



BRAND AND IDENTITY GUIDE  
VESTAVIA HILLS HIGH SCHOOL

**ONCE A**

**REBEL**



# 001 INTRODUCTION

WHY

WHAT

HOW

## WHY DO WE HAVE BRAND GUIDELINES?

Many times, people associate the term “brand” with logos or other visual identities, but an organization’s brand involves much more. The brand is a holistic representation of the organization’s reputation. Brand guidelines are in place to provide standards for the imagery, messaging and other various tactics that are used to represent the school and its brand. Brand identity standards are continuously reviewed and updated to remain consistent and relevant in the marketplace. Consistency among all of the various facets of Vestavia Hills High School protects the strength of the brand and solidifies name recognition. It is the role of the brand stakeholders to uphold the brand standards and protect the image perception of Vestavia Hills High School.

## WHAT WENT INTO THIS BOOK?

This book began with a strategic initiative to uncover the best qualities and characteristics of the Vestavia Hills High School Rebels. An extensive research process revealed a multitude of distinctive traits, traditions and values shared by the brand’s most involved audiences. The findings were analyzed to discover VHHS’s unique place among the community, state and nation. Communications by all VHHS stakeholders should be woven through this platform, which will amplify the voice of the brand, as they will all steam from a common thread.

## HOW DOES THIS BOOK HELP VHHS?

Everyone who is a part of Vestavia Hills High School wants to tell a compelling story about what it means to be Vestavia Hills High School Rebel. Being a VHHS Rebel has its own definition that is unique to the school and those who are a part of the school. While VHHS speaks to a variety of external and internal audiences, the tools in this brand book are in place to inspire VHHS stakeholders to be a part of the school’s story, so that they may, collectively and individually, benefit from association.

**002**

# **BRAND STORY**

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## THE VISION

In the early 1970's, Vestavia Hills High School was established when the community decided to break away from Berry High School. The seniors were given the opportunity to decide whether or not they wanted to attend the new school or remain at Berry. Those that decided to leave and start the new school deemed themselves as "Rebels," the beginning of a legacy that remains prevalent in the brand of Vestavia Hills High School. As generations have passed through the school, the students have developed a reputation for excellence, hard work, community service and unity. While these values and traditions remain constant, the visual identity of the school has evolved. With a renewed focus on the importance of a clear and consistent brand identity, Vestavia Hills High School now showcases an all-encompassing brand package with visuals that are universally applicable and appropriately represent all audiences associated with the school in a relevant, authentic and meaningful way. This brand guide serves as a directive for brand implementation to ensure the high standard of the brand identity is upheld moving forward. The outline enables anyone using the visuals to express the brand appropriately and effectively across all applications and mediums.

THOSE THAT  
DECIDED TO  
LEAVE AND  
START THE NEW  
SCHOOL DEEMED  
THEMSELVES  
AS "REBELS"

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## THE BRAND

The elements that define the brand identity of Vestavia Hills High School work cohesively to represent all of the unique attributes of the brand. From the word choice, color choice, typography, graphics and imagery, each component plays an integral role in shaping the distinctiveness of Vestavia Hills High School and the persona of a Vestavia Hills High School Rebel. With consistent, relevant and detailed assets, the brand of Vestavia Hills High School can take shape across all mediums so that it may adequately represent the holistic brand story and express the values of a true Vestavia Hills High School Rebel.

The updated Vestavia Hills High School brand identity honors the school's tradition and core values while integrating a modern edge that positions the brand for the future. These marks are designed to propel the brand forward and provide a strength and power that resonates with both internal and external audiences. Through abundant research the brand story was unveiled, and with first-class creative talent and strategic planning the new imagery revolutionizes an iconic brand into a complete, consistent brand identity.

TRADITION **UNITY**  
 LEADERSHIP **PRIDE** SERVICE  
 TEAMWORK ACADEMICS  
**ATHLETICS**  
 INVOLVEMENT **COURAGE**  
 EXCELLENCE **TOGETHERNESS**  
**COMMUNITY** COMPASSION



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## BRAND ATTRIBUTES

The brand attributes are the values and characteristics that represent the essence of the brand. These principles served as a filter for the creative process when creating the brand imagery. These are the prominent ideals of the Vestavia Hills High School Rebel brand.

