

## **FLINTRIDGE PREP SCHOOL SIGNATURE**

The Prep signature is the combination of the wordmark (Flintridge Preparatory School) and the clock tower icon. There are two presentations of the identity (horizontal and vertical) developed to accommodate various page and screen layouts. The wordmark is set in Bembo. The symbols are embedded illustrations within the design files.

Wherever possible, the Flintridge Preparatory School wordmark should appear with the clock tower icon. This is an integral part of the logo.

### **Horizontal format**



FLINTRIDGE PREPARATORY SCHOOL

### **Vertical format**



FLINTRIDGE  
PREPARATORY  
SCHOOL

## COLOR PALETTE

The Prep identity and collateral materials use dark blue in combination with grey. The elements can be used in one color or two color or greyscale.



These Prep colors are:

PMS 294 Dark Blue

PMS 5425 Grey

### Flintridge Prep Color Palette

RGB and HEX approximations

<p>Pantone 294 U 49, 89, 137 #315989</p>	<p>Pantone 294 C 0, 52, 120 #003478</p>
<p>Pantone 5425 U 126, 149, 164 #7e95a4</p>	<p>Pantone 5425 C 125, 153, 170 #7d99aa</p>

Note: Colors may vary slightly due to process match vs spot inks, coatings, paper stock and printing technology.

**ALTERNATE VARIATIONS OF THE SIGNATURE**

There are several variations of the Prep signature designed to work in many formats. When working with only one color of ink, use just PMS 294 dark blue. The identity may also be presented in black and white or knocked out of a solid blue (or black) color block. The identity should never be presented in other colors.

**horizontal in 1 color, black & white**



FLINTRIDGE PREPARATORY SCHOOL



FLINTRIDGE PREPARATORY SCHOOL

**vertical in 1 color, black & white and knocked out of solid**



FLINTRIDGE  
PREPARATORY  
SCHOOL



FLINTRIDGE  
PREPARATORY  
SCHOOL



FLINTRIDGE  
PREPARATORY  
SCHOOL



FLINTRIDGE  
PREPARATORY  
SCHOOL

**outline treatment for etching**



FLINTRIDGE  
PREPARATORY  
SCHOOL



FLINTRIDGE  
PREPARATORY  
SCHOOL

## USES OF THE FLINTRIDGE PREP SCHOOL SIGNATURE

In print, the signature should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. Common misuses of the identity are illustrated below.



FLINTRIDGE  
PREPARATORY  
SCHOOL

Never break up the words Flintridge Preparatory School and present in a different alignment.



FLINTRIDGE  
PREPARATORY  
SCHOOL

Do not change the proportional relationship between the clock tower icon and the wordmark.



FLINTRIDGE PREPARATORY SCHOOL

Do not horizontally or vertically scale the signature.



*the Gala Committee at*  
FLINTRIDGE PREPARATORY SCHOOL

Always reserve a cushion of open space around the mark. Never use the signature as a foundation for new marks.

**TYPOGRAPHY**

While the Prep wordmark uses Bembo, it is not recommended that this typeface be used for anything other than the wordmark. The print suite uses a combination of Avenir and Adobe Garamond. Sticking with these two families will unify the Prep “look.” Both faces offer a range of weights. It is recommended that new publications be developed using these two families.

ABCDEF G h i j k l m n o p q r s t u v w x y z  
 ABCDEF G h i j k l m n o p q r s t u v w x y z

AVENIR LIGHT & LIGHT OBLIQUE

ABCDEF G h i j k l m n o p q r s t u v w x y z  
 ABCDEF G h i j k l m n o p q r s t u v w x y z

AVENIR REGULAR & OBLIQUE

ABCDEF G h i j k l m n o p q r s t u v w x y z  
 ABCDEF G h i j k l m n o p q r s t u v w x y z

AVENIR HEAVY & HEAVY OBLIQUE

ABCDEF G h i j k l m n o p q r s t u v w x y z  
*ABCDEF G h i j k l m n o p q r s t u v w x y z*

ADOBE GARAMOND REGULAR & ITALIC

ABCDEF G h i j k l m n o p q r s t u v w x y z  
*ABCDEF G h i j k l m n o p q r s t u v w x y z*

ADOBE GARAMOND SEMIBOLD & SEMIBOLD ITALIC

ABCDEF G h i j k l m n o p q r s t u v w x y z  
*ABCDEF G h i j k l m n o p q r s t u v w x y z*

ADOBE GARAMOND BOLD & BOLD ITALIC

**USING THE LETTERHEAD**

The examples shown below demonstrate correct typing formats for use with the Prep letterhead and envelopes. Preferred typeface for letter body: AGaramond or Times New Roman (or equivalent) 11 point type on 16 point leading. The date, address, salutation, body of the letter, and closing all align on the left. Add a line space between paragraphs.

ALIGNMENT GUIDES FOR PRINTING ON  
BUSINESS LETTERHEAD (8½" x 11"):

left margin 1.25" right margin 1"

top margin 2.0"

bottom margin 1.0"

 **FLINTRIDGE PREPARATORY SCHOOL**  
*Peter H. Bachmann, Headmaster since 1991*

December 3, 2008

Dr. Winston Pearce  
123 Sterling Road  
Princeton, NJ 02351

Dear Dr. Pearce:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis tum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

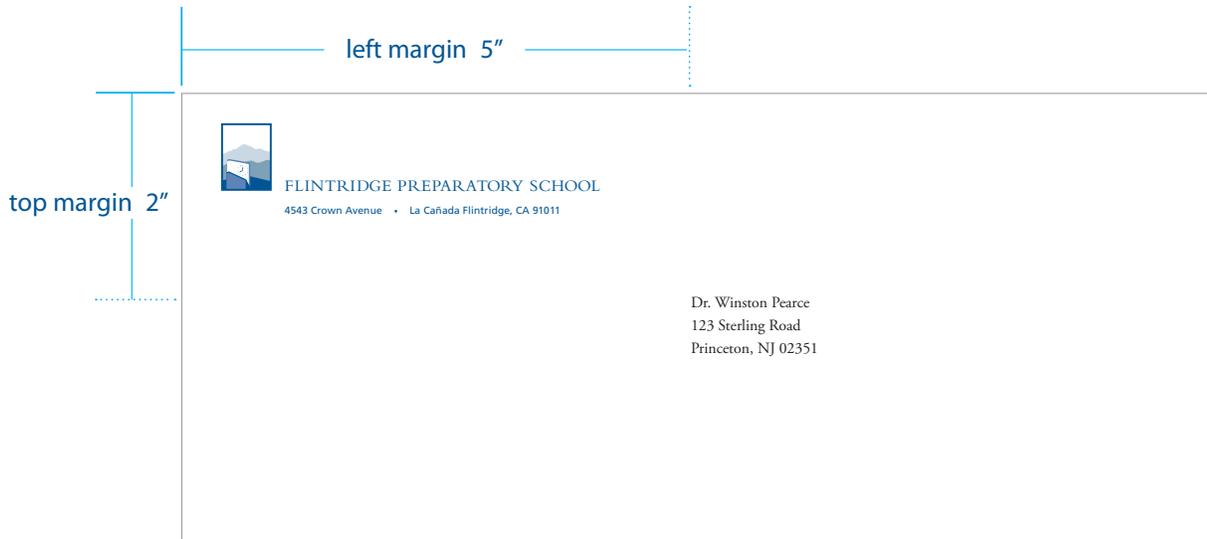
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. sent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Sincerely,

W.H. Satterthwaite  
Director

4543 Crown Avenue La Cañada Flintridge, CA 91011 818.790.1178 TEL 818.952.6247 FAX www.flintridgeprep.org

ALIGNMENT GUIDES  
FOR PRINTING ON #10 ENVELOPES:



**COMPLETE STATIONERY SUITE**

The Prep stationery suite includes several versions of note cards, general letterhead and customized letterheads with matching second sheets, monarch letterhead, name tags, labels and matching envelopes for everything. In addition, there are MSWord templates provided for memos that will be delivered electronically. These are available in customized versions for the headmaster, Admissions and College Counseling offices. The suite was printed by Castle Press. The printer has a complete spreadsheet of every piece including stock and quantities. The complete suite includes:

- Note cards—9x4, A6, A8
- Business cards
- Envelopes—11.5x8.75, A6, A8, monarch, #9, #10, 9x6, 12x9, 13x10
- Letterheads (general, Headmaster, Admissions, College Counseling)
- Monarch letterhead
- Name tag sheets
- Mailing label sheets