Style Guide & Graphic Standards

Revision: August 11, 2016

FOREWORD

This style guide was created to establish a consistent image for the La Costa Canyon High School Foundation and clear communications to parents, students, volunteers, supporters and the community-at-large.

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La Costa Canyon HS Foundation Booster Groups

Maverick Athletics Boosters (MAB)

www.lccmab.org
Supporting athletics through fundraising and volunteers

Visual and Performing Arts Boosters (VPA)

http://lcchsfoundation.org/about-us/visual-performing-arts/
Fundraising, grants and volunteers to support arts, drama, dance and music.

Maverick Academic Boosters

http://lcchsfoundation.org/about-us/maverick-academics/
Supporting all academic classes at La Costa Canyon through fundraising, classroom grants and volunteers.

Brand Image

The graphics standards in this guide are intended to create an easily identifiable identity in the community. The goal is to present a cohesive image of the La Costa Canyon HS Foundation in all our external communications.

Guidelines for Logo Usage

This section provides guidance on logo dimensions and placement. You may download the current logo files at http://lcchsfoundation.org/styleguide/.

Primary Logo

"La Costa Canyon High School Foundation" is black. "Expanding Opportunities" is white on a black background.

Blue Stars
Hex #1f3372
Pantone Solid Coated 21188 C
CMYK C:50 M:50 Y:0 K:60

Green Stars
Hex #01674a
Pantone Solid Coated 7728 C
CMYK C:99 M:0 Y:28 K:60

Gold Stars
Hex #aaa06c
Pantone Solid Coated 5777 C
CMYK C:0 M:6 Y:36 K:33

Primary Logo   Reverse Applications: One-Color

Logo reversed in white on solid, black background.

Primary Color Palette

The LCC Foundation brand primary color palette consists of two colors: La Costa Canyon Green and Black.

La Costa Canyon Green
Hex 01674a
Pantone Solid Coated 7728 C
CMYK 99, 0, 28, 60
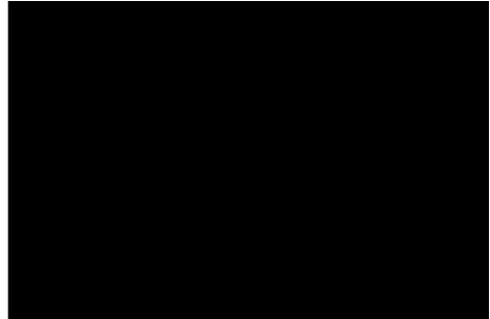
Black
Hex 000000
Pantone Solid Coated 7728 C
CMYK 0, 0, 0, 100

Secondary Color Palette

The LCC Foundation brand secondary palette consists of two colors: La Costa Canyon Gold and La Costa Canyon Blue.
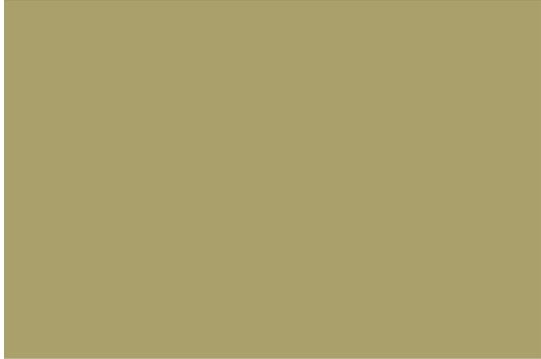
La Costa Canyon Gold
Hex aaa06c
Pantone Solid Coated 5777 C
CMYK 0, 6, 36, 33

La Costa Canyon Blue
Hex 1f3372
Pantone Solid Coated 21188 C
CMYK 50, 50, 0, 60

Typography

PreloSlab Extra Bold

Typeface used in the La Costa Canyon HS Foundation logo

Sample

DUIS AUTE IRURE DOLOR IN REPREHENDE

Copperplace Gothic Bold

Typeface used for the lettering on the La Costa Canyon High School "steerhead" logo and historically as a typefac

Sample

REPREHENDERIT IN VOLUPTATE VEL

College Block

Typeface used on newer La Costa Canyon banners and print materials.

