



PIEDMONT ATHLETICS
BRAND IDENTITY GUIDELINES

2024



EST. 1921

PIEDMONT ATHLETICS BRAND IDENTITY

The Piedmont High School athletic branding package provides the Athletic Department with consistent visuals by unifying all marks, colors and uniforms of our tradition rich sports program. The package was presented to the student body and formally adopted as the official marks and colors of Piedmont High Athletics by school-wide vote in June of 2015.

In the following pages, this presentation educates and sets forth the brand guidelines for the use of the official marks of Piedmont Athletics for marketing, uniform design and apparel production purposes. The Athletic Department is responsible for maintaining vigilance and ensuring the proper use of its visuals and colors in the community.



MARKS + LOGOS



THE MARKS

Hearts of Lions

Piedmont High School's tradition of Scottish themed mascots and nicknames dates all the way back to its founding in the Fall of 1921. We celebrate this Highlander heritage with a heraldry inspired mark that represents the competitive spirit of the student body. The classic Scottish lion mark conjures up imagery of claymores hoisted into the sky by honorable warriors and serves as inspiration for student athletes to compete with "hearts of lions".

BRAND MARKS



**BLOCK P
PRIMARY MARK**

The classic, chiseled “Block P” is the primary mark for Piedmont athletics, and used as the universal identifying mark for the Piedmont Highlanders. It represents strength, tradition, timelessness and serves as a beacon of the school’s storied high school spirit.



**LION RAMPANT
SECONDARY MARK**

A versatile secondary mark has been introduced as a new mascot and athletic symbol to represent the “Highlander” nickname. The heraldry themed Lion Rampant combines elegance and bravery and pays homage to the original Royal Standard of Scotland.



**SCOT SCRIPT P
TERTIARY MARK**

Tertiary mark is a unique blackletter, Old Scotland style “P” most commonly used with Piedmont baseball and softball programs, paraded on the chest and the cap. This mark ties together the Scottish roots and traditional spirit of Piedmont High School.

FLEXIBILITY
BLOCK "P"



