

**NEW  
SCHOOLERS**

GRAPHIC STANDARDS MANUAL

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# OFFICIAL LOGO & VARIATIONS



**\* PLEASE NOTE**  
We can create logos with specified Pantone #'s,  
however, these must be requested and approved  
by the Newschoolers staff.

# CONSTRUCTION & CLEARSPACE



## Construction of the logo

The logo was created from a specific grid to show even proportions, representing the maturing of the website and growth into a major media source. The shape of the N is inspired from the classic logo, ensuring a unification of old and new. The new look was created for enhanced legibility and to express the new philosophy for Newschoolers after 10 years of existence.

Also changed is the way to refer to the site. No longer are we Newschoolers.com the website, we are simply Newschoolers. Newschoolers is a brand that the youth uses to identify themselves as skiers, and encompasses everything that we are to those people.



## Clearspace

In order to maximize the impression, the Newschoolers logo requires sufficient clear space isolating it from other graphic elements (such as typography, photos, imagery etc.).

The safety area around the Newschoolers logo is the width of the circle inside the "n".

# UNACCEPTABLE BRANDMARK RENDERINGS

The following examples show incorrect and unacceptable use of the Newschoolers identity in communications. When the logo is used improperly this can compromise the integrity of the Newschoolers brand. If you have any questions on logo usage, please contact us via e-mail.



Do not skew the logo in any way.



Do not outline the logo.



Do not fill it with a gradient or patterns.



Do not change the specified color variations of the logo



Do not rotate the logo.



Do not rearrange, add or separate the elements within the logo.

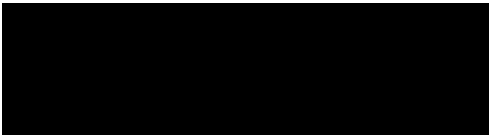


Do not add a drop shadow to the logo



Do not use the logo on busy backgrounds

# OFFICIAL COLORS



**PANTONE** BLACK C  
**RVB** 0 0 0  
**CMYK** 0 0 0 100  
**WEB** 000000



**PANTONE** COOL GRAY 9C  
**RVB** 81 82 84  
**CMYK** 0 0 0 75  
**WEB** 747678



**PANTONE** 151C  
**RVB** 255 129 10  
**CMYK** 0 50 100 0  
**WEB** FF9900

# CORPORATE TYPEFACE

AVANT GARDE GOTHIC  
Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/!@#%?&\*()

AVANT GARDE GOTHIC  
Demi

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/!@#%?&\*()

AVANT GARDE GOTHIC  
Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/!@#%?&\*()

# CONTACTS

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