



TriumphTM
Public High Schools

STYLE GUIDE

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Welcome to the Triumph Public High Schools Style Guide. This guide provides the framework for the consistent application of the brand identity. It is important that the Triumph brand remains consistent. We appreciate your commitment to these standards. If you have any questions, please contact PMDG Marketing Communications at (956)753-5900.

A large orange circle is positioned in the top right corner of the slide, partially overlapping the white background.

BRAND (logo)

A Brief explanation of the logo and the philosophy behind it

The Triumph image is intended to convey an established and institutional personality. The subject matter was generated to inspire a sense of accomplishment, success, and stability. The purpose of the design was to convey an academic symbol which personified the personality and mission of Student Alternative Programs, Inc. through eye-catching color and design. The style was developed to appear approachable and empowering with tones of blue and orange to project a youthful energy.

The Triumph brand was developed by PMDG Marketing Communications by analyzing branding characteristics, research data, and the values of the stakeholders. Their mission is to be recognized as a competitive educational institution which specializes in guiding high-risk students to graduation across the State of Texas.

This ambition is based on the collective perspectives within their team, who believe that Triumph is capable of providing quality education to students struggling to navigate the challenges of a traditional educational environment. Fortifying the organization's mission with a strategic marketing plan and brand will increase market recognition and expand their ability to aid struggling students.

LOGO VARIATIONS

Proper usage of Logo in _____



The logos displayed on this page show the acceptable variations _____. Any further variations are unacceptable as it may jeopardize the image and integrity of the Triumph brand.

USAGE OF LOGO

Proper usage of Logo in Color and Black & White



The logos displayed on this page show the acceptable variations of color that may be used on behalf of Triumph. Any further variations are unacceptable as it may jeopardize the image and integrity of the Triumph brand.

THE DO'S AND DONT'S OF THE LOGO

How to use the Logo and what NOT to do with it

- Do properly resize logo
- Do maintain proper color schemes

- Do Not box logo
- Do Not manipulate logo!
- Do Not remove the phrase "Public," "High," or "Schools" from the logo
- Do Not stretch the logo height only
- Do Not stretch the logo width only



The Triumph Public High Schools logo is a custom drawn piece of artwork. The proportion and arrangement of the elements are specifically determined. To maintain consistency, use only approved digital art files. Never typeset, recreate, or alter signature artwork. Any change will cause inconsistencies, ultimately diminishing the impact of the organization's visual identity.

COLOR PALETTE CMYK & RGB



R G B : 243, 108, 36

C M Y K : 0, 72, 98, 0

PANTONE: 1585 C

R G B : 0, 93, 166

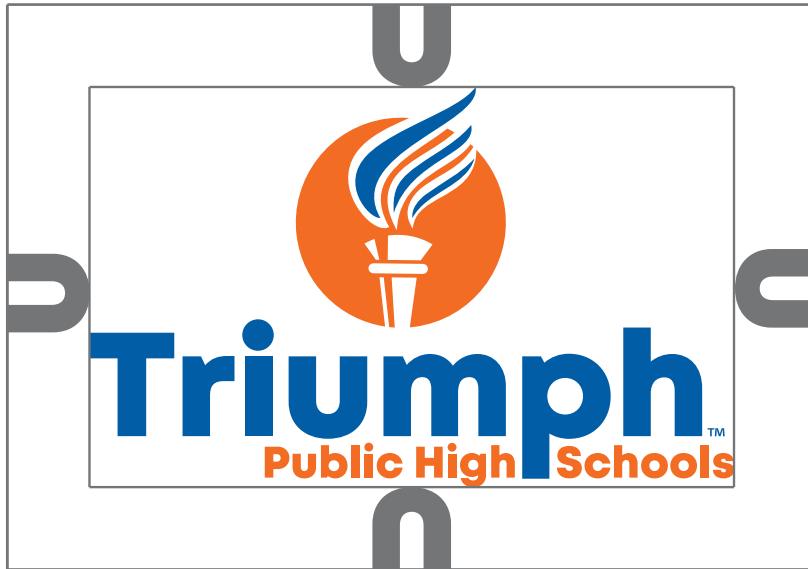
C M Y K : 100, 68, 4, .16

PANTONE: 2935C

The preferred logo usage is the full-color version on a white background. It is the most effective application of the symbol. Shown here are the color designations and their respective Pantone colors. No other color combination is to be implemented.

SPACING AROUND LOGO

Minimizing clutter to better convey Logo



To maintain its visual integrity, the Triumph Public High Schools logo must never appear to be crowded by other elements. Therefore, the use of clear space is essential. Clear space equal to the height of the letter “U” in the logo’s word “Triumph” is the standard unit of measurement to be used in future logo placement. This uniform space should be maintained on the right, left, bottom and top of the Triumph Public High Schools logo. Grounding is not permitted with this logo.

SPACING AROUND LOGO

Minimizing clutter to better convey Logo



To maintain its visual integrity, the Triumph Public High Schools logo must never appear to be crowded by other elements. Therefore, the use of clear space is essential. Clear space equal to the height of the letter “T” in the logo’s word “Triumph” is the standard unit of measurement to be used in future logo placement. This uniform space should be maintained on the right, left, bottom and top of the Triumph Public High Schools logo. Grounding is not permitted with this logo.

LOGO WITH BACKGROUND

How to properly use logo with color or picture background



White is the most effective background on which to reproduce the Triumph logo. White provides a clear, crisp contrast. When the logo is placed on a dark background, there must be sufficient contrast between the background color and the signature colors. When placing the Triumph logo on a photographic image, make sure the image behind it is light enough to provide contrast with the color signature, or dark enough to provide contrast with the black and white or grey scale logo.



**LOGO WITH
BACKGROUND**

Acceptable Messaging Fonts that compliment Logo

**Name of font:
Arial Black**

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m
n o p q r s t u v w x y z**

