primary logo / nameplate / nameplate (straight)



RUSSELLVILLE STORMS LOGOS - B&W

primary logo / nameplate / nameplate (straight)



RUSSELLVILLE STORMS LOGOS - B&W

primary logo / nameplate / nameplate (straight)



RUSSELLVILLE STORMS

ALTERNATE LOGOS

alternate nameplate / alternate nameplate (straight)



RUSSELLVILLE STORMS
ALTERNATE LOGOS - 1 COLOR
alternate nameplate / alternate nameplate (straight)



RIS LETTERS NAMEPLATE

primary nameplate



RIS LETTERS NAMEPLATE - 1 COLOR

primary nameplate



RIS

RIS LETTERS NAMEPLATE - B&W

primary nameplates



RIS



RMS, RJHS & RHS PRIMARY LOGOS



RMS PRIMARY LOGO



RJHS PRIMARY LOGO



RHS PRIMARY LOGO



PRIMARY LOGOS SHOWN ON BLACK BACKGROUND TO REVEAL AN INTENTIONAL WHITE BORDER

RMS, RJHS & RHS SECONDARY LOGOS



RMS SECONDARY LOGOS



RJHS SECONDARY LOGOS



RHS SECONDARY LOGOS



RMS, RJHS & RHS TERTIARY LOGOS



RMS TERTIARY LOGOS



RJHS TERTIARY LOGOS



RHS TERTIARY LOGOS



RMS, RJHS & RHS NAMEPLATES



RMS Acceptable Nameplate Variations

**RUSSELLVILLE
GALES**

**RUSSELLVILLE
GALES**

**RUSSELLVILLE
GALES**

**RUSSELLVILLE
GALES**

RJHS Acceptable Nameplate Variations

**RUSSELLVILLE
WHIRLWINDS**

**RUSSELLVILLE
WHIRLWINDS**

**RUSSELLVILLE
WHIRLWINDS**

**RUSSELLVILLE
WHIRLWINDS**

RHS Acceptable Nameplate Variations

**RUSSELLVILLE
CYCLONES**

**RUSSELLVILLE
CYCLONES**

**RUSSELLVILLE
CYCLONES**

**RUSSELLVILLE
CYCLONES**

THE RUSSELLVILLE "R" BRAND



Acceptable Variations



Acceptable Variations
on Black Background



Color Variations



White artwork shown
on black swatch for reference.



RMS
Acceptable Variations



Color Variations



RJHS
Acceptable Variations



Color Variations



RHS
Acceptable Variations



Color Variations



ADDITIONAL RUSSELLVILLE "R" BRAND
"FLASH" SIG R
(FOR BASEBALL & SOFTBALL ONLY)



ADDITIONAL RUSSELLVILLE "R" BRAND "FLASH" SIG R (FOR BASEBALL & SOFTBALL ONLY)



Original "Flash" Sig R



Original on Black Background



Acceptable Curved Variation



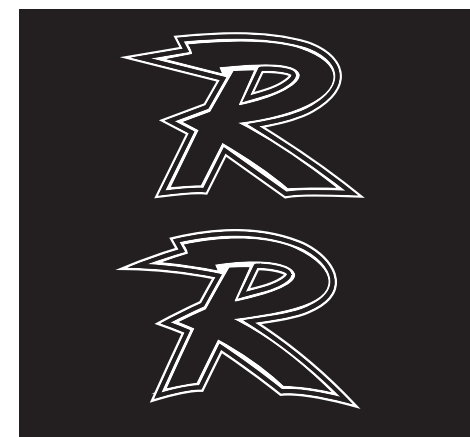
Curved Variation
on Black Background



Color Variations



Acceptable Black Variations
on Black Background



ADDITIONAL RUSSELLVILLE "R" BRAND
"FLASH" SIG R (NO BEVEL)
(FOR BASEBALL & SOFTBALL ONLY)



ADDITIONAL RUSSELLVILLE "R" BRAND

"FLASH" SIG R (NO BEVEL)

(FOR BASEBALL & SOFTBALL ONLY)



"Flash" Sig R (No Bevel)



Sig R (No Bevel) on Black Background



Acceptable Curved Variation



Curved Variation on Black Background



RSD CUSTOM "CYCLONE" TYPEFACE



RUSSELLVILLE

GALES

WHIRLWINDS

CYCLONES

GO GALES

GO WHIRLWINDS

GO CYCLONES

GALE PRIDE

WHIRLWIND PRIDE

CYCLONE PRIDE

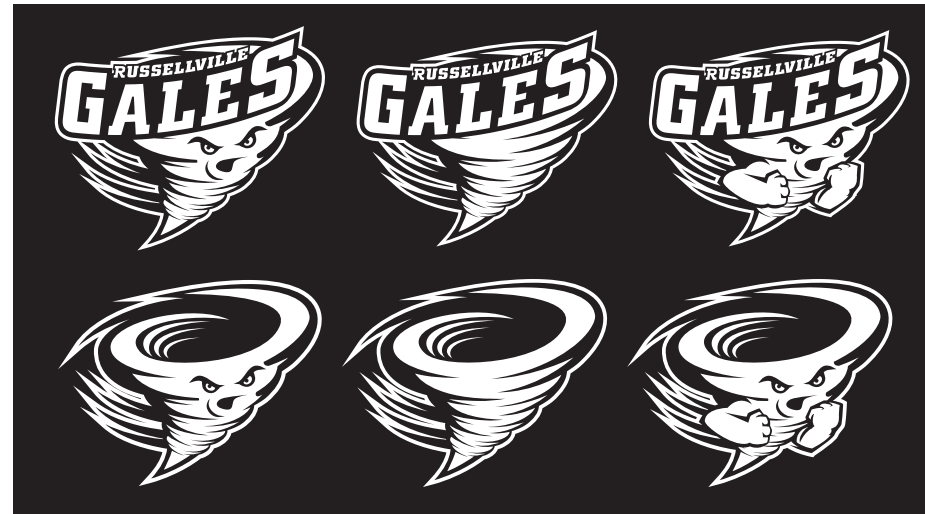
**CRIMSON
CYCLONES**

BIG RED

RMS COLOR VARIATIONS



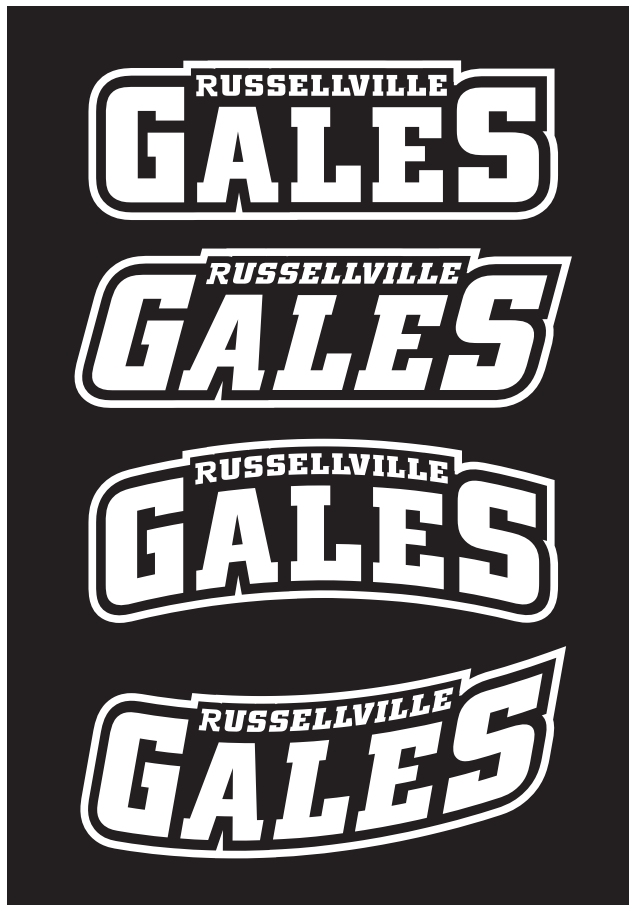
White artwork shown
on black swatch for reference.



RMS NAMEPLATE COLOR VARIATIONS



White artwork shown
on black swatch for reference.



RUSSELLVILLE MIDDLE SCHOOL UPDATED PRIMARY LOGOS

primary logo / nameplate / nameplate (straight)



LOGO PANTONE COLORS

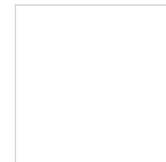
PMS RED 186



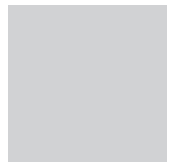
PMS 1815



PMS WHITE



PMS 427



RUSSELLVILLE MIDDLE SCHOOL UPDATED LOGOS - 1 COLOR

primary logo / nameplate / nameplate (straight)



RUSSELLVILLE MIDDLE SCHOOL UPDATED LOGOS - B&W

primary logo / nameplate / nameplate (straight)



RUSSELLVILLE MIDDLE SCHOOL UPDATED LOGOS - B&W

primary logo / nameplate / nameplate (straight)