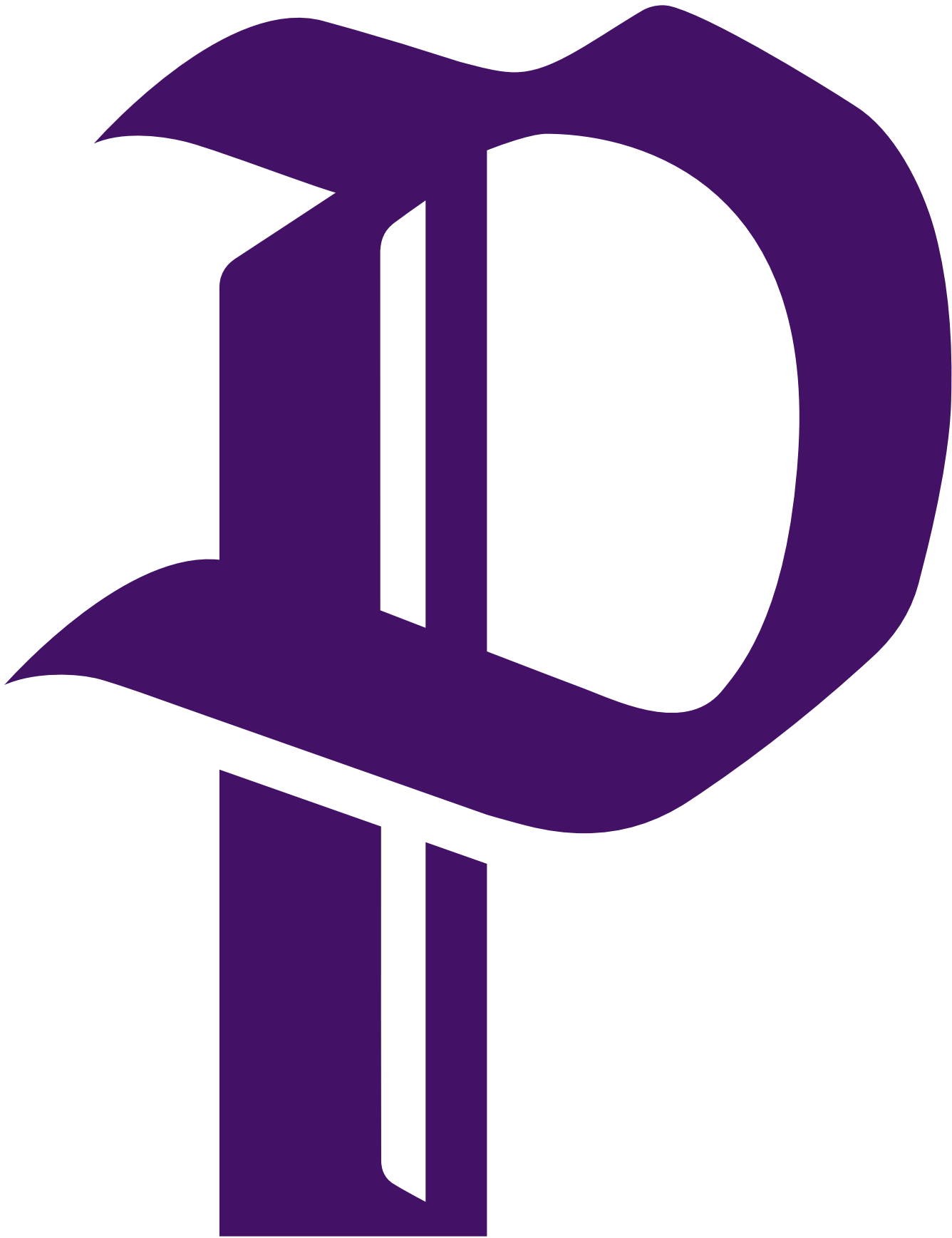
Single Color Shield



FLEXIBILITY
Shield

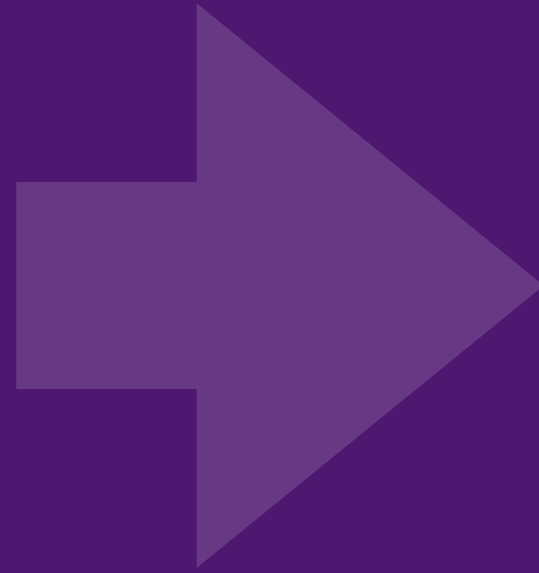


FLEXIBILITY
OLD SCOTLAND P





LION RAMPANT



The Lion Rampant may be pulled out of the shield and used as an additional stand alone mark for an added element within the Piedmont Brand Identity System. When the lion is portrayed on its own we always face the lion forward on each side of a helmet or to the right on hats, apparel and graphics.





VERSATILITY

VERSATILITY

Interchangeable Pieces

The Piedmont Brand Identity package provides coaches with maximum versatility to mix & match brand elements to create their own team designs, while maintaining a uniformity on a macro Athletic Department level. Teams have the flexibility to adopt any logos or combos as their program identity. For example, Baseball chose the Old Scotland P as its identity and Football has adopted the Lion Rampant as theirs.