- I. TRADITION
- II. LEADERSHIP
- III. UNITY
- IV. PRIDE
- V. SERVICE
- VI. TEAMWORK
- VII. EXCELLENCE
- VIII. ACADEMICS
- IX. ATHLETICS
- X. INVOLVEMENT
- XI. COURAGE
- XII. TOGETHERNESS
- XIII. COMMUNITY
- XIV. COMPASSION

## BRAND OVERVIEW

The brand of Vestavia Hills High School is not limited to a logo or an image. The following core elements including the primary and secondary logos, colors, typeface and brand expressions are the visual tools used to represent the true values and characteristics of the VHHS brand. These tools are designed to be flexible, to allow creativity and individuality and appropriately represent each of the distinct organizations, groups and individuals that make up the brand. However, to effectively represent the essence of a VHHS Rebel and protect the brand experience, these core elements must align and maintain consistency. The following sections provide creative guidance on the use of each of the brand elements. With appropriate use, each of these elements can be used to scale the reach of VHHS in a way that is effective and recognizable. The brand identity of VHHS supports the ideals of tradition, excellence, service and achievement.


**003**

# **PRIMARY IDENTITY**

INSTITUTIONAL MARK

ACTIVITIES MARK

COLORS

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INSTITUTIONAL MARK  
PMS 200 PMS 288

**NEW**  
INSTITUTIONAL MARK

While the traditions of Vestavia Hills High School served as the basis for the values and ideals of the school, over time logos and verbiage that represent the school have evolved. The new institutional logo propels VHHS forward into the modern era with a mark that represents innovation, forward thinking and learning without limits. **THE LOGO SERVES AS THE PRIMARY MARK OF VESTAVIA HILLS HIGH SCHOOL IN ANY CAPACITY.** The mark should be used as the main identifying device in all institution related activities. The mark is not limited for use in only an educational capacity, and it can be adopted for use by school affiliated clubs, organizations, groups, athletic teams, etc.

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HIGH SCHOOL

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VESTAVIA HILLS  
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ACTIVITIES MARK  
PMS 200 PMS 288

## IMPROVED ACTIVITIES MARK

At Vestavia Hills High School, **EXCELLENCE** and **TRADITION** are two common themes shared by the students, faculty, staff and community. The activities mark gives a nod at the iconic lettering of varsity athletics and is deeply rooted in the marks historically used by the school. This version is built on a strong foundation of equity that has developed from decades of achievement in not just athletics but all school sponsored organizations. Subtle refinements to the mark have been made to define the geometry, scale and color to ensure consistency with use. The overall proportions of the letter form have been slightly adjusted from the previously used versions, with a decreased weight of the body (vertical) stroke and increased weight of the cross (horizontal) strokes. The connections between the strokes have evolved which features subtly curved joints. The **INTERLOCKING VH LOGO IS USED AS THE PRIMARY MARK** for all Vestavia Hills High School affiliated organizations.

### APPROVED VARIATIONS (3)





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C: **16**      R: **195**  
M: **100**     G: **32**  
Y: **87**        B: **50**  
K: **6**

HEX #: **C32032**



C: **100**     R: **36**  
M: **91**        G: **53**  
Y: **26**        B: **111**  
K: **15**

HEX #: **23356F**

## OFFICIAL COLORS

Brands and color are indistinguishably linked, as the colors aid in the communication of the brand idea. Typically, consumers remember a brand's color the most of all visual components, and color aids in brand awareness and recognition. **PMS 200 (RED)** and **PMS 288 (BLUE)** are the official colors of Vestavia Hills High School and have remained so since the school's inception.

# 004 TYPOGRAPHY


PRIMARY TYPEFACE

SECONDARY TYPEFACE

WORDMARKS

SCRIPTS

Type is an important element in the brand story and is a strong brand identifier.

To maintain a consistent appearance across a wide variety of academic, athletic and all school related communications, a full alphabet and custom wordmarks have been designed to enhance the overall brand. The typefaces are designed to co-exist under the overarching Vestavia Hills High School brand but provide enough differentiation to appropriately represent each of the various facets of the school. 