RMS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - nameplates



GALES
FOOTBALL

GALES
FOOTBALL

GALES
FOOTBALL

GALES
FOOTBALL

GALES
BASKETBALL

GALES
BASKETBALL

GALES
BASKETBALL

GALES
BASKETBALL

GALES
VOLLEYBALL

GALES
VOLLEYBALL

GALES
VOLLEYBALL

GALES
VOLLEYBALL

GALES
CROSS COUNTRY

GALES
CROSS COUNTRY

GALES
CROSS COUNTRY

GALES
CROSS COUNTRY

GALES
TRACK & FIELD

GALES
TRACK & FIELD

GALES
TRACK & FIELD

GALES
TRACK & FIELD

GALES
SPIRIT SQUAD

GALES
SPIRIT SQUAD

GALES
SPIRIT SQUAD

GALES
SPIRIT SQUAD

RMS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - band



Official Uniform Shirt

Front Left Chest of Shirt



Full Back of Shirt



RMS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - football



GALES
FOOTBALL



GALES
FOOTBALL

LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS 1615



PMS 1595



PMS WHITE



PMS 116



RMS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - basketball



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS 166



PMS 1615



PMS WHITE



RMS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - volleyball



LOGO PANTONE COLORS

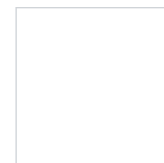
PMS RED 186



PMS 1815



PMS WHITE



PMS 468



RMS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - cross country



RMS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - track & field



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS WHITE



PMS 185



RMS SPORTS, CLUBS & ORGANIZATIONS

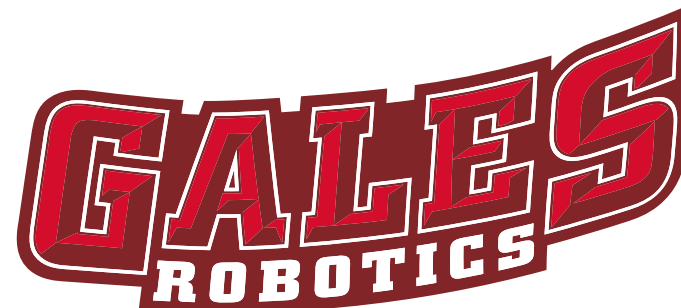
ALTERNATES - spirit squad



RMS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - spirit squad con't



RMS SPORTS, CLUBS & ORGANIZATIONS
ALTERNATES - robotics



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS 427



PMS 429



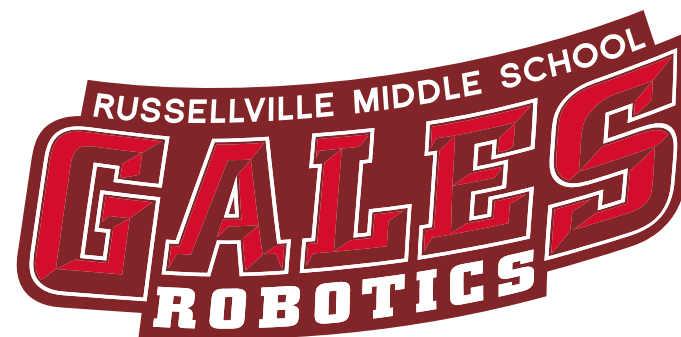
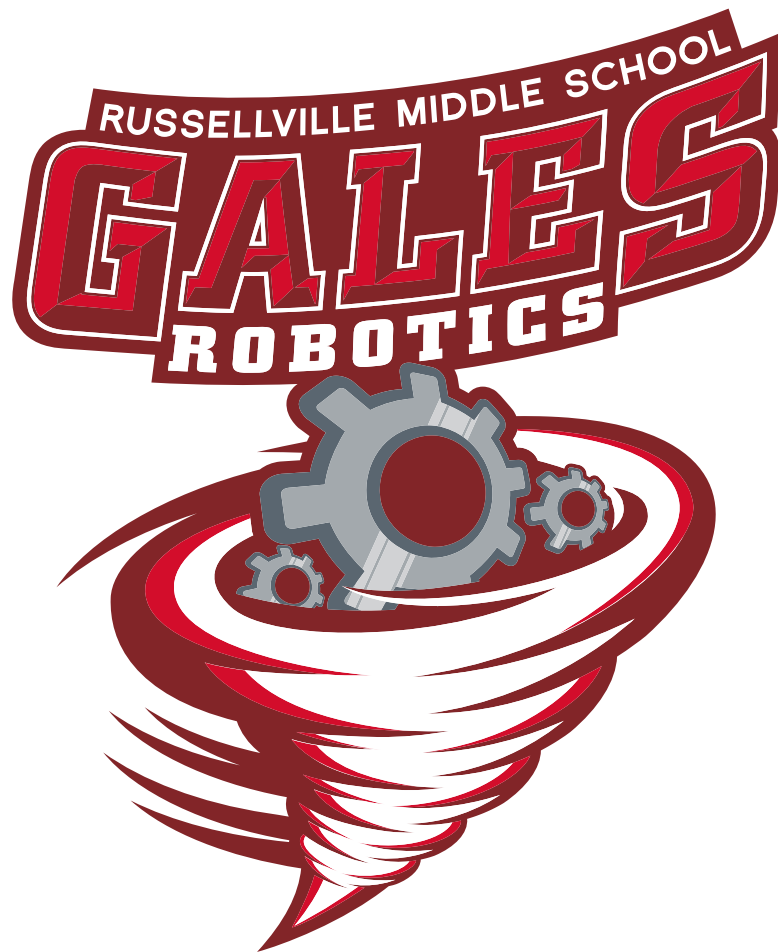
PMS 431



PMS WHITE



RMS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - robotics con't



RJHS COLOR VARIATIONS



White artwork shown
on black swatch for reference.



RJHS NAMEPLATE COLOR VARIATIONS



White artwork shown
on black swatch for reference.