LOCK-UP
LOGO + WORDMARK



WORDMARK
"SPORT SPECIFIC"



ACRONYM LOCKUP
LOGO + WORDMARK

INTERCHANGEABLE ASSETS

CREATES SPORT SPECIFIC ACRONYM

PHS

WATER POLO



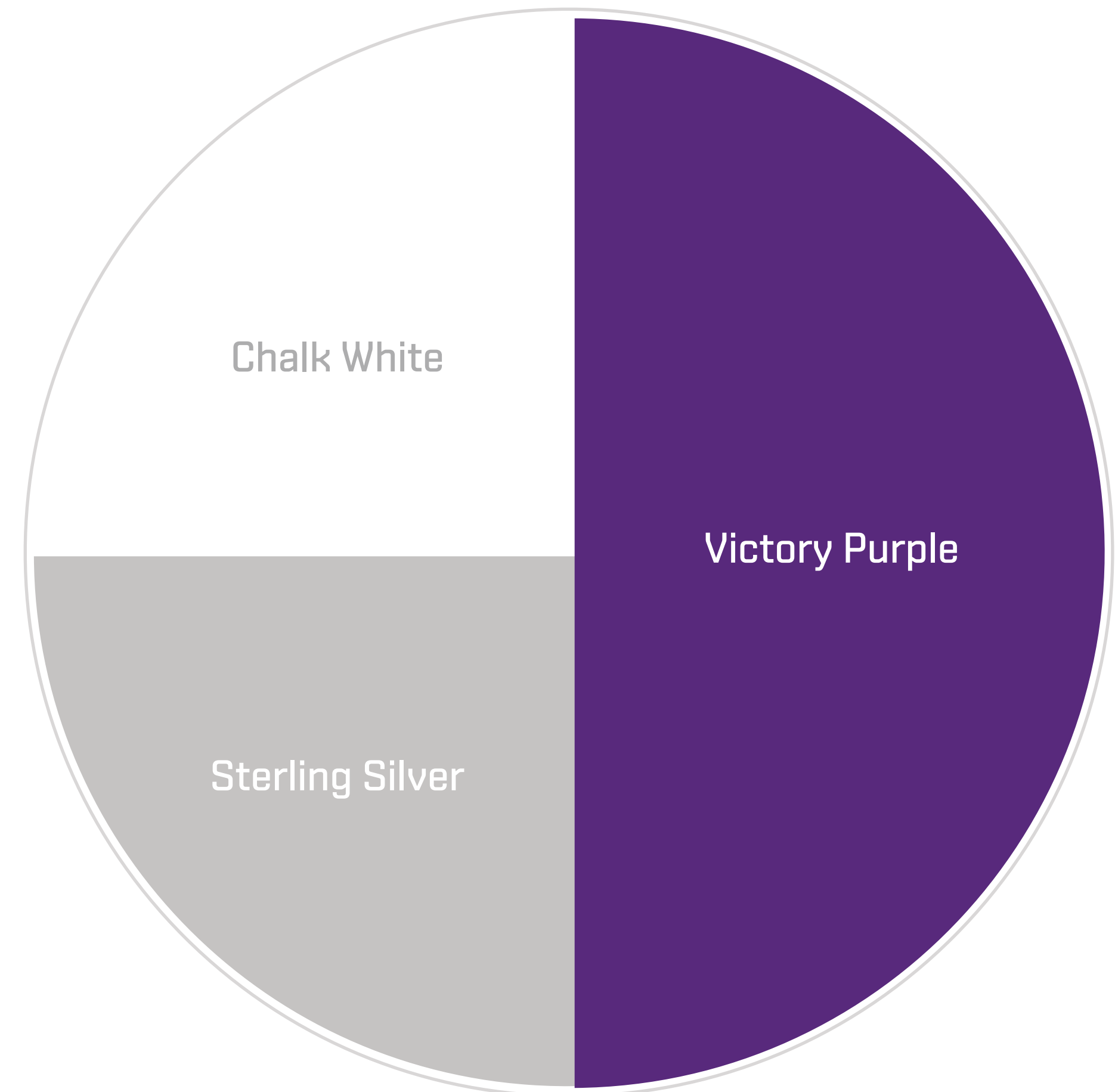
COLOR PALETTE

Colors of the Tartan

Much like in old Scotland, Piedmont High School chose a color scheme to represent the family of students who build the school's heritage year after year.

Primary Colors – A traditional color combination of Purple and White has been in place since 1921 and makes up the base color scheme of the Highlanders. The major focus is placed on Victory Purple, a color associated with heritage, excellence and achievement. Chalk White represents the purity of competition and a high standard of sportsmanship.

