

LONGVIEW HIGH SCHOOL TEMPORARY BRAND GUIDE



LONGVIEW
HIGH SCHOOL



LONGVIEW
INSERT HERE

TYPOGRAPHY

INDUSTRY ULTRA ITALIC

Used for main logotype.

BECOME CUSTOM SHEARING

Used for main logo subtype.

BECOME

Used for all generic jersey marks.

TOUCHDOWN

Used for all numbers.

1234567890

H1 - Inter Tight ExtraBold

H2 - Inter Tight Bold

H3 - Inter Tight Bold

Pull Quote - Inter Tight Regular

Paragraph

VERTICAL MARKS



ICON



HORIZONTAL MARK



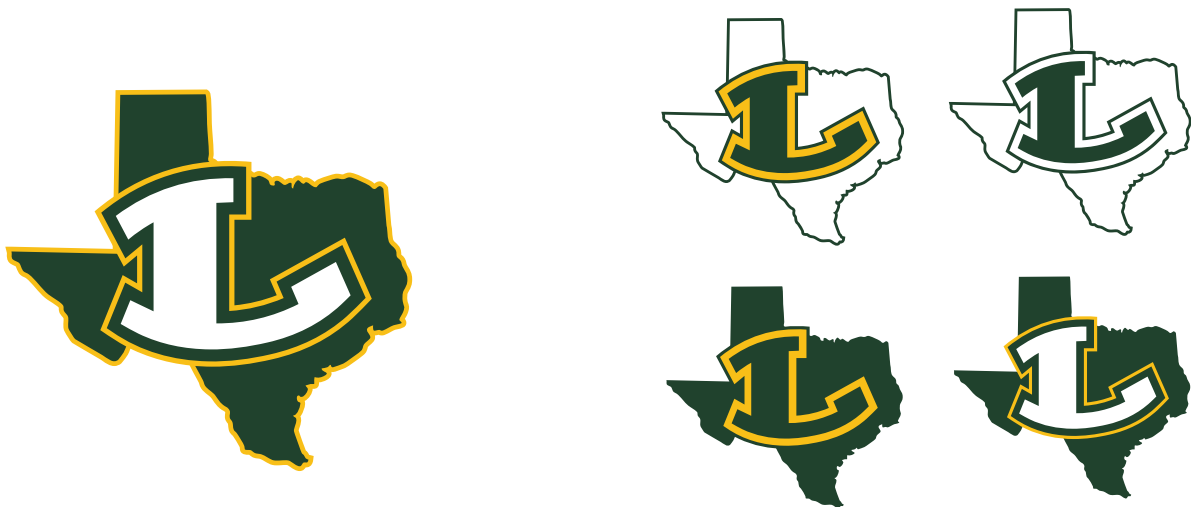
WORDMARKS



REFRESHED/NEW LOBO MASCOT



ALTERNATE (TX)



ATHLETIC MARKS

OPTION 1 (BLOCK LETTER SUB)

OPTION 2 (DOUBLE LOGOTYPE)



JERSEY MARKS

LONGVIEW **LOBOS**

CUSTOM VARIATIONS**

ALL VARIATIONS MUST BE APPROVED BY THE COMMUNICATIONS DEPARTMENT**

LOBOS



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LOBO STADIUM

Excellence is the expectation

Longview High school is the home of the Lobos!