



COUGAR TOOLKIT & GUIDELINES



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Why use the Cougar Toolkit & Guidelines?

When it comes down to it a “brand” is really just a “gut” feeling or perception about any offering. If the application of a brand is done in a more consistent and cohesive way it will only make the brand stronger. It will create harmony. However if the application of a brand looks like it was designed at very different times by very different designer’s and their styles then the brand tends to break down, look unprofessional and create disharmony. Yet this doesn’t mean we need one designer designing all the materials for Albany High School. If you follow the spirit of this Toolkit and Guidelines then you will create consistency. In addition every strong brand need a “Brand Captain” that makes sure objectives are being met and there is continuity to the work being created. This will be AHS’s Art Teacher Mr. Castle. We prefer you not release artwork without his review. We want Albany High School to feel proud of how their brand looks and by doing this we will create even more spirit, unity and harmony.



Our unique Cougar Values, Character & Pride

Part of creating a strong brand is capturing what make your school unique and separates it from other schools. Jeff Castle has done Focus Groups with several classes and they have come up with words that they feel makes AHS unique. These are:

Spirited **ACADEMICS** **UNITED** **EQUITY**
Diverse Experiences **Activism** **Community** **INCLUSIVENESS**
and Perspectives

When designing artwork keep these “word pictures” in your mind to help guide your creative efforts.

Our Primary & Secondary Typefaces

Secondary Typefaces (and their families)

Primary Typeface

ITC MACHINE

UNITED SAN SEMI COND BLACK

United San Semi Cond Black

UNITED SERIF COND BLACK

United Serif Cond Black

UNITED SANS SEMI EXT BLACK

United Sans Semi Ext Black



How do we measure successful design?

Good and effective design is not subjective. When it comes to “commercial art” beauty is not in the eye of the beholder. Successful design can be measured by universal design principals and objectives. In general we should be able to agree if these goals and objectives are met or not. Mr. Castle can help guide you on this. Following is the criteria you should use when assessing your work:

- Is the artwork unique, own-able, proprietary, easily recognizable, versatile and memorable?
- Does your artwork tell a story that fits with the values and character of Albany High School?
- Does your artwork have depth that reveals stories on a second and third look?
- Is your artwork contemporary and relevant yet will look just as good 20 years from now as it does today?
- Does your artwork fit with all of the other artwork created for this brand? Or does it look out of place?
- Is your artwork a simple and cohesive lock-up of information?
- Does your artwork help the viewer’s eye dial through an information hierarchy in a logical way?
- Is your artwork reducible, printable, readable and appropriate for the medium?



How to use the Cougar Toolkit & Guidelines: Primary & Secondary Logos

When choosing a logo you need to ask yourself a few questions:

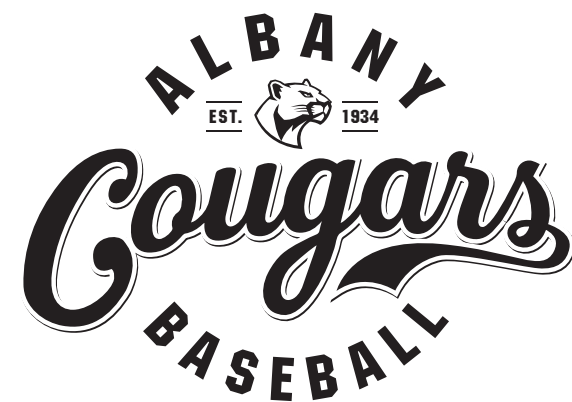
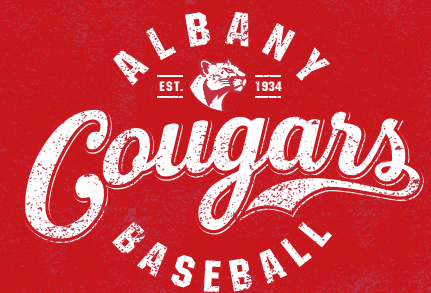
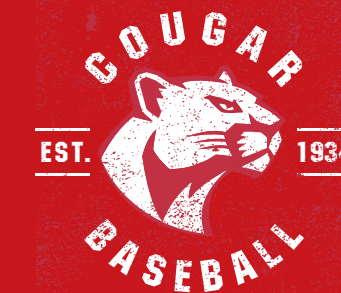
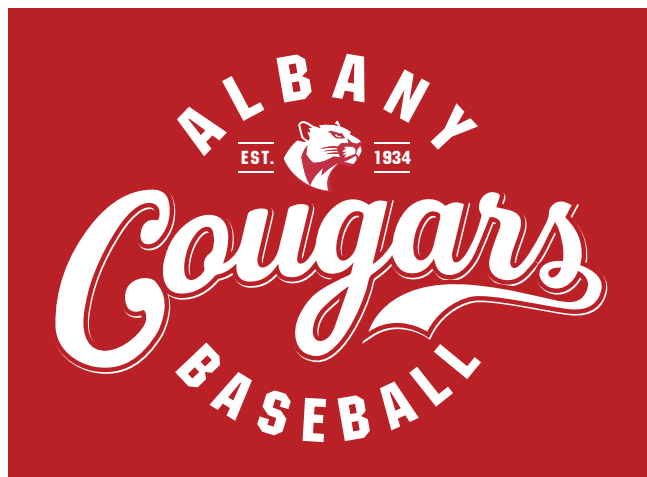
- What background will this go on?
- How many colors do I have to print with?
- Is this logo appropriate for how I am using it?



