

CHESTATEE HIGH SCHOOL

PRIMARY LOGO MARKS



SECONDARY LOGO MARKS



SCHOOL INFORMATION

LOCATION: GAINESVILLE, GA
 ESTABLISHED DATE: 2002
 MASCOT: WAR EAGLES
 ASSOCIATED NAMES: "THE TALON" "THE NEST"
 CHS

ADDITIONAL APPROVED LOGO MARKS



PRIMARY WORD MARKS



SECONDARY WORD MARKS



COLOR INFORMATION

You must use the approved school colors to keep with proper brand standards, please use the PANTONE® colors listed on this page whenever possible. You can only use alternative colors in approved applications. Any official school products must be represented in approved school colors.

SCHOOL COLORS		PANTONE COLORS	
MAROON	BLACK	WHITE	ATHLETIC GRAY
MAROON BLACK WHITE METAL GRAY		PANTONE 504 C RICH BLACK (C:60 M:40 Y:40 K:100) WHITE PANTONE COOL GRAY 6 C	

ADDITIONAL BRAND USAGE INFORMATION

	Yes	No	Restrictions
• School logos permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	All official school products MUST adhere to the current brand standards, colors, and logo usage.
• Alterations to logos permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
• Alterations to logo colors permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with school brand marks.			

*PANTONE® is a registered trademark of PANTONE, Inc.

The HALL COUNTY SCHOOL DISTRICT (HCSD) retains the ownership and usage of all rights, title and interest in and to all listed Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.