Secondary Color – Sterling Silver is added as complimentary graphic design neutral and source color for alternate uniform and apparel combinations. Silver adds elegance and lights the way to the future.



OR



COLOR FLEXIBILITY

Our Purple-White-Silver color palette allows for plenty of flexibility to produce a full range of fantastic looking uniforms and apparel pieces for our teams and fans.

Within the **silver** color palette we account for the realities of uniform coloring and the need for fun brand extensions in our apparel lines, granting these exceptions:

Apparel

Heather, Charcoal, Anthracite, Light Grey, Dark Grey

Logo Applications

Metallics, Chrome, Reflective, Flat Grey



CUSTOM WORDMARKS + FONTS

PIEDMONT

SOFTBALL

PRIMARY FONT

Shentox was chosen as the Highlander's primary font to provide a clean and elegant compliment to our suite of custom wordmarks. We use this font to build various "sport-specific" wordmarks for each of our sports programs and as the primary font for game programs and other decorative text needs.

Shentox Font Family

S H E N T O X L I G H T

S H E N T O X M E D I U M

S H E N T O X B O L D

1 2 3 4 5 6 7 8 9 0



PIEDMONT
HIGHLANDERS

PIEDMONT

The Piedmont Custom Wordmark has a beautiful and classy arched style, featuring chiseled block letters. The tight outline design is a great option for two color t-shirt and sweatshirt apparel.

PIEDMONT

A secondary look for the Piedmont Custom Wordmark involves the use of a key line with a slight separation from the lettering. This gives the wordmark an elegant and lighter feel providing depth to the mark.

The image displays the acronym 'PHS' in a classic, bold, serif font. The letters are white with a double outline: an inner dark blue outline and an outer light blue outline. The 'P' is tall and narrow, the 'H' is wide and blocky, and the 'S' is tall and narrow with a slight curve. The letters are set against a solid dark blue background.

During the Summer of 2017 a new PHS acronym was added to provide the Piedmont Brand Identity package with a classic “prep”element . The PHS acronym can be displayed with various outline styles.

PHS

Outline style of the PHS acronym

CRAFTED NUMBERS



PIEDMONT

Fight

CUSTOM NUMBER SET

1 2 3 4 5 6 7 8 9 0

A specially designed number set is available for coaches who would like to go beyond the offerings of standard block numbers and take their uniforms to the next level for a fully custom look. Art files can be sent to Stahl's which has all the capabilities to build sewn numbers in a myriad of appliqué styles.

ATHLETIC NUMERAL SET

The number set was built for use on uniforms only.

The numbers should not be combined with any other font or logotype.

The numbers are not to be used on, merchandise or in-venue without prior approval.

