

QUICK REFERENCE STYLE SHEET

Haines City High School

863-421-3281 | hainescityhigh.polkschoolsfl.com

ICON & TEXT LOGO

Minimum Width: 1.25"



MASCOT LOGO

Minimum Width: 1"

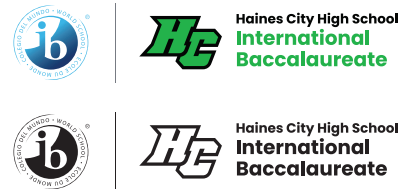


IB LOGOS

Minimum Width: 1.125"

Minimum Width: .5"

Minimum Width: 2"



Minimum Width: 1.375"

Minimum Width: 1.375"



ICON LOGOS

Minimum Width: .5"



TEXT LOGOS

Minimum Width: 0.4 in"

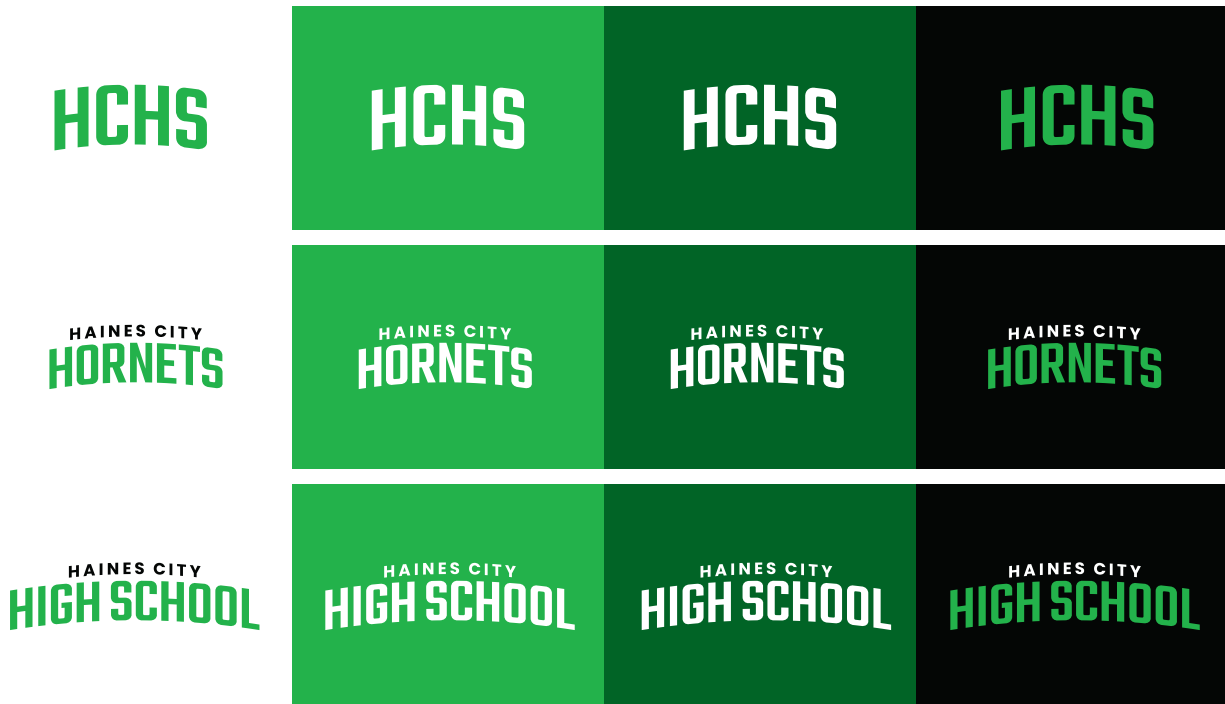
Minimum Width: 0.6875 in"

Minimum Width: 1"

HCHS

**HAINES CITY
HORNETS**

**HAINES CITY
HIGH SCHOOL**



Haines City High Schools' logos must not be manipulated or edited in any way other than proportional resizing. This includes, but is not limited to, substitution of colors or fonts, stretching/distorting, cropping, outlining, separating logo element, adding additional elements or resizing individual logo elements separate from the whole logo (even if done so proportionally). If you have questions regarding proper logo usage, please contact Haines City High School at 863-421-3281 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

COLOR PALETTE



PANTONE: 2422 C
CMYK: C 80 | M 0 | Y 100 | K 0
RGB: R 0 | G 167 | B 45
HEX: 00A72D



PANTONE: 419 C
CMYK: C 76 | M 65 | Y 66 | K 90
RGB: R 34 | G 36 | B 35
HEX: 222423



PANTONE: 2427 C
CMYK: C 81 | M 0 | Y 100 | K 54
RGB: R 6 | G 95 | B 31
HEX: 065F1F



PANTONE: Cool Gray 9 C
CMYK: C 50 | M 40 | Y 34 | K 17
RGB: R 117 | G 121 | B 130
HEX: 757982

Official colors are recommended to be used in marketing materials, documents or electronic media/communications but not required, however logos may only appear in their official palette colors and black (if not already an official palette color). In cases of 1-color printing where the logo has to appear in a specific ink color, please contact Haines City High School at 863-421-3281 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708 for review and approval.

FONTS

Teko

Teko SemiBold

Poppins

Poppins Thin

Poppins Thin Italic

Poppins ExtraLight

Poppins ExtraLight Italic

Poppins Light

Poppins Light Italic

Poppins Regular

Poppins Italic

Poppins Medium

Poppins Medium Italic

Poppins SemiBold

Poppins SemiBold Italic

Poppins Bold

Poppins Bold Italic

Poppins ExtraBold

Poppins ExtraBold Italic

Poppins Black

Poppins Black Italic

Fonts shown are recommended to be used in marketing materials, documents or electronic media/communications but not required. If you have questions or need additional guidance, please contact Haines City High School at 863-421-3281 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

Haines City High School is part of Polk County Public Schools in Polk County, Florida. For additional information about the district, please visit polkschoolsfl.com. For additional guidance on proper use of Haines City High Schools' logos, please refer to the Polk County Public Schools' Brand Guidelines by visiting polkschoolsfl.com/brandguidelines. The guidelines, as outlined in the ACCEPTABLE USE EXAMPLES and INCORRECT USE EXAMPLES sections, may be used as a base for Haines City High Schools' logos use. Not all of the guidelines may apply and there may be special situations where logos need to be utilized in a way outside of our standard acceptable use guidelines. If you have questions regarding proper use, please contact Haines City High School at 863-421-3281 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.



POLK COUNTY
PUBLIC SCHOOLS

STUDENTS FIRST