



LOGO GUIDELINES

January 2014

CD CONTENTS Performance Academies Logo Guidelines

COPRPORATE LOGOS

PA (no tagline)
PA-tag (with tagline)

SCHOOL LOGOS

CPA (Columbus Performance Academy)
CPFA (Columbus Preparatory and Fitness Academy)
Eastland
Middletown
Mt. Healthy
Murphy
Northland
Springfield
Stewart
Toledo
Trix
Trotwood
Whitehall

The above *standard logos* are grouped into each folder by eps files (CS5), jpg files in hi-res and low-res (LR), psd files with transparent background, ibm and mac tif files, files for website use (png)

SPECIALTY LOGOS

POLO SHIRT ART

Contains artwork for 1 and 2 color shirts.
Art for printing onto a burgundy shirt.
Art for printing onto a white shirt.

PEN ART

Art for printing Black.
Art for printing PMS 208.

Special horizontal pen treatment to be used only for very small items such as pens, pencils and wrist bands.

TABLECLOTH ART

Contains logo with tagline for 1 color treatment.
Art for printing white onto a burgundy tablecloth.

WINDOW TREATMENT

The best logo for a window is the one color line art version. I recommend white vinyl on glass. You may need to send a Polo Shirt (no tagline) or Tablecloth (with tagline) logo that is set up with "Ywhite". Yellow area should print as white vinyl.

FILES ARE NAMED FOR COLOR:

208 = PMS 208 burgundy (spot color)
431 = PMS 431 gray (spot color)
k = Black line art
w = White
cmyk = process 4 color
grayscale = shades of black
rgb = (red, green, blue) color mode. This will work in Word software.

OTHER TERMS:

rev = reverse (appropriate for placing over top of color background)
LR = low resolution (jpg files that will work in Word documents)

FILE FORMATS:

eps = CS5 illustrator vector files
pdf (files of the eps files) = so you can see what eps files look like if you don't have software to view them
jpg = compressed Photoshop files
psd = transparent background Photoshop
tif = Photoshop files saved in ibm and mac
png = ping files are for website use. These have transparent backgrounds.

ibm = IBM or Windows file
mac = Macintosh file

Polo shirt logos are unique designs created specially for use on shirts.

When white stitching is to be used, the file uses a spot color of yellow. This is for production purposes allowing the image to be output. When you see "Ywhite" in the file name it means use white stitching instead of the yellow color.

Tablecloth logos are unique designs created for use on burgundy tablecloths.

Ywhite is also used for these files. The logo screen prints in white ink onto the tablecloth.

NOTE: Our **white logos** are not simply created by printing the black logo with white ink. **Our white logo is a unique file design.** Use eps files or psd files.

Performance Academies Corporate Logo with Tagline

PMS 431-208
(Process Color file also available)



Knowledge. Strength. Values.

PA-tag_208-431.eps PA-tag_cmyk.eps

Grayscale.



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PA-tag_grayscale.eps

Solid Line Art (PMS 208, black or white [PA-tag_w.eps] files available)



Knowledge. Strength. Values.

PA-tag_k.eps



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PA-tag_208.eps

Reverse Treatments (spot color and process color [cmyk] files available)

Use this version over top of darker background (PMS 209 or darker)



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PA-tag_208-431rev.eps

Logo is a separate file. Background could be color or photo, or window.



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PA-tag_208-431outlined.eps

Logo is a separate file. Background could be color or photo.



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PA-tag_w.eps

Performance Academies Corporate Logo (no tagline)

PMS 431-208
(Process Color file also available)

Grayscale.



PA_208-431.eps

PA_cmyk.eps

PA_grayscale.eps

Solid Line Art (PMS 208, black or white [PA_w.eps] files available)



PA_k.eps

PA_208.eps

Reverse Treatments (spot color and process [cmyk] color files available)

Use this version over top of darker background (PMS 209 or darker)

Logo is a separate file. Background could be color or photo, or window.

Logo is a separate file. Background could be color or photo.



PA_208-431rev.eps

PA_208-431outlined.eps

PA_w.eps

Performance Academies Schools

Ohio Schools



Michigan Schools



Sample School Logo Files

PMS 431-208
(Process Color file also available)

Grayscale.



