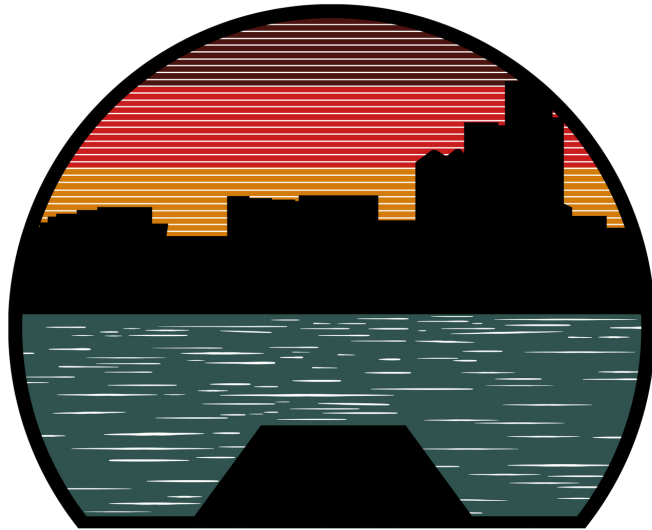


BRAND STANDARDS

EST. 2021



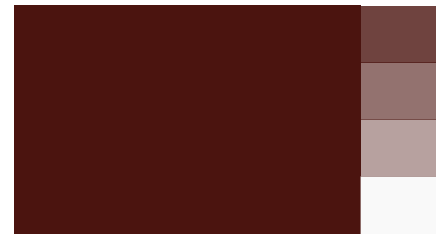
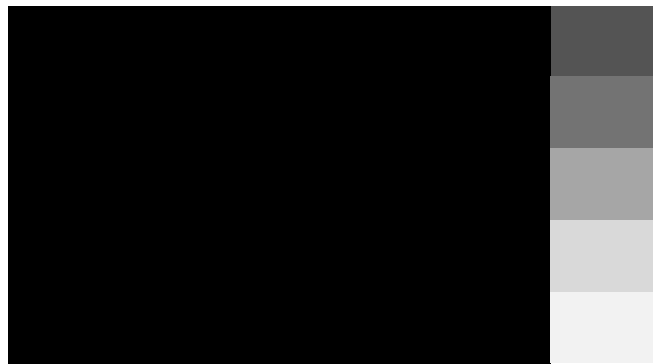
BAKER
M O N T A N A

OVERVIEW

The following document is the brand standards for Baker, Montana. Type faces, logos, colors and design elements are all defined with the purpose of creating a consistent brand language. Brand standards create a strong guideline to successfully launch a new identity and direct the development of any and all design components, maintaining brand continuity. The combination of graphic elements, type and logo all integrate to create a consistent design to represent Baker presently and well into the future.

COLOR PALETTE

The color palette consists of black and blue as the primary colors. The black for it's pleasant aesthetic and the blue as a representation of the lake. The secondary palette uses a range of colors vaguely representing a sunset with the "spartan" maroon and gold incorporated for cohesiveness with our school colors.



FONT USAGE

The primary font family is Antonio Bold. This font can be found in the program "Canva" due to its user friendly platform. This way it can be used more universally. It has limited weights but many combinations are available between bold, italics, all caps, and small caps.

PRIMARY FONT

AaBbCc123

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

BAKER MONTANA

ANTONIO BOLD CAPS

where the road ends, and the fun begins.

ANTONIO BOLD SMALL

BAKER MONTANA

ANTONIO BOLD ITALIC

BAKER MONTANA

ANTONIO LIGHT CAPS

where the road ends, and the fun begins.

ANTONIO LIGHT SMALL

BAKER MONTANA

ANTONIO LIGHT ITALIC

FONT USAGE

The primary font family is Articulate Bold. This font can be found in the program "Canva" due to its user friendly platform. This way it can be used more universally. It has limited weights but many combinations are available between bold, italics, all caps, and small caps.

SECONDARY FONT

AaBbCc123

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

BAKER MONTANA

ARTICULAT BOLD CAPS

where the road ends, and the fun begins.

ARTICULAT BOLD SMALL

BAKER MONTANA

ARTICULAT BOLD ITALIC

BAKER MONTANA

ARTICULAT DEMIBOLD CAPS

where the road ends, and the fun begins.

ARTICULAT DEMIBOLD SMALL

BAKER MONTANA

ARTICULAT DEMIBOLD ITALIC

BAKER MONTANA

ARTICULAT LIGHT CAPS

where the road ends, and the fun begins.

ARTICULAT LIGHT SMALL

BAKER MONTANA

ARTICULAT LIGHT ITALIC

BAKER MONTANA

ARTICULAT THIN CAPS

where the road ends, and the fun begins.