RJHS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - nameplates



WHIRLWIND
ACADEMICS

WHIRLWIND
ATHLETICS

WHIRLWIND
BAND

WHIRLWIND
BASKETBALL

WHIRLWIND
CHEER LEADER

WHIRLWIND
CHEER

WHIRLWIND
CROSS COUNTRY

WHIRLWIND
DANCE

WHIRLWIND
FOOTBALL

WHIRLWIND
TRACK & FIELD

WHIRLWIND
VOLLEYBALL

WHIRLWIND
ACADEMICS

WHIRLWIND
ATHLETICS

WHIRLWIND
BAND

WHIRLWIND
BASKETBALL

WHIRLWIND
CHEER LEADER

WHIRLWIND
CHEER

WHIRLWIND
CROSS COUNTRY

WHIRLWIND
DANCE

WHIRLWIND
FOOTBALL

WHIRLWIND
TRACK & FIELD

WHIRLWIND
VOLLEYBALL

WHIRLWIND
ACADEMICS

WHIRLWIND
ATHLETICS

WHIRLWIND
BAND

WHIRLWIND
BASKETBALL

WHIRLWIND
CHEER LEADER

WHIRLWIND
CHEER

WHIRLWIND
CROSS COUNTRY

WHIRLWIND
DANCE

WHIRLWIND
FOOTBALL

WHIRLWIND
TRACK & FIELD

WHIRLWIND
VOLLEYBALL

WHIRLWIND
ACADEMICS

WHIRLWIND
ATHLETICS

WHIRLWIND
BAND

WHIRLWIND
BASKETBALL

WHIRLWIND
CHEER LEADER

WHIRLWIND
CHEER

WHIRLWIND
CROSS COUNTRY

WHIRLWIND
DANCE

WHIRLWIND
FOOTBALL

WHIRLWIND
TRACK & FIELD

WHIRLWIND
VOLLEYBALL

RJHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - academics



RJHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - athletics

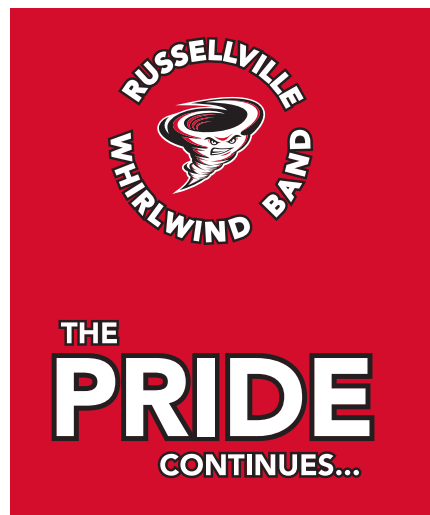
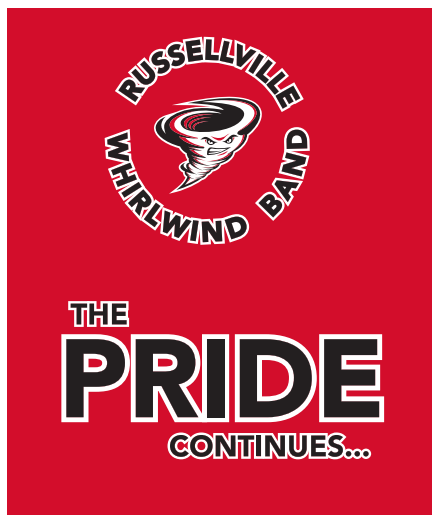


RJHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - band



Official Uniform Shirt



RJHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - basketball



LOGO PANTONE COLORS

PMS RED 186



PMS 166



PMS 1615



PMS BLACK



PMS WHITE



RJHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - cheer



RJHS SPORTS, CLUBS & ORGANIZATIONS
ALTERNATES - cross country



RJHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - dance



RJHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - football



LOGO PANTONE COLORS

PMS RED 186



PMS 1615



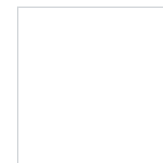
PMS 1595



PMS BLACK



PMS WHITE



PMS 116



RJHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - track & field



RJHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - volleyball

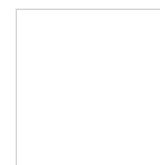


LOGO PANTONE COLORS

PMS RED 186



PMS WHITE



PMS 468



PMS BLACK



RJHS SPORTS, CLUBS & ORGANIZATIONS
ALTERNATES - robotics

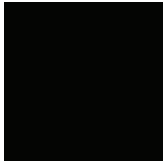


LOGO PANTONE COLORS

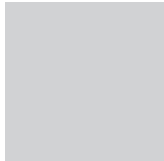
PMS RED 186



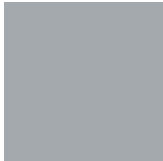
PMS BLACK



PMS 427



PMS 429



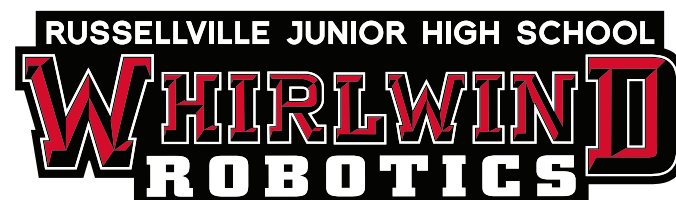
PMS 431



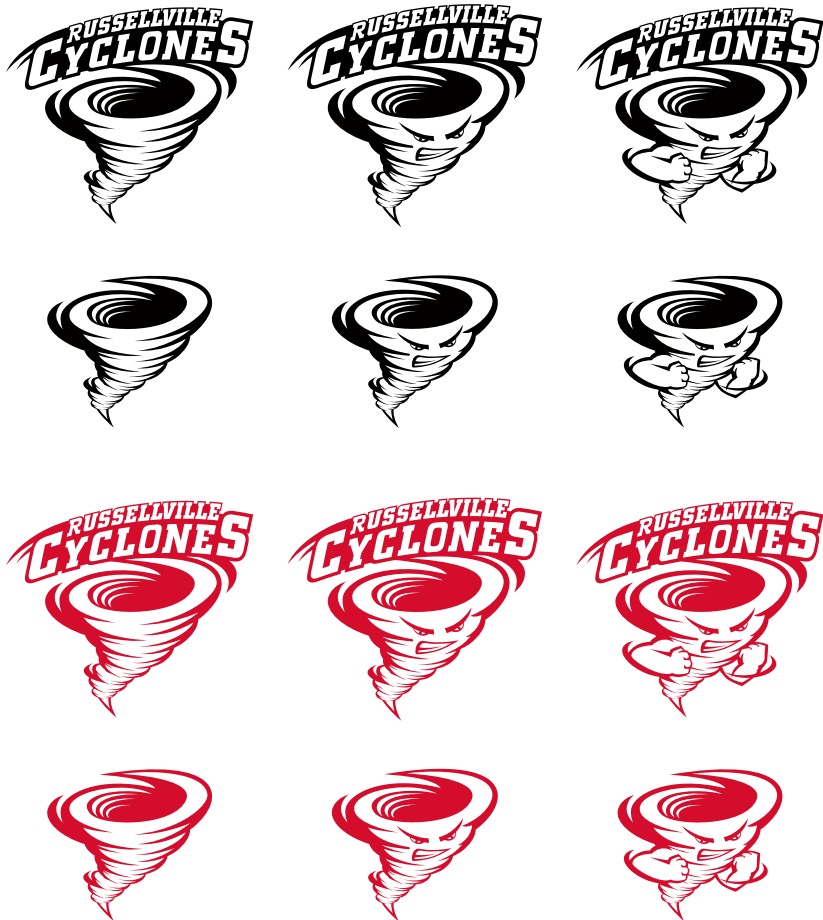
PMS WHITE



RJHS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - robotics con't



RHS COLOR VARIATIONS



White artwork shown
on black swatch for reference.



RHS NAMEPLATE COLOR VARIATIONS



White artwork shown
on black swatch for reference.