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**NEW**

## PRIMARY TYPEFACE: Institutional

# Galliard

The **Galliard** font is used in association with the institutional logo for the school. The serif typeface was established in the 1970's, the same decade that Vestavia Hills High School was created. The robust strokes of the font in conjunction with the sharp details provide a distinct attractiveness that is different from traditional serif fonts but maintains a conventional look and feel. The Galliard typeface has been used by Ivy League institutions in the past, such as Yale, before those institutions developed fonts of their own. The typeface represents the high educational standards of Vestavia Hills High School and the school's commitment to excellence across all platforms. The typeface enhances the primary mark of Vestavia Hills High School with a notable and clear text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

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NEW

PRIMARY TYPEFACE: Activities

# United Serif Black

The **United Serif** font provides a traditional varsity athletics look, which ties in to Vestavia's rich history in athletics and extra-curricular activities.

The hardworking and resilient nature of Vestavia Hills High School students, faculty, staff and alumni is signified by the bold, strong typography. The United Serif font complements the educational look of the Galliard font to maintain a traditional look and appropriately represent athletics, fine arts and other extra-curricular **ACTIVITIES ASSOCIATED WITH THE SCHOOL.**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

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**NEW**

SECONDARY TYPEFACE: Complementary

# Univers Condensed Sans Serif

The sans serif version of the **UNIVERS** font family was selected as the secondary identity to provide a **COMPLEMENT** to the primary athletic typeface.

This secondary font is for use in lock-ups, headlines or to customize the primary marks for specific sports or school affiliated organizations.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

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**NEW**  
WORDMARKS



GALLIARD



UNITED



UNITED + UNITED



UNITED + UNIVERS



UNITED



GALLIARD



UNITED



UNITED + UNITED



UNITED + UNIVERS



UNITED

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## IMPROVED SCRIPTS

Primarily used in baseball and softball, the script wordmarks are created to give a nod to the heritage of these sports. The stroke is fluid and italicized, which maintains the established look, while the elongated cursive type provides a modern feel. These traditional marks are designed with inspiration from traditional baseball and softball elements, but can be adopted by other school affiliated organizations.

# Vestavia

# Rebels

APPROVED VARIATIONS (8)



APPROVED VARIATIONS (8)



**005**

# **SECONDARY IDENTITY**

SCHOOL CREST

OLD ENGLISH V

FULL LOCK-UP

IREBEL



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SCHOOL CREST

**TRADITIONAL**  
SCHOOL CREST

The Vestavia Hills High School crest is a part of the school's heritage and is used for the most official school communications. This mark is reserved for formal documents or messages from the school.

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OLD ENGLISH V  
PMS 200 PMS 288

TRADITIONAL

OLD ENGLISH V

The **OLD ENGLISH V** is a mark with strong **HISTORICAL** ties to Vestavia Hills baseball. The mark was first established in connection to the baseball team under the leadership of Hall of Fame head coach, the late Sammy Dunn. The mark has become an iconic part of the baseball team's history, which won nine Class 6A titles under the legendary Coach Dunn from 1991-2000. The mark is an important part of the team's brand moving forward and may be adopted by other sports teams as well.

APPROVED VARIATIONS (3)





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YOU PLAY  
**IREBEL**  
 YOU PLAY  
**US ALL**

**NEW**  
**IREBEL**

The **IREBEL** slogan and **IREBEL** mark by itself are additional graphic identities of Vestavia Hills High School and all Vestavia Hills High School affiliated teams or organizations. The full mark is a tribute to the legendary head football coach, Buddy Anderson’s famous saying, “When you play one Rebel, you play us all.” This saying has become an iconic message for all Vestavia Hills High School students, faculty, staff and alumni and has long been used by the school with pride. The concept speaks to the school’s longstanding reputation as united, supportive and spirited. This mark or the **IREBEL** mark by itself can be used by any individual or group associated with the school

APPROVED VARIATIONS (2)



**NEW**

## FULL LOCKUPS

Full lockups allow the various athletic teams or extra-curricular organizations to develop their own identity under the main Vestavia Hills High School brand. The lockups help promote unity and maintain consistency across all Vestavia Hills High School teams or organizations by sharing a **COMMON APPEARANCE** and hierarchy.

