

SECTION 127

Tipton Community School Corporation **Brand Evolution**

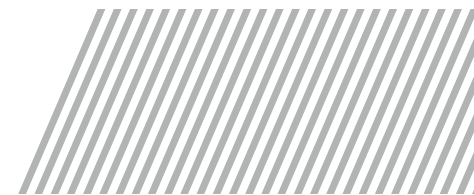
Presentation.01
07-01-21

Agenda

Creative Brief Summary
Visual Inspiration
Logo Concept Presentation

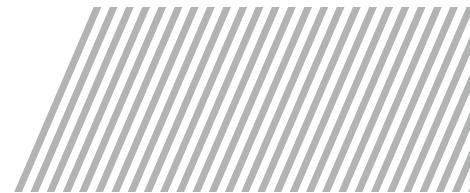
Objectives

- Create a single 'Blue Devil' logo to be used across all three schools that can be incorporated into academic and athletic communications, such as letterhead, apparel, and signage.



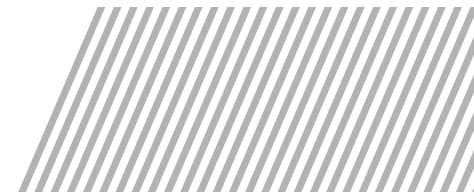
Target Audience Objectives

- Tipton School System students and staff, athletic department
- Local schools and townships in Indiana
- Tipton community members
- Local businesses



Creative Considerations

- Royal blue and white are the official school colors; additional colors such as gray, silver and black are welcome. (Current blue is PMS 7686C.)
- Modernize the logo. The Blue Devil's facial features should be a little more aggressive-looking, but not evil. He is a fighting (ready to go-to-battle) 'Blue Devil.'
- Incorporate symbolic aspects of the school community, specifically agriculture and "small town, big goals."
- Explore treatment of the school mascot, wordmark and potential combination of the two within each design.



Concept

Inspiration
Color Information
Icon
Primary Mark



← D → E V I L

synthesizer
BANDS
Hacienda
STORM
HEADPHONES
VICTORY

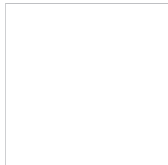




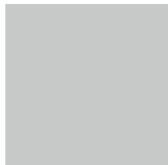
PMS 433 C
CMYK: 88 / 63 / 40 / 85
RGB: 29 / 37 / 45
HEX: 1D252D



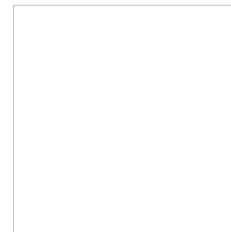
PMS 300 C
CMYK: 100 / 56 / 0 / 3
RGB: 0 / 94 / 184
HEX: 005EB8



WHITE
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFFFF



PMS COOL GRAY 3 C
CMYK: 21 / 17 / 17 / 0
RGB: 200 / 200 / 200
HEX: C8C8C8



Relative scale of
color in application

UNITED SANS SEMI CONDENSED (HEAVY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

UNITED SANS SEMI CONDENSED (BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789







TIPTON
BLUE DEVILS



TIPTON
BLUE DEVILS









TIPTON
BLUE **DEVILS**

THANK YOU!

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