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0



UNIFORM CONCEPTS











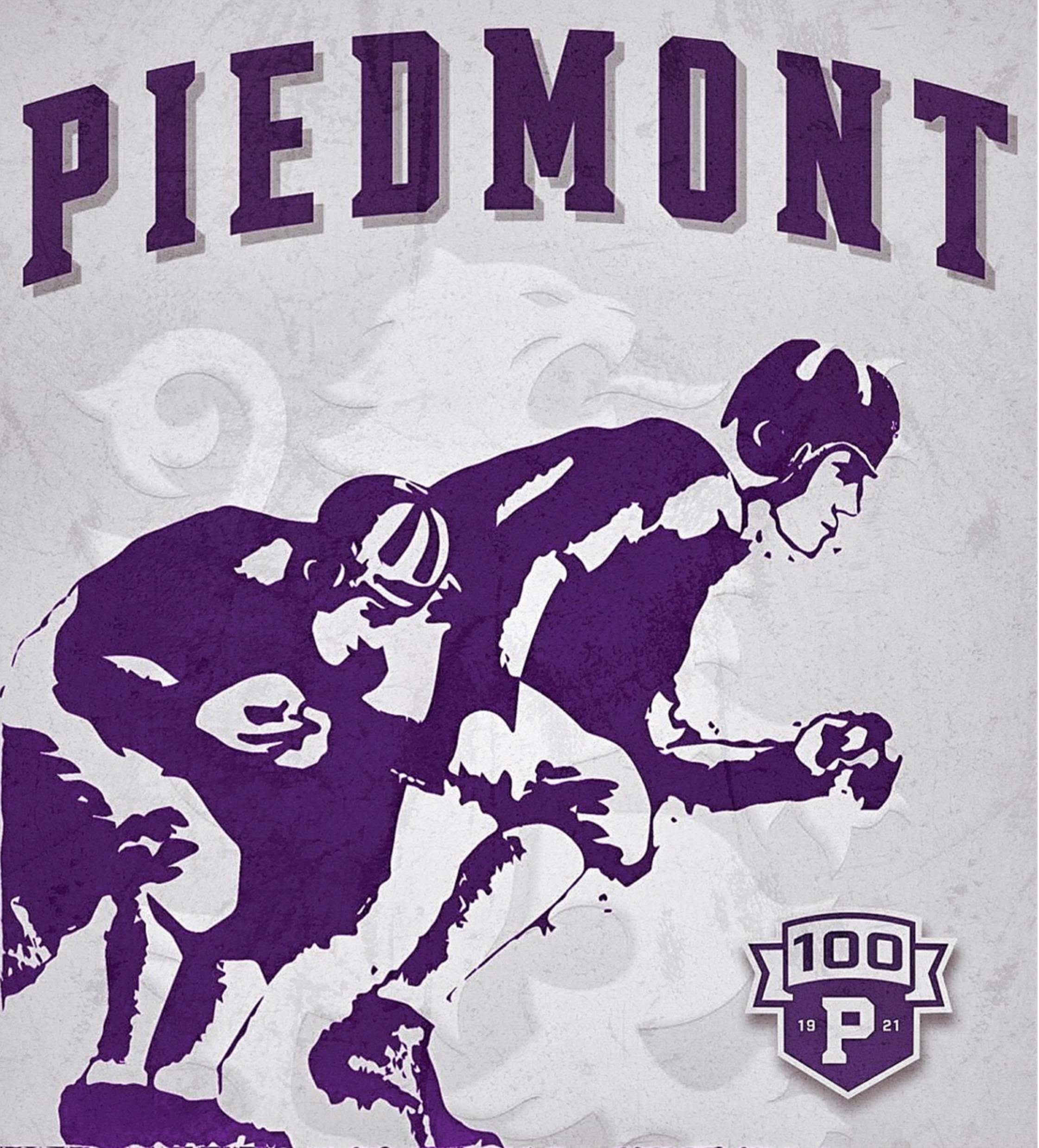


THE BRAND IN THE WILD

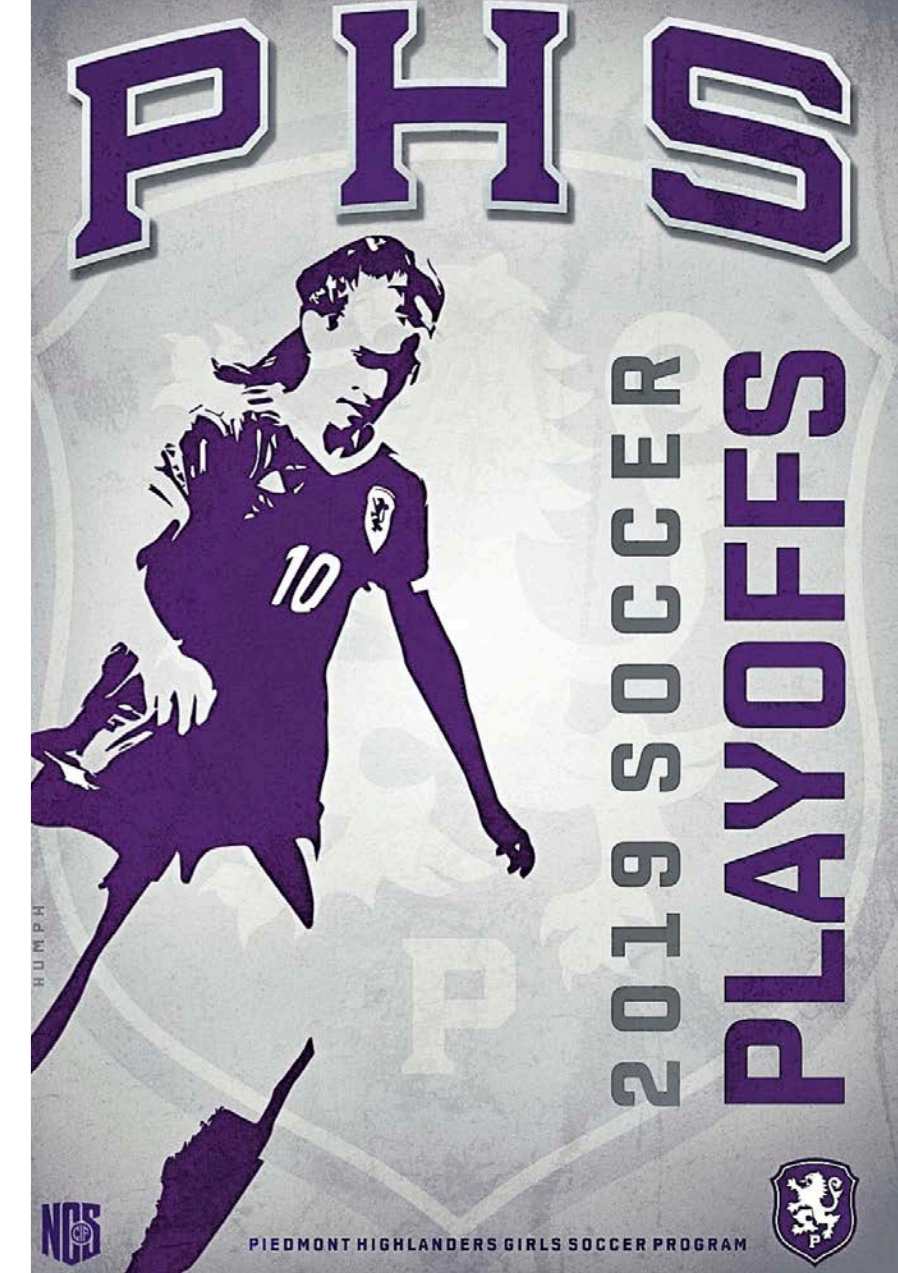
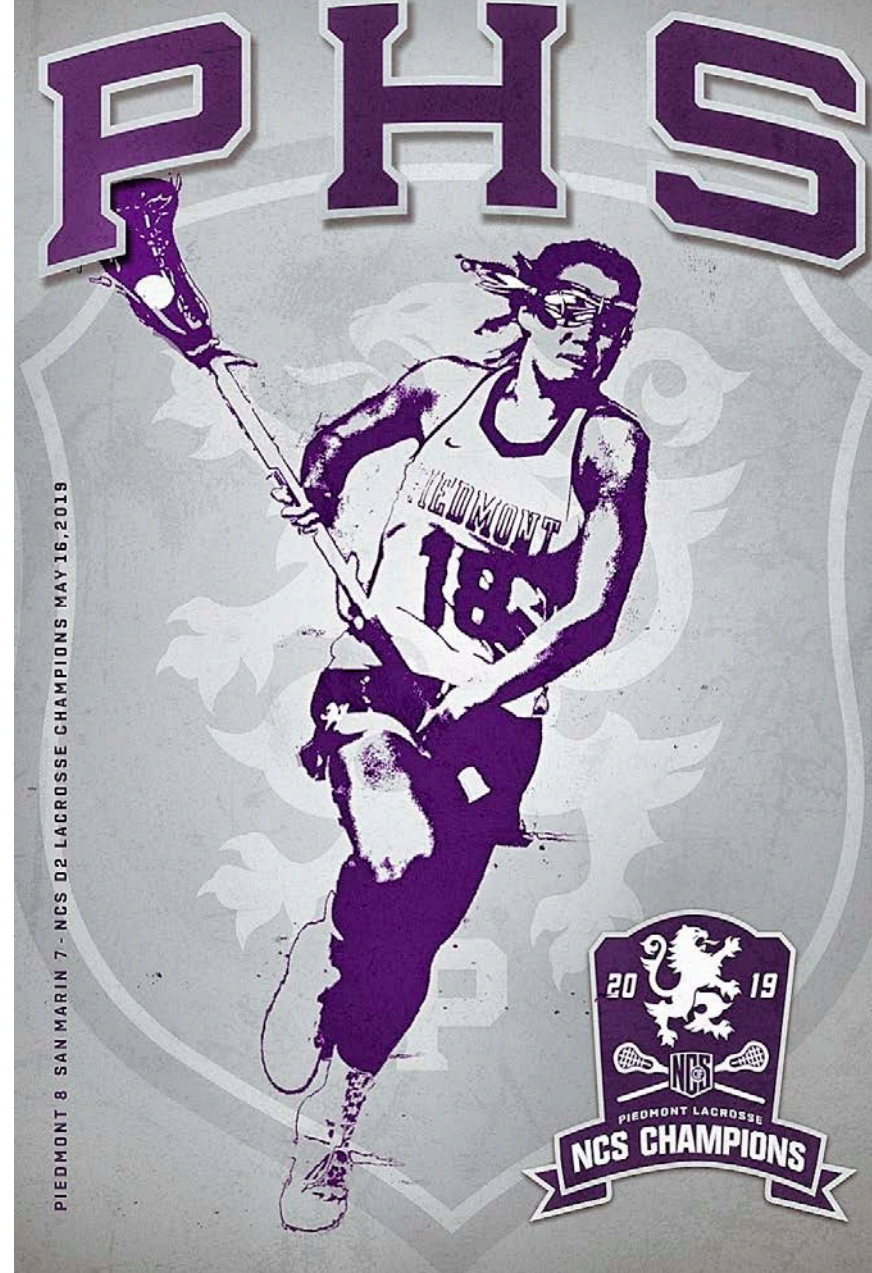
PIEDMONT ATHLETICS SPORTS MARKETING

When the brand unification package was adopted, the athletic department initiated a gradual roll-out policy for team uniform transition, with the intention of replacing legacy uniforms as needed. Baseball and football were early adopters of the new brands and their programs have the most experience utilizing the brand package for high level uniform and marketing of their teams in the community.

We hope some of these visuals will serve as inspirations for your team.



PIEDMONT HIGHLANDERS FOOTBALL
100TH ANNIVERSARY SEASON (1921-2020)



PIEDMONT
HEALDSBURG GREYHOUNDS
FRIDAY NIGHT LIGHTS @ REC PARK FIELD
8 PM SEP 01

VS

STRENGTH HONOR

HIGHLANDERS 95

PIEDMONT

2016 NCS PLAYOFFS

NCS D4 QUARTERFINALS NOVEMBER 19, 2016 @ 7PM

KENNEDY

EAGLES

AT KENNEDY HIGH - RICHMOND, CA

HIGHLANDER PRIDE

PIEDMONT

1

PIEDMONT
VS MOREAU 7 PM FRIDAY

K.K. Smith

PIEDMONT HIGHLANDERS

NOV 11

2016 NCS PLAYOFFS

7 PM

LOWER LAKE TROJANS

VETERANS DAY

OCT

PIEDMONT

VS

0

2016

HOME

COMING

O'DOWD

TH

STEVE HUMPHRIES

1904



ALLOWANCES + RESTRICTIONS

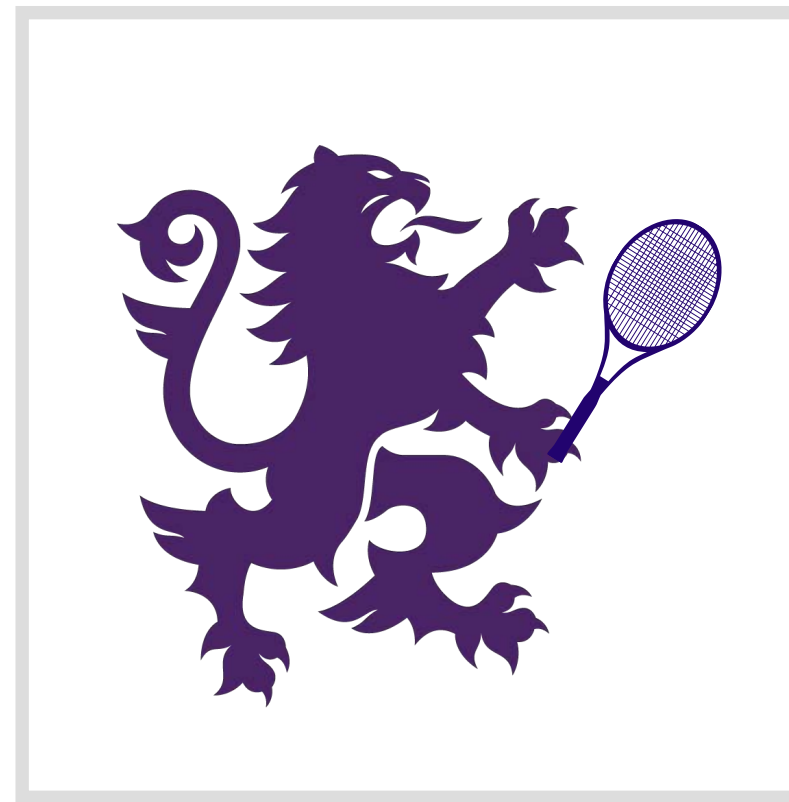
RESTRICTIONS

So that Piedmont High School can maintain the design integrity of its identity and maximize each logo's effectiveness as an identifier, it's mandatory that all logos be applied as indicated in this manual without modification.

The logos are not to be modified in any way. Shown on the right are unacceptable uses of Piedmont athletic logos.



DO NOT overprint on the logo



Don't overlap anything on the Lion Rampant



Never change typefaces



DO NOT manipulate the colors



Don't use purple lion on dark background w/out an outline



DO NOT print logos in violet helmet logos, stickers etc



The Block P may not be used to spell another word



Don't distort shapes.

Color Black Guidelines



ALLOWED

**WHITE, METALLIC, CHROME, GREY,
BLACK, SILVER, REFLECTIVE**



ALLOWED

**WITH WHITE OR SILVER OUTLINE
AND/OR KEY LINE STYLED DESIGNS**



PROHIBITED

**PURPLE ON BLACK OR DARK GREY WITHOUT
A CONTRASTING OUTLINE IS RESTRICTED**

Limited Use Policy:

The use of Black is strictly limited and must be approved on a case by case basis by the Director of Athletics for coaches gear, team uniforms and team apparel. Piedmont Athletics Apparel store designs may use black for limited runs of seasonal "lifestyle" product lines only and must conform to allowable colors per above. Charcoal colored apparel with minimal black inserts are acceptable. All approvals of black should take the "spirit" of the official Piedmont Athletics color scheme into consideration.



DISTRESSED LOGOS ALLOWED



ALTERNATE "SPORTING FONT"

For the last three years we have used an alternate "sporting font" called United to crank up the impact of visuals for football and baseball marketing pieces. We allow the use of the Piedmont Athletics brand marks as long as United is used as the exclusive font throughout the design and no other fonts are used in the design.

United Font Family

UNITED ITALIC BLACK

UNITED SANS STENCIL

UNITED ITALIC STENCIL

UNITED REGULAR

PIEDMONT
HIGHLANDERS

JFK RICHMOND EAGLES
@ KENNEDY HIGH SCHOOL

NCS D4 FOOTBALL PLAYOFF QUARTERFINALS

PIEDMONTFOOTBALL.COM

D4

2016 NCS PLAYOFFS

7 PM
NOV 19



**ARTWORK AND BRAND IDENTITY DEVELOPMENT WAS DONATED TO
PIEDMONT HIGH SCHOOL BY PHS ALUMNI STEVE HUMPHRIES AND HIS
PARTNER DANE STORRUSTEN. THE BRANDS WERE APPROVED BY VOTE OF
THE ASSOCIATED STUDENT BODY OF PIEDMONT HIGH SCHOOL AND ARE
SUPPORTED BY THE PIEDMONT HIGH BOOSTERS CLUB.**

QUESTIONS?

steve@piedmontathletics.com