Rise Prep Brand Guidelines

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April 2025

Academic Seal

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The academic seal is an official logo that represents the institution formally. It can be used on diplomas, letterhead, stationery, and other formal documents.

Clearspace

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It's important to maintain proper spacing around the logo to avoid overcrowding.

x

x

x

x

School Logo

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The School Logo can be used on merchandise, websites, and represent the school at athletic events.

RISE

Clearspace

It's important to maintain proper spacing around the logo to avoid overcrowding.

x

x

x

x

x

RISE

Mascot Logo

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The Mascot Logo can be used on merchandise, websites, and represent the school at athletic events.

RISE PREP
PANTHERS

Mono Color Seal

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Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

Seal on Alternative Backgrounds

Alternative color combinations

Mono School Logo

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Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

School Logo on Alternative Backgrounds
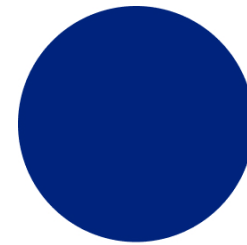
Alternative color combinations

RISE

RISE

Alternative Mascot Logos

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2-color and 1-color versions

Primary Color

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Use the primary color as the main color in all internal and external visual presentations of the brand.
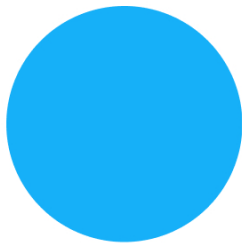
Rise Blue

HEX #00247D

RGB 0, 14, 49

CMYK 100, 71, 0, 51

Secondary Colors

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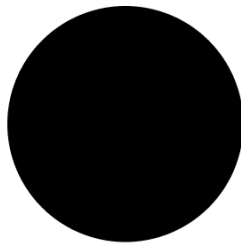The secondary colors are used to support the primary color.

Rise Light Blue

HEX #16B0F8

RGB 22, 176, 248

CMYK 90, 30, 0, 0

Black

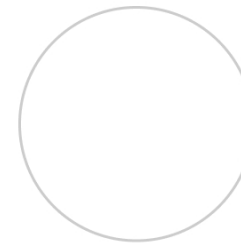HEX #000000

RGB 0, 0, 0

CMYK 0, 0, 0, 100

Light Gray

HEX #FAF8F9

RGB 250, 248, 249

CMYK 0, 1, 0, 2

White

HEX #FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

Typography

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Roboto (designed by Christian Robertson) is used in all brand applications.

https://fonts.google.com/specimen/Roboto

Roboto Bold

Roboto Semi Bold

Roboto Medium

Roboto Regular

Roboto Light

Roboto Extra Light