ARTICULAT THIN SMALL

BAKER MONTANA

ARTICULAT THIN ITALIC

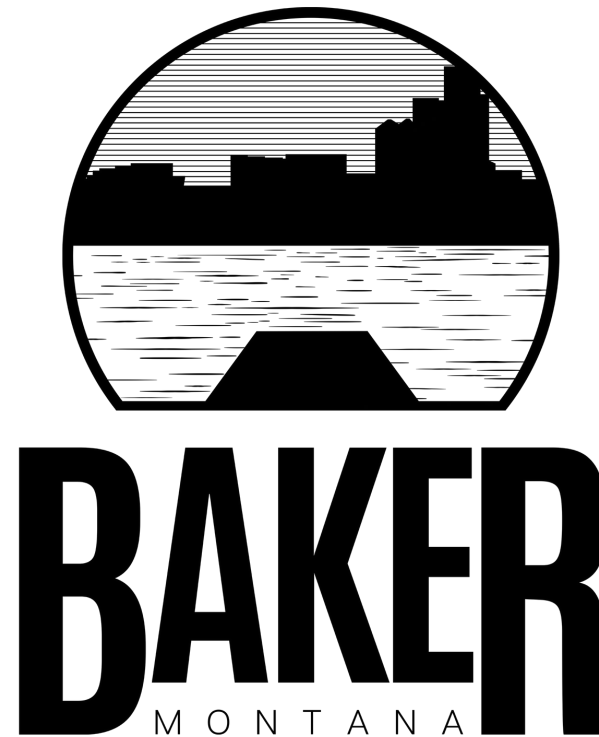
PRIMARY LOGO

The primary logo will be used for all applications. It should be used horizontally and in full color whenever possible.



PRIMARY STACKED

EXAMPLES OF APPROVED USAGE, BACKGROUNDS MAY VARY



PRIMARY HORIZONTAL

EXAMPLES OF APPROVED USAGE, BACKGROUNDS MAY VARY











SECONDARY LOGO "BRAND"

SET TO BE USED ALONE OR TO COMPLIMENT THE PRIMARY LOGO OR ANY OTHER TYPE OF PERSONAL LOGO (IF PURCHASED AND BRAND STANDARDS ARE MET)



INCORRECT LOGO USAGE

BELOW ARE EXAMPLES OF INCORRECT LOGO USAGE APPLICABLE TO ALL LOGOS

<p>DISTORTION THE LOGO MUST NOT BE STRETCHED, SQUEEZED OR IN ANY OTHER MANNER DISTORTED FROM THE ESTABLISHED PROPORTIONS</p>	<p>TYPEFACE CHANGE TYPEFACE CHANGES SHOULD NEVER BE IMPLEMENTED ON THE LOGO</p>	<p>IMPROPER COLOR USAGE LOGO COLORATIONS MUST FOLLOW THE APPROVED COLOR VARIATIONS SET FORTH ON THE PREVIOUS PAGES. NO OTHER COLORATIONS SHOULD BE APPLIED.</p>	<p>ADDITIONS TO LOGO DROP SHADOWS OR ANY OTHER ADDITIONS TO THE LOGO MUST BE AVOIDED</p>
 <p>The Baker Montana logo is shown horizontally stretched, making the text and graphic elements appear wider than intended.</p>	 <p>The Baker Montana logo is shown with a different, more decorative typeface than the standard logo.</p>	 <p>The Baker Montana logo is shown with a blue sky and water, which is not an approved color variation.</p>	 <p>The Baker Montana logo is shown with a drop shadow effect, which is not allowed.</p>
<p>LOW RESOLUTION REPRODUCTION WHEN UTILIZED IN PRINT, THE LOGO SHOULD BE REPRODUCED IN A HIGH RESOLUTION FORMAT TO AVOID PIXELATION AND BLURRED REPRESENTATION</p>	<p>ILLEGIBLE SIZE LOGOS SHOULD BE LEGIBLE AT THEIR FINAL SIZE APPLICATION.</p>	<p>CROWDING A DESIGNATED AMOUNT OF WHITE SPACE IS NECESSARY TO AVOID CROWDING.</p>	<p>BUSY BACKGROUNDS DISTRACTING BACKGROUND TEXTURES, GRAPHICS AND PHOTOS SHOULD NOT BE USED DIRECTLY BEHIND POSITIONED LOGO WITHOUT ENSURING LOGO COLORATION IS LEGIBLE.</p>
 <p>The Baker Montana logo is shown at a low resolution, resulting in a pixelated and blurry appearance.</p>	 <p>The Baker Montana logo is shown at a very small size, making it difficult to read.</p>	 <p>The Baker Montana logo is shown with a large, stylized 'NB' monogram behind it, which crowds the logo and obscures its details.</p>	 <p>The Baker Montana logo is shown overlaid on a busy, colorful background of a building facade, making it difficult to see.</p>