PRIMARY LOGO
& IDENTITY GUIDELINES

Hamilton
Independent School District
Primary Logo

**Hamilton Independent School District Bulldogs**

**Horizontal Logo is our Primary & 1st logo of choice**

**Secondary Logo Style**

- **Bulldog Texas Outline**
- **Bulldog Head Only**

**Wordmark**

- **H Icon**
- **Secondary H Icon Custom Formula**

**Colors**

- Pantone 48-8U
  - C0 M99 Y91 K0
  - #ed202d
- Pantone 179-4U
  - C0 M0 Y0 K27
  - #c2c4c6

**Social Media**

- Hamilton
  - Bulldog Texas Outline
  - Bulldog Head Only

**Fonts Used in Logotype**

- **Roboto Slab Regular**
  - 1234567890 !@£$%^&*()-=+
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- **Roboto Slab Bold**
  - 1234567890 !@£$%^&*()-=+
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

**Do Not Abuse Your Logo**

- **Hamilton Independent School District**
  - Don’t change element position
- **Hamilton Independent School District**
  - Don’t stretch or distort
- **Hamilton Independent School District**
  - Don’t change fonts/color
- **Hamilton Independent School District**
  - Don’t stretch element size
**COLOR INFORMATION**

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<th>K</th>
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HAMILTON INDEPENDENT SCHOOL DISTRICT BULLDOGS

H ICON SECONDARY LOGO

Hamilton
Independent School District

Full Color on white or light backgrounds

Hamilton
Independent School District

White on color or dark backgrounds

Hamilton
Independent School District

Black & White on white or light backgrounds

Hamilton
Independent School District

Gray Scale on white or light backgrounds

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HAMILTON INDEPENDENT SCHOOL DISTRICT BULLDOGS

SECONDARY LOGOS

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Full Color on white or light backgrounds
White on color or dark backgrounds
Black & White on white or light backgrounds
Gray Scale on white or light backgrounds
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