RHS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - nameplates



CYCLONE
ACADEMICS

CYCLONE
ATHLETICS

CYCLONE
BAND

CYCLONE
BASEBALL

CYCLONE
BASKETBALL

CYCLONE
CHEER

CYCLONE
CHEER LEADER

CYCLONE
CHOIR

CYCLONE
CROSS COUNTRY

CYCLONE
DANCE

CYCLONE
ACADEMICS

CYCLONE
ATHLETICS

CYCLONE
BAND

CYCLONE
BASEBALL

CYCLONE
BASKETBALL

CYCLONE
CHEER

CYCLONE
CHEER LEADER

CYCLONE
CHOIR

CYCLONE
CROSS COUNTRY

CYCLONE
DANCE

CYCLONE
ACADEMICS

CYCLONE
ATHLETICS

CYCLONE
BAND

CYCLONE
BASEBALL

CYCLONE
BASKETBALL

CYCLONE
CHEER

CYCLONE
CHEER LEADER

CYCLONE
CHOIR

CYCLONE
CROSS COUNTRY

CYCLONE
DANCE

CYCLONE
ACADEMICS

CYCLONE
ATHLETICS

CYCLONE
BAND

CYCLONE
BASEBALL

CYCLONE
BASKETBALL

CYCLONE
CHEER

CYCLONE
CHEER LEADER

CYCLONE
CHOIR

CYCLONE
CROSS COUNTRY

CYCLONE
DANCE

RHS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - nameplates con't



CYCLONE
FOOTBALL

CYCLONE
GOLF

CYCLONE
SOCCER

CYCLONE
SOFTBALL

CYCLONE
SWIM

CYCLONE
TENNIS

CYCLONE
TRACK & FIELD

CYCLONE
VOLLEYBALL

CYCLONE
WRESTLING

CYCLONE
FOOTBALL

CYCLONE
GOLF

CYCLONE
SOCCER

CYCLONE
SOFTBALL

CYCLONE
SWIM

CYCLONE
TENNIS

CYCLONE
TRACK & FIELD

CYCLONE
VOLLEYBALL

CYCLONE
WRESTLING

CYCLONE
FOOTBALL

CYCLONE
GOLF

CYCLONE
SOCCER

CYCLONE
SOFTBALL

CYCLONE
SWIM

CYCLONE
TENNIS

CYCLONE
TRACK & FIELD

CYCLONE
VOLLEYBALL

CYCLONE
WRESTLING

CYCLONE
FOOTBALL

CYCLONE
GOLF

CYCLONE
SOCCER

CYCLONE
SOFTBALL

CYCLONE
SWIM

CYCLONE
TENNIS

CYCLONE
TRACK & FIELD

CYCLONE
VOLLEYBALL

CYCLONE
WRESTLING

RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - academics



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - athletics



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - band



Official Uniform Shirt



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - baseball



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS BLACK



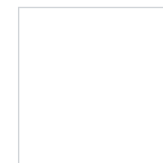
PMS 468



PMS 7511



PMS WHITE



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - basketball



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS 166



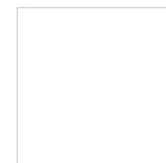
PMS 1615



PMS BLACK

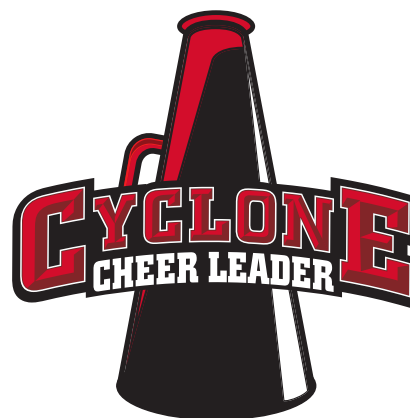


PMS WHITE



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - cheer





RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - cross country



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - dance



RHS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - football



