Logo & Style Guidelines
Logo Spacing

The logo should be used with a generous amount of open space around it; this amount should be at least the height of the “N” and the measurement of this space begins at the edge of the icon.
One Color Logo

The logo may be displayed as one color from the following: black, white, navy or teal.
Logo Variations

Over Images
The primary logo can be used on top of images as long as there is enough contrast to allow the logo to be clearly visible.

Reversed Logo
Typefaces

In the Logo

Bernier (lowercase)

Franklin

Headlines and Subheadlines

Fox and Bear

Barlow Semi Condensed SemiBold

Barlow Semi Condensed Regular

Body Text

Arial

Barlow Semi Condensed Regular
Text Elements

Below are examples of several text elements / lockups of certain key points including headlines, taglines, and contact information. More styles may be added in the future as additional pieces are developed.

**Headline**

**SUB-HEADLINE**

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**NEW HARMONY HIGH SCHOOL**  
5400 Douglas St, New Orleans, LA 70117  
(504) 555-5555

**LEARNING HAPPENS EVERYWHERE**

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Colors

Primary Logo Colors

Teal
Hex: #3BBFBB
PANTONE 325 U
C: 67  M: 0  Y: 32  K: 0
R: 59  G: 191  B: 187

Navy
Hex: #246681
PANTONE 308 U
C: 88  M: 53  Y: 34  K: 11
R: 36  G: 102  B: 129

Supplementary Colors

Yellow
Hex: #F0E58D
PANTONE 608 U
C: 7  M: 4  Y: 54  K: 0
R: 239  G: 229  B: 143

Black
Hex: #000000
PANTONE BLACK
C: 0  M: 0  Y: 0  K: 100
Textures
Apparel / Screenprint

In some instances, such as on apparel, the wordmark may appear in one color.

1 Color

2 Color
Teal in the logo is replaced by the shirt color which is similar to the logo.

3 Color on Dark Shirt

3 Color on White Shirt
Apparel / Embroidery
A supplementary design is provided in special use, such as on apparel or other promotional materials. It may be printed as one or two colors as shown below. The type is hand-drawn and provided is a vector file with the full alphabet.
Tote Bags

Learning Happens Everywhere
New Harmony High School
Pens and Pencils
Business Cards

Front
Dimensions: 3.5 x 2”

Back
New Harmony High is a free, public open enrollment high school focused on coastal restoration and preservation. We prepare students for graduation, college, career, and beyond through real world problem- and project-based curriculum.

visit us at newharmonyhigh.org

Monday, February 19
3:30-5:00 pm
5400 Douglas Street
New Orleans, LA 70117