Northland_208-431.eps

Northland_cmyk.eps

Northland_grayscale.eps

Solid Line Art (PMS 208, black or white [Northland_w.eps] files available)



Northland_k.eps

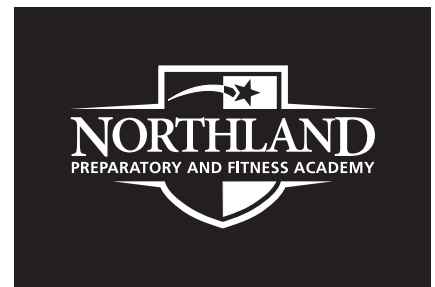
Northland_208.eps

Reverse Treatments (spot color and process [cmyk] color files available)

Use this version over top of darker background (PMS 209 or darker)

Logo is a separate file. Background could be color or photo, or window.

Logo is a separate file. Background could be color or photo.



Northland_208-431rev.eps

Northland_208-431outlined.eps

Northland_w.eps

POLO SHIRTS

2 COLOR Sample POLO SHIRT (variation)

Special 2 color logo can be printed onto burgundy shirt.

This file is a special variation of the design created specifically for the polo shirt.



Light gray set up as a solid spot color (429). Use similar thread color.

File on disk in YELLOW
for output purposes.
Stitch with **WHITE** thread.



PA_Ywhite-429polo.eps

Use files found in POLO SHIRT folder. Yellow indicates **white thread**.

Special 2 color logo can be printed onto white shirt.

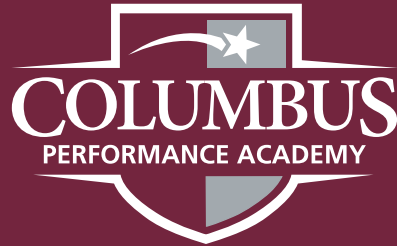
This file is a special variation of the design created specifically for the polo shirt.

PMS 208, PMS 341.



PA_208-431polo.eps

2 COLOR
POLO
SHIRT
SAMPLE
APPEARANCE



POLO SHIRTS

1 COLOR Sample POLO SHIRT (variation)

Special 1 color logo can be printed onto burgundy shirt.

This file is a special variation of the design created specifically for the polo shirt.



File on disk in YELLOW
for output purposes.
Stitch with **WHITE** thread.



PA_YwhitePOLO.eps

Use files found in POLO SHIRT folder. Yellow indicates **white thread**.

1 color logo can be printed onto white shirt.



PA_208polo.eps

1 COLOR
POLO
SHIRT
SAMPLE
APPEARANCE



PENS / PENCILS

Horizontal **Variation** for very small sizes

“Performance” font is Minion Pro semi-bold.
“Academies” font is Frutiger bold.

The following pages show a logo style developed for use on very small items that are primarily horizontal such as pens and pencils.

Individual logos appear as eps files within a folder labeled PEN ART.

Corporate logo – PEN ART

SIMPLIFIED LOGO OPTION suggested for use on VERY SMALL ITEMS.



Black or PMS 208



School Logos – PEN ART (Black)

This horizontal version of the logo design is only for use on PEN or PENCIL when the image is so small that it is necessary to use simplified line art that fits the dimension.



School Logos – PEN ART (PMS 208)

This horizontal version of the logo design is only for use on PEN or PENCIL when the image is so small that it is necessary to use simplified line art that fits the dimension.



TABLECLOTH ART

1 COLOR Sample TABLECLOTH (variation)

Special 1 color white logo can be printed onto tablecloth.

This file is a special variation of the design created specifically for the tablecloth.



File on disk in YELLOW
for output purposes.
Stitch with **WHITE** thread.



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pa-tag_YwhiteTBLCLOTHePs

Use files found in TABLECLOTH folder. Yellow indicates **white thread**.

WINDOW ART

If you want to use a logo with tagline the TABLECLOTH art can be used for a white vinyl appearance. (Yellow should print as white vinyl.) There are also line art TAGLINE VERSIONS of the logos in burgundy (tag_208) and black (tag_k) in Corporate Logos-Tag and School Logos-Tag folders.

If you want to use a logo with no tagline the POLO SHIRT art can be used for a white vinyl appearance. (Yellow should print as white vinyl.) Corporate logos and School logos folders also have line art versions of the logos WITH NO TAGLINE in white (_w), black (_k) or burgundy (_208).

1 COLOR
Tablecloth
SAMPLE APPEARANCE



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1 COLOR (PMS 208)

Files can also be found within
Corporate and School tagline
logo folders



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Knowledge. Strength. Values.



Knowledge. Strength. Values.



Knowledge. Strength. Values.



Knowledge. Strength. Values.



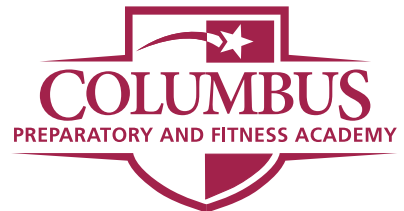
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