**EACH ORGANIZATION BENEFITS FROM BEING A PART OF VESTAVIA HILLS HIGH SCHOOL.**



**BASKETBALL**

**SOFTBALL**

**FOOTBALL**

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THE CONCEPT IS NOT LIMITED TO JUST ATHLETICS but designed for all groups, clubs, teams, etc.

ACTIVITIES LOCKUPS  
VARIATIONS

# 006

# BRAND APPLICATION

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USAGE MOCK-UPS

When developing and maintaining a strong brand identity, consistency is one of the most important factors.

While maintaining the individuality of each element that makes up the brand, a consistent look and feel helps build credibility and equity that enable the brand to withstand the test of time. Additionally, consistency helps propel the brand above its competitors and stand out as different from the rest. The following provide concepts for use of the brand in an appropriate and relevant way. Additionally, visuals are provided to show incorrect use of the brand to protect the graphic identity.

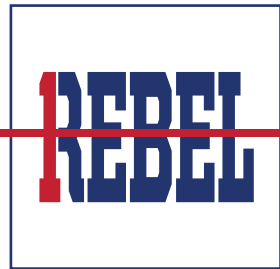
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## ~~INCORRECT~~ USAGE

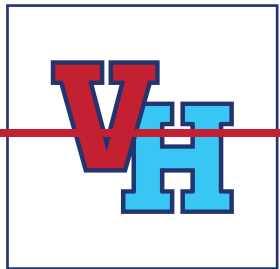
At no time should the Vestavia Hills High School brand elements be used in ways not outlined in this brand style guide.

The following images show improper use of the brand. **THIS INCLUDES CROPPING, MODIFYING, STRETCHING, DISTORTING OR AMENDING THE GRAPHICS.**

### DO NOT DISTORT LOGOS



### DO NOT ALTER COLORS



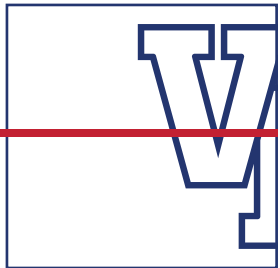
### DO NOT ADJUST PROPORTIONS



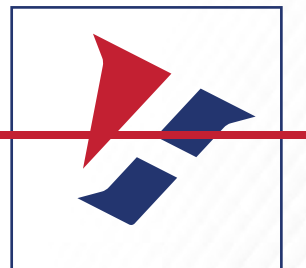
### DO NOT ADD ELEMENTS TO ANY MARKS



### DO NOT CROP LOGOS



### DO NOT SKEW OR ROTATE ANY MARKS



If the use of a brand element is questionable, the school should approve the image prior to being printed or used.

**007**

# **TRADEMARKS & LICENSING**

PROTECT AND PRESERVE



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## PROTECT AND PRESERVE

To **PROTECT** the brand of Vestavia Hills High School it is important to maintain ownership of the visual elements.

The following **GUIDELINES** are available to establish licensing and trademark protocols:

### REGISTER WITH LEARFIELD PARTNERS AS A PARTICIPATING PROGRAM

It is strongly recommended that Vestavia Hills High School contract with Learfield Partners to oversee all licensing of merchandise. This program is free to high schools and provides a resource for the school to receive quarterly reports on merchandise sales and distribution of royalty revenues. Learfield Partners will act as the agent for Vestavia Hills High School in all situations involving retailers. This entails communicating proper logo usage, collection of royalties, and in some cases cease and desist letters for vendors to stop production of unauthorized production and sales of officially branded merchandise.

This new brand guideline, coupled with a partnership with Learfield Partners, provides an organized and professional approach for the protection of the Vestavia Hills High School brand. Additionally, this method will help increase new sales in retail stores currently not engaged in high school sports within Vestavia Hills.

Licensing and royalties only involve retail merchandisers returning revenue off of the VHHS brand. Thus, school affiliated booster clubs and team sales must still comply with the standards in the style guide but will not be subject to pay royalties in order to use the visual elements.





**ALWAYS**

**A REBEL.**

