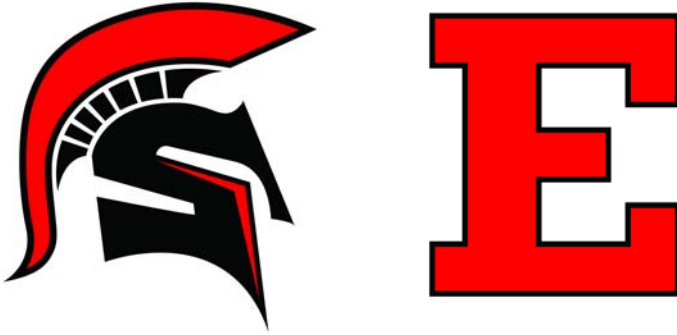


## EHS Logo Guidelines for Printed Materials and School Logo Wear

*Logo may be used only with the permission of the EHS Administration or the District Community Relations Office.*

1. EHS has two logo options: the stylized Spartan S and the Block E



2. Both logos are available in multiple file formats as needed by the user/vendor.
3. Use only the approved formats.
4. Do not modify, stretch or alter the logo shape or size ratio in any way.
5. The Spartan S logo (*including outline stitching*) can be used in these colors (see approved formats below):
  - all black
  - all white
  - all red
  - black & red
  - black & white
  - white or gray may be used when a neutral color is needed due to fabric choice or clothing design
6. The Block E (*including outline stitching*) can be used in these colors:
  - all black
  - all white
  - all red

## Approved Color Palette

### RED

Pantone 1795  
RGB = 232, 44, 42  
Hex# e82c21



### BLACK

Pantone Black  
RGB = 28, 28, 26  
Hex# 000000



### BLACK 30% (GRAY)

CMYK = 0, 0, 0,30  
RGB = 173, 175, 175  
Hex# afafaf



### WHITE

CMYK = 0, 0, 0, 0  
RGB = 255, 255, 255  
Hex# ffffff



## Text Guidelines for all EHS logo wear (see approved logo/text formats sheet)

1. **Rockwell** font (regular & bold) is the approved typeface for any text used with either logo.
2. Text color options:
  - Red
  - Black
  - White or Gray
3. Limit text to single words:
  - Emporia
  - Spartans
  - or the specific activity or team name:
    - Band
    - Basketball
    - Tennis
    - Staff
    - Debate
    - Drama
    - STUCO
    - Athletics
    - etc