



branding + style guide

For print and digital media

2023-2024

Brand Implementation

logos



Minimal leaf left aligned
with modern text.
Montserrat (bold) typeface.



Minimal leaf left aligned
with modern text.
Montserrat (bold) typeface.
(alternate inverted colors)

crest (traditional)



Traditional crest logo using the updated
color story. No additional text attached.
Presented only independently without
competing typeface or logos.

Use of this logo is reserved for CHS diplomas,
certificates, and any historic/ archival reference.

CHS color story

main color palette



#509141

RGB 81, 145, 65

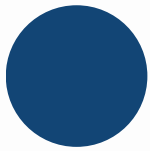
PMS:363C



#E8E748

RGB 232, 231, 72

PMS:101C

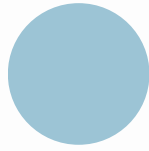


#124575

RGB 18, 69, 117

PMS 301C

secondary accents



#9CC4D5

RGB 156, 196, 213

PMS:291C

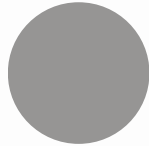


#ED1C24

RGB 237, 28, 36

PMS:1788C

tertiary (minimal use)



#969594



#D9D9D9

font

Montserrat (all cap)

CONCORD HILL SCHOOL
EST. 1965

Montserrat Bold (all cap)

CONCORD HILL SCHOOL
EST. 1965

text

CANVA

Glacial Indifference

GLACIAL INDIFFERENCE (all caps)

Glacial Indifference (bold)

MS WORD

Futura

FUTURA

Text is presented in BLACK or dark CHS blue.