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS 1615



PMS 1595



PMS BLACK



PMS WHITE



PMS 116



PMS HEXACHROME GREEN



RHS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - football con't



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - golf



LOGO PANTONE COLORS

PMS RED 186



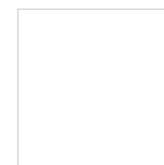
PMS 1815



PMS BLACK



PMS WHITE



PMS 427



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - soccer



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS BLACK



PMS WHITE



PMS 468



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - softball



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



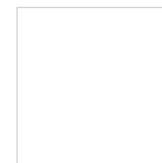
PMS BLACK



PMS 7511



PMS WHITE



PMS 3945



PMS 389



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - swim



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS BLACK



PMS WHITE

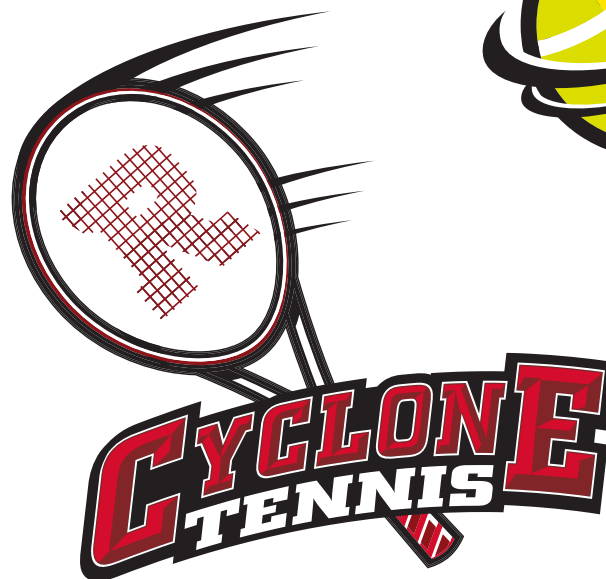


PMS PROCESS CYAN



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - tennis



LOGO PANTONE COLORS

PMS RED 186



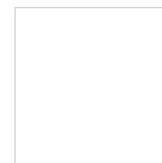
PMS 1815



PMS BLACK



PMS WHITE



PMS 3945



PMS 389



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - track & field



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS BLACK



PMS WHITE



PMS 185



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - volleyball



LOGO PANTONE COLORS

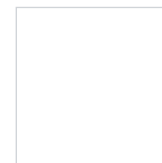
PMS RED 186



PMS 1815



PMS WHITE



PMS 468



PMS BLACK



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - wrestling



RHS SPORTS, CLUBS & ORGANIZATIONS
ALTERNATES - robotics



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS BLACK



PMS 427



PMS 429



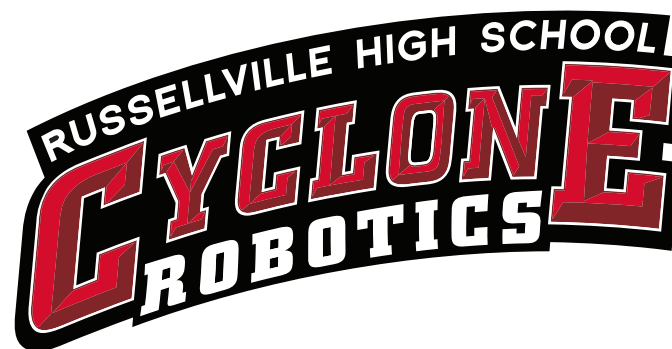
PMS 431



PMS WHITE

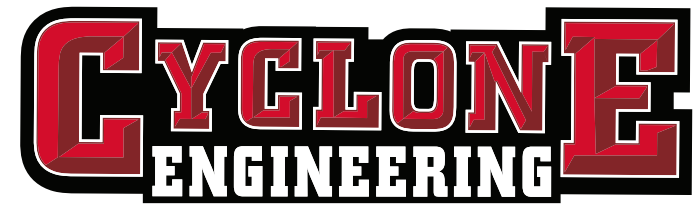


RHS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - robotics con't



RHS SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - engineering

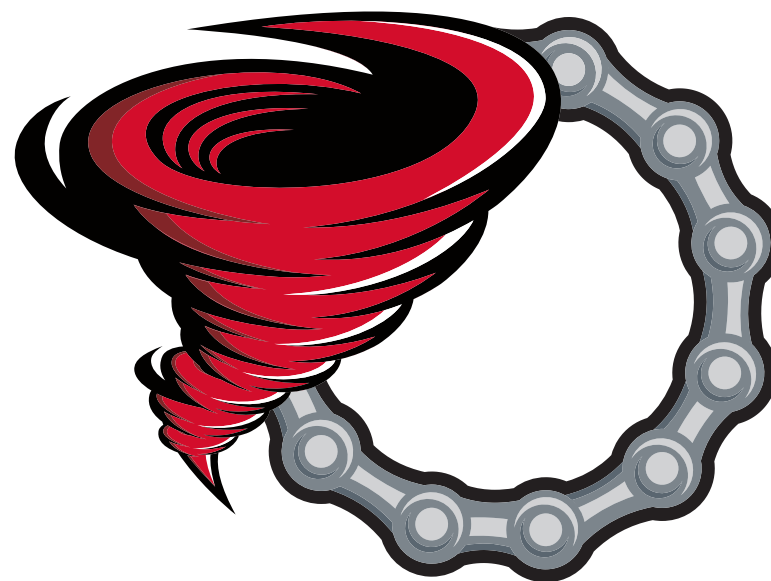


RHS SPORTS, CLUBS & ORGANIZATIONS ALTERNATES - engineering con't



RSD SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - cyclone cycling



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS BLACK



PMS 427



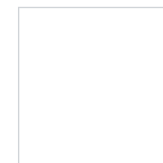
PMS 430



PMS 431



PMS WHITE



RSD SPORTS, CLUBS & ORGANIZATIONS
ALTERNATES - cyclone cycling con't

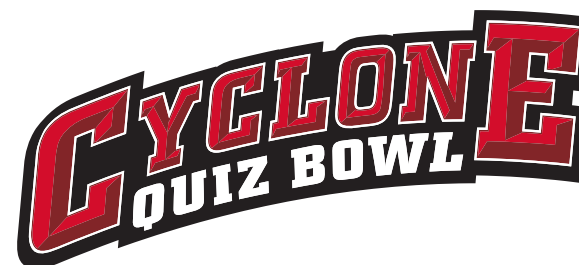
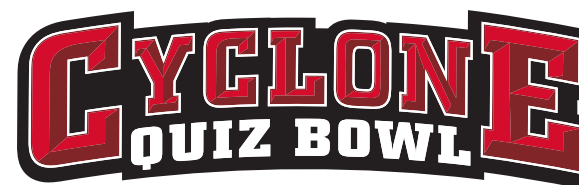


