

PRIMARY LOGO



SHIRLEY BOYS'
HIGH SCHOOL

“Kiwi Soul, Global Vision”

ALTERNATE/SECONDARY LOGO



MAIN COLORS



LIGHT BLUE

CMYK: 80/15/00/00
RGB: 0/164/224
HEX: #00A4E0
PMS: 299



DARK BLUE

CMYK: 100/90/10/0
RGB: 37/64/143
HEX: #25408F
PMS: 072



YELLOW

CMYK: 2/10/100/0
RGB: 253/219/0
HEX: #FDD800
PMS: 108

SECONDARY COLOURS



SKY

CMYK: 25/15/5/3
RGB: 182/194/213
HEX: #B6C2D5



NAVY

CMYK: 93/88/43/65
RGB: 16/17/49
HEX: #101131

FONTS

HEADLINES: ADOBE GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY: HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USAGE EXAMPLES

TAGLINE

“Kiwi Soul, Global Vision”

GRAPHIC ELEMENTS/ICONS



APP LOGO

