

CHEROKEE BLUFF MIDDLE SCHOOL

PRIMARY LOGO MARKS



SECONDARY 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
PURPLE GREY WHITE METALLIC SILVER (*WHEN METALLIC IS OPTION)	PANTONE 268 C PANTONE 429 C WHITE PANTONE METALLIC 8160 C
PURPLE	GREY
WHITE	SILVER

SCHOOL INFORMATION

LOCATION: FLOWERY BRANCH, GA	ESTABLISHED DATE: 2018
MASCOT: BEARS	
ASSOCIATED NAMES: CBLUFF "THE BLUFF" CBHS	

ADDITIONAL APPROVED LOGO MARKS



ADDITIONAL BRAND USAGE INFORMATION

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

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