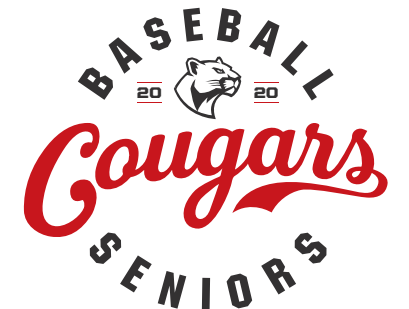
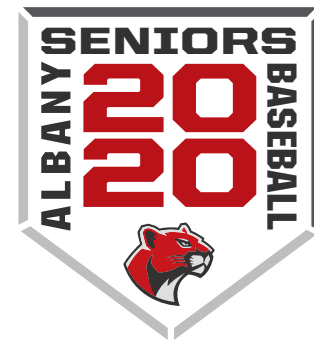
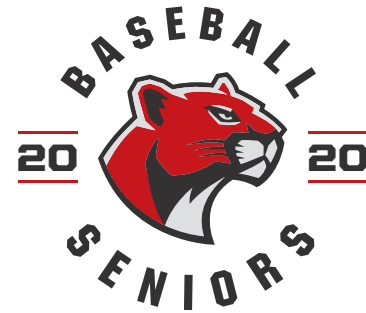
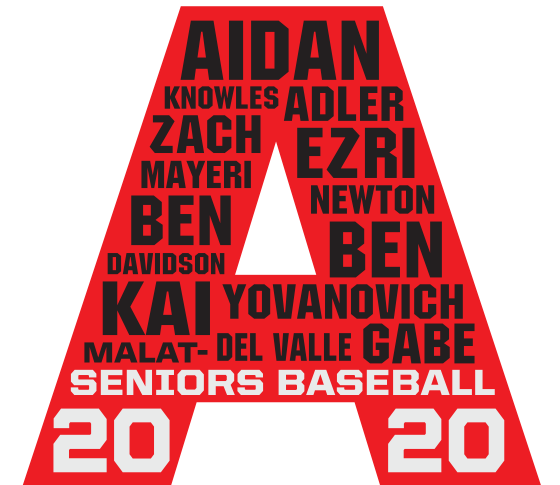
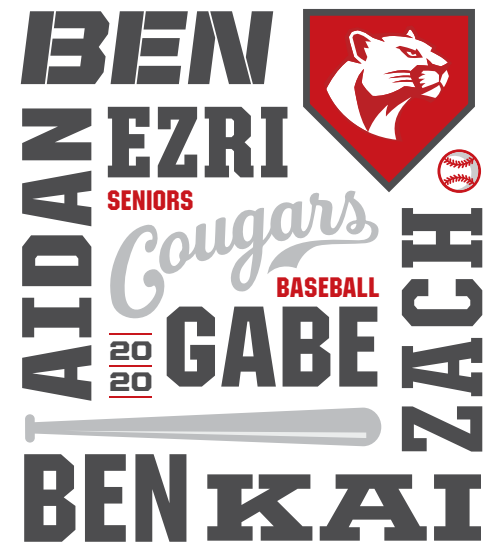
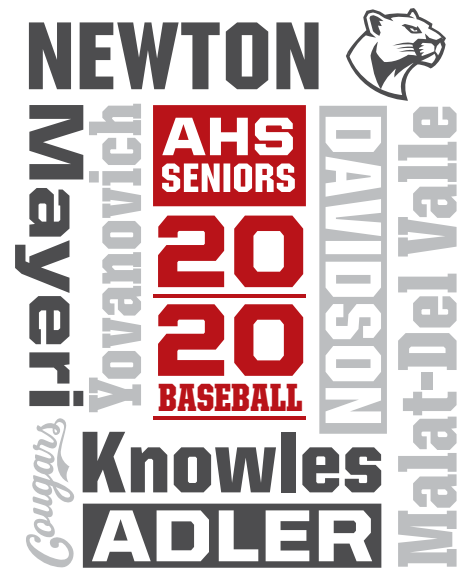
How to use the Cougar Toolkit & Guidelines: **Logo Variations**



How to use the Cougar Toolkit & Guidelines: **Baseball Logos & Inspiration**



Inspiration: Celebrating Baseball Seniors - Phase 1 Exploration



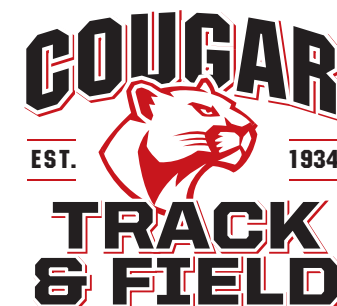
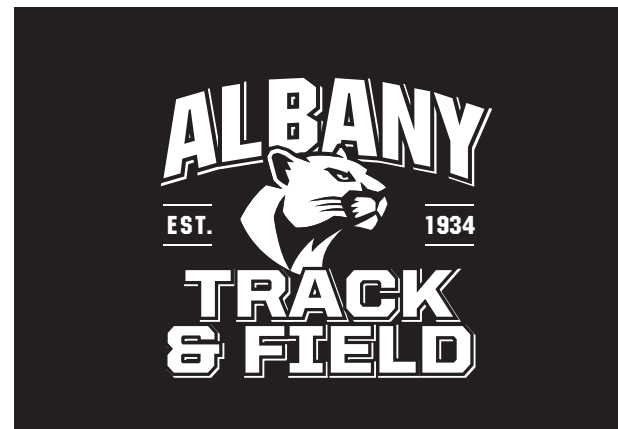
How to use the Cougar Toolkit & Guidelines: **Other Team Logo Examples**



