



BRAND & IDENTITY GUIDE
SUNNYSIDE HIGH SCHOOL

ONCE A WILDCAT
ALWAYS A WILDCAT

WHY DO WE HAVE Brand Guidelines?

Many times, people associate the term “brand” with logos or other visual identities, but an organization’s brand involves much more. The brand is a holistic representation of the organization’s reputation. Brand guidelines are in place to provide standards for the imagery, messaging and other various tactics that are used to represent the school and its brand. Brand identity standards are continuously reviewed and updated to remain consistent and relevant in the marketplace. Consistency among all of the various facets of Sunnyside High School protects the strength of the brand and solidifies name recognition. It is the role of the brand stakeholders to uphold the brand standards and protect the image perception of Sunnyside High School.



OFFICIAL LOGOS

WILDCATS



WILDCATS



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&

FELIX TILTING (CAPS ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&

Times New Roman

GUIDELINES

DO NOT DISTORT LOGOS



DO NOT ALTER COLORS



DO NOT CROP LOGOS



COMBINING LOGOS IS FINE



APPAREL REQUIREMENTS

ANY APPAREL MUST
HAVE AN APPROVED
SHS LOGO



OFFICIAL COLORS

SUNNYSIDE GOLD

RGB COLORS

R = 226

G = 156

B = 0

CMYK COLORS

C = 11

M = 41

Y = 100

K = 0

HEX COLORS

E29C00

PANTONE COLORS

130 YELLOW

SUNNYSIDE BLUE

RGB COLORS

R = 48

G = 57

B = 86

CMYK COLORS

C = 87

M = 77

Y = 42

K = 34

HEX COLORS

303952

PANTONE COLORS

540 BLUE

YOU MAY PROVIDE THESE NUMBERS TO YOUR VENDOR.
ALTERNATE COLORS MAY BE USED FOR SPECIAL THEMED EVENTS.
ATHLETIC UNIFORMS PRIMARY COLORS MUST BE THESE COLORS.
ACCENT COLORS MAY INCLUDE WHITE AND GREY

APPROVAL PROCESS

ATHLETIC UNIFORMS/PRACTICE APPAREL:

- MUST BE APPROVED BY ATHLETIC DIRECTOR

CLUB APPAREL:

- MUST BE APPROVED BY ACTIVITIES DIRECTOR, PRINCIPAL, OR ASSISTANT PRINCIPAL

The word "WILDCATS" is written in a stylized, bold, yellow font with a black outline. The letters are slanted and have a dynamic, energetic feel. The background of the entire slide is a dark blue and purple geometric pattern of triangles.