CYCLONE
CYCLING

CYCLONE
CYCLING

RSD SPORTS, CLUBS & ORGANIZATIONS

ALTERNATES - cyclone quiz bowl



LOGO PANTONE COLORS

PMS RED 186



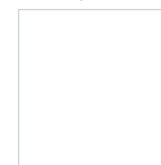
PMS 1815



PMS BLACK

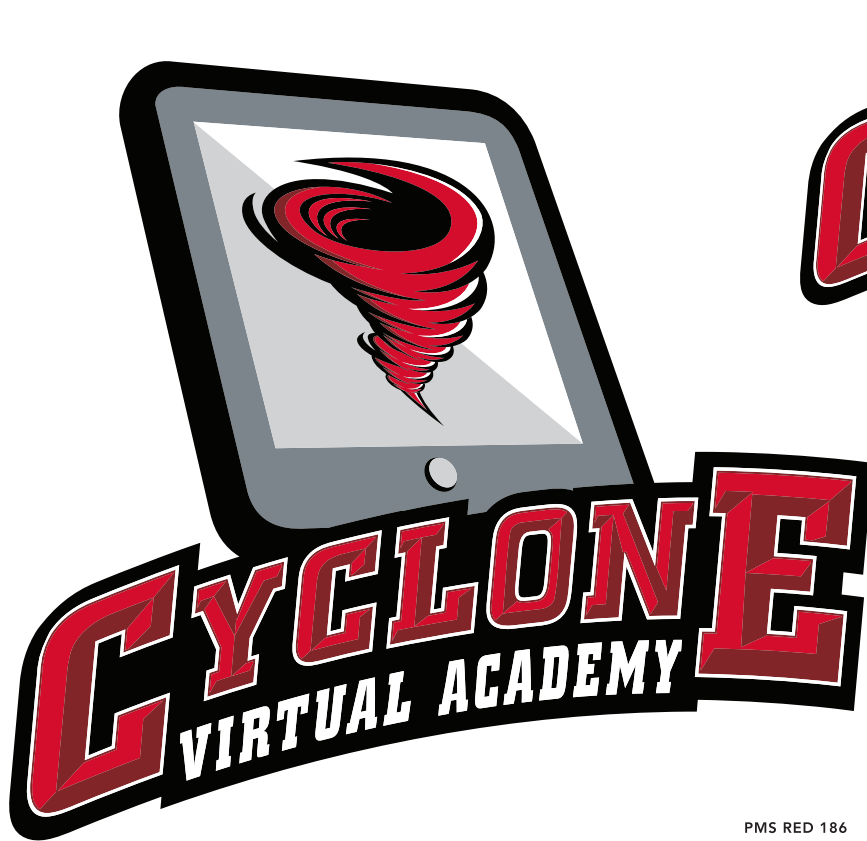


PMS WHITE



RSD CYCLONE VIRTUAL ACADEMY

mascot nameplate, nameplate & mascot



LOGO PANTONE COLORS

PMS RED 186



PMS 1815



PMS BLACK



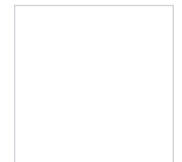
PMS 427



PMS 430



PMS WHITE



CAREER PATHWAYS LOGOS - FULL COLOR

vertical logo / horizontal logo / icon



CAREER PATHWAYS

RUSSELLVILLE SCHOOL DISTRICT



CAREER PATHWAYS

RUSSELLVILLE SCHOOL DISTRICT

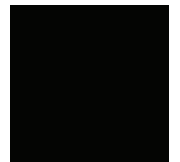


LOGO PANTONE COLORS

PMS RED 186



PMS BLACK



CAREER PATHWAYS LOGOS - 1 COLOR

vertical logo / horizontal logo / icon



CAREER PATHWAYS

RUSSELLVILLE SCHOOL DISTRICT



CAREER PATHWAYS

RUSSELLVILLE SCHOOL DISTRICT



CAREER PATHWAYS LOGOS - GRAYSCALE

vertical logo / horizontal logo / icon



CAREER PATHWAYS

RUSSELLVILLE SCHOOL DISTRICT



CAREER PATHWAYS

RUSSELLVILLE SCHOOL DISTRICT



CAREER PATHWAYS LOGOS - B&W

vertical logo / horizontal logo / icon



CAREER PATHWAYS

RUSSELLVILLE SCHOOL DISTRICT



CAREER PATHWAYS

RUSSELLVILLE SCHOOL DISTRICT



CAREER PATHWAYS LOGOS - B&W

vertical logo / horizontal logo / icon



RUSSELLVILLE LANGUAGE ACADEMY LOGO - FULL COLOR

white background / dark background



LOGO PANTONE COLORS

PMS RED 186



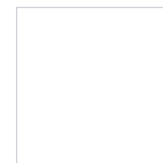
PMS 1815



PMS BLACK



PMS WHITE



RUSSELLVILLE LANGUAGE ACADEMY LOGO - 1 COLOR



RUSSELLVILLE LANGUAGE ACADEMY LOGO - GRAYSCALE

white background / dark background



RUSSELLVILLE LANGUAGE ACADEMY LOGO - B&W

white background / dark background



SPECIAL USE LOGOS



RHS Helmet Decal Logo



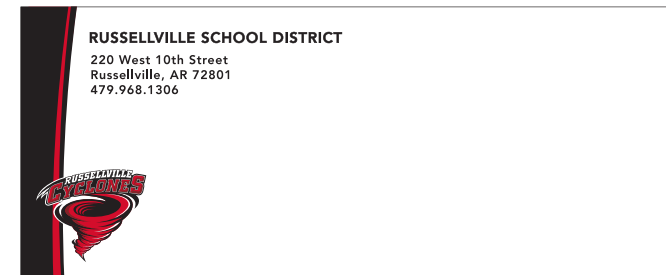
COMMUNICATIONS



Shown on this page are examples of how the logos would be used for various forms of communication. Keep in mind, when setting up art for communications pieces, it is important to have continuity of the brand across all types of correspondence components.



Letterhead Example



Envelope Example



Business Card Example

MARKETING



There will be many opportunities for marketing the RSD brand / identity. A few examples of identity extension are shown here to illustrate how important it is to maintain continuity across all products and mediums. As the district considers various new ways to market their logos, vendors should always make sure to proof new layouts / applications with their district contact for authorization.

BANNERS



STORE OPEN/CLOSED SIGN



WINDOW DECAL



CUSTOM DIE CUT DECALS...ON BLACK BACKGROUND



MERCHANDISING - wearables



Merchandising the new brand / identity is an important part the district's extension of their new logos. Careful consideration should be given to reproduce the look and colors of the logos as detailed in the guide. Always avoid manipulating the art and the colors, so the brand representation remains consistent. There is a variety of approved versions (noted throughout the guide) for various types of retail and promotional products.



MERCHANDISING - spirit products



CONTACT INFORMATION



For additional information regarding the use or reproduction of any Russellville School District logos or images contained in this guide, contact the offices noted below.

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Russellville School District
chrissy.clayton@rsdk12.net

