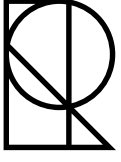
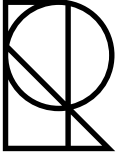
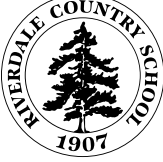
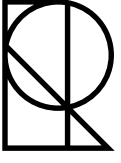
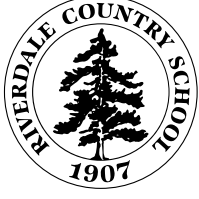
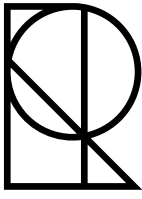

















# RIVERDALE

## BRAND GUIDELINES

LOGO USAGE				
<b>USE CASE ONE</b>  EXTERNAL COLLATERAL → Envelopes  For external audiences, use the full logo lockup to maintain brand awareness.	<div><div>RIVERDALE COUNTRY SCHOOL</div></div> FULL LOGO LOCKUP			
	<b>USE CASE TWO</b>  EXTERNAL+INTERNAL COLLATERAL → Letterhead → Magazines → Notecard → Graduation Diplomas → Annual Reports → Email Signature  For internal and potential external audiences, use the brand marks and full name logo lockup together to maintain brand clarity.	<div><div>+ RIVERDALE COUNTRY SCHOOL</div></div> "R" LOGO + FULL NAME	<div><div>+ RIVERDALE COUNTRY SCHOOL</div></div> CREST + FULL NAME	<div>RIVERDALE COUNTRY SCHOOL</div> FULL NAME
<b>USE CASE THREE</b>  INTERNAL COLLATERAL → Posters → Flyers → Swag  For internal audiences, (e.g. athletics, events, extracurriculars) use any of the brand logos.	<div> "R" LOGO</div>	<div>RIVERDALE</div> SHORTENED LOGO	<div> CREST</div>	<div> RIVERDALE "R" LOGO + SHORTENED LOGO</div>

BRAND COLORS						
<b>USAGE</b>  → Maroon is the primary brand color and should be used for formal brand collateral (e.g. stationery suite).  → The secondary color palette can be used to add variety in print collateral, digital assets, and swag.  → For consistency, only use the recommended tints for the Riverdale Maroon and grey palettes.  → Darker colors should only be paired with their respective, brighter accent color. See references (right).  → Do not mix colorways.	<div><div><b>Riverdale Maroon</b> HEX: 872242 CMYK: 30 100 60 23 RGB: 135 34 66</div><div><b>Black</b> HEX: 000000 CMYK: 0 0 0 100 RGB: 0 0 0</div><div><b>Midnight Blue</b> HEX: 020122 CMYK: 87 81 55 75 RGB: 2 1 34</div><div><b>Sky Blue</b> HEX: D1E6F5 CMYK: 16 3 1 0 RGB: 209 230 245</div><div><b>Forest Green</b> HEX: 012622 CMYK: 86 58 69 72 RGB: 1 38 34</div><div><b>Light Green</b> HEX: EAFFDA CMYK: 8 0 18 0 RGB: 234 255 218</div><div><b>Deep Purple</b> HEX: 2D1B2D CMYK: 72 81 52 65 RGB: 45 27 45</div><div><b>Lilac</b> HEX: EAE8FF CMYK: 6 7 0 0 RGB: 234 232 255</div></div> <div><div>80% HEX: 9F4E68</div><div>60% HEX: B77A8E</div><div>40% HEX: CFA7B3</div><div>20% HEX: E7D3D9</div><div>10% HEX: F3E9EC</div><div>5% HEX: F9F4F6</div><div>80% HEX: 58595B</div><div>60% HEX: 808285</div><div>40% HEX: A7A9AC</div><div>20% HEX: D1D3D4</div><div>10% HEX: E6E7E8</div><div>5% HEX: F1F2F2</div></div>					
	<div><div></div></div>					

TYPOGRAPHY			
<u>HEADERS, SUB-HEADERS, BODY COPY</u>		<u>TYPE/COLOR EXAMPLES</u>	
<div>Campton</div> <div>WEIGHTS: Thin / <i>Thin Italic</i> Extra Light / <i>Extra Light Italic</i> Light / <i>Light Italic</i> Book / <i>Book Italic</i> Medium / <i>Medium Italic</i> Semi Bold / <i>Semi Bold Italic</i> Bold / <i>Bold Italic</i> Extra Bold / <i>Extra Bold Italic</i> Black / <i>Black Italic</i></div>	<div>Freight Text Pro</div> <div>WEIGHTS: Light / <i>Light Italic</i> Book / <i>Book Italic</i> Medium / <i>Medium Italic</i> Semi Bold / <i>Semi Bold Italic</i> Bold / <i>Bold Italic</i> Extra Bold / <i>Extra Bold Italic</i></div>	<div>→ For text heavy layouts, default to lighter colors or a neutral shade of grey for backgrounds. Use darker tones for text.</div> <div>→ For image-heavy layouts, default to darker colors for backgrounds. Use lighter tones for text.</div> <div>→ Only use recommended color pairings.</div>	<div><div>When we talk about “community,” we refer to the relationships that can be seen in every facet of the school’s life.</div><div></div></div> <div><div> Lorem Ipsum Headline</div><div><div><small>We have an additional 100,000 copies of the book 'The Great Gatsby' available for loan. Please contact the library for more information.</small> <small>We have an additional 100,000 copies of the book 'The Great Gatsby' available for loan. Please contact the library for more information.</small></div></div></div> <div><div>Riverdale is a Pre-K through grade 12 independent school in New York City committed to empowering lifelong learners by developing minds, building character, and creating community in order to change our world for the good.</div><div>RIVERDALE COUNTRY SCHOOL</div></div>
<div>→ Campton and Freight Text Pro can be used in all formats, including headers, sub headers, and body copy.</div> <div>→ Campton and Freight Text Pro can be used together within the same headline to create hierarchy. See examples (right).</div>			
PHOTOGRAPHY + VIDEO			
<u>NUMBERS/STATS/DATA</u>		<div>→ We have an incredibly robust library of high-quality photography and video that should be used in lieu of stock imagery. Contact the Director of Communications for access.</div>	
<div>Fjalla One</div> <div>123</div> <div><u>BACKUP FONTS</u>  Arial Georgia</div>	<div>→ When the brand fonts aren’t available, Arial can be a substitute for Campton, and Georgia can be a substitute for Freight Text Pro.</div> <div>→ The school has a license for our brand fonts. For help with installing the proper fonts on your computer, contact the Tech Department.</div>	<div></div>	