COLLEGE BLOCK

Sans-Serif and **Arial** are typefaces used for the website navigation, text and most graphics

Sample

Eu fugiat nulla pariatur. Excepteur sint occ
aecat cupidatat non proident, sunt in culp

Graphics Formats and Sizing

Vector Graphics

Vector graphics are the preferred format for all La Costa Canyon High School Foundation artwork. Vector graphics can scale to any size without loss of resolution or pixelation.

Common applications for creating vector graphics:

> ***Inkscape (free, open source)****
> Adobe Illustrator (commercial)

File formats are preferred in the following order:

> ***SVG (Scaled Vector Graphics)****
> AI (Adobe Illustrator Proprietary Format)
> PDF (Portable Document Format)
> EPS (Encapsulated PostScript)
> DXF (Drawing Exchnage Format)

* The Foundation encourages the use of free, open source tools and formats whenever possible

Bitmap Graphics

Bitmap graphics are sometimes unavoidable, especially if working with photographs. Most bitmap graphics will work for the Foundation website, but **use caution when your bitmap graphic is intended for printing.** Your image must have proper resolution (number of pixels) to print at any given size.

Print resolution is measured in dpi (dots per inch) or ppi (pixels per inch). These terms are interchangeable for our purposes. The minimum DPI for all bitmap graphics must be 300 dpi.

When creating bitmap graphics for print application, you must consider the largest size you could possibly need to print the image. If your graphic will cover the side of a building, it will need to have much higher resolution than a graphic that will cover a letter-sized sheet of paper.

This consideration is especially critical for Foundation events, such as annual fundraisers where graphics will be used on everything from postcards to large banners. Vector art is always the preferred format.

If bitmap graphics *must* be used, the graphics must to be designed for the largest intended application.

It is a simple task to scale a bitmap graphic down to a smaller size. It is impossible to scale a bitmap graphic up to a larger size without pixelation and blurriness.

To understand resolution at different print sizes, here are some examples.

A graphic intended to fill a sheet of standard letter-sized paper (**8.5 inches x 11 inches**) would require a resolution of **3300 pixels x 2550 pixels** @ 300 dpi.

Take the same graphic and print it as a banner **8.5 *feet* x 11 *feet*** and you need a resolution of **39600 pixels x 30600 pixels** @ 300 dpi.

We can't take an image with a resolution for a letter-sized sheet of paper and print it the size of a banner without extreme pixilation. In other words, the banner will be blocky and blurry unless viewed from a long distance. You can see an example of pixelation in the magnified section of the image below.
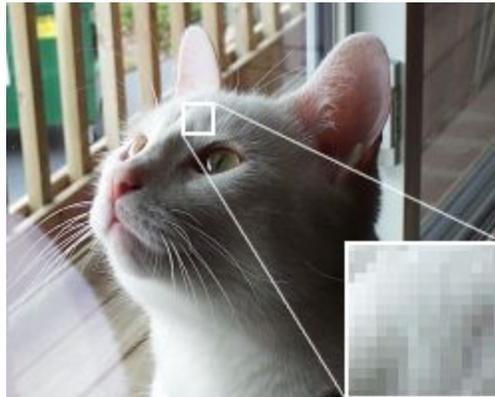
Again, vector art is preferred format for all Foundation artwork. If you must use bitmap graphics, please be aware of these limitation and consider final print sizes.

For your convenience we have created a calculator to help determine the required resolution for printing your image at any given size:

[La Costa Canyon HS Foundation Image Resolution Calculator](#)

Common applications for creating bitmap graphics:

    GIMP (free, open source)*
    Adobe Photoshop (commercial)
    Paint programs built into Mac and Windows computers (free)

File formats are preferred in the following order:

    PNG (Portable Network Graphic)*
    JPEG or JPG (Joint Photographic Experts Group)
    GIF (Graphics Interchange Format)

* The Foundation encourages the use of free, open source tools and formats whenever possible

Website Banners

The La Costa Canyon HS Foundation website has two sizes of advertising banners. Use the following guidelines if you are designing your own graphics for these spaces.

Small Square Banner

768 x 480 pixels

Example:

Full-width Banner

877 x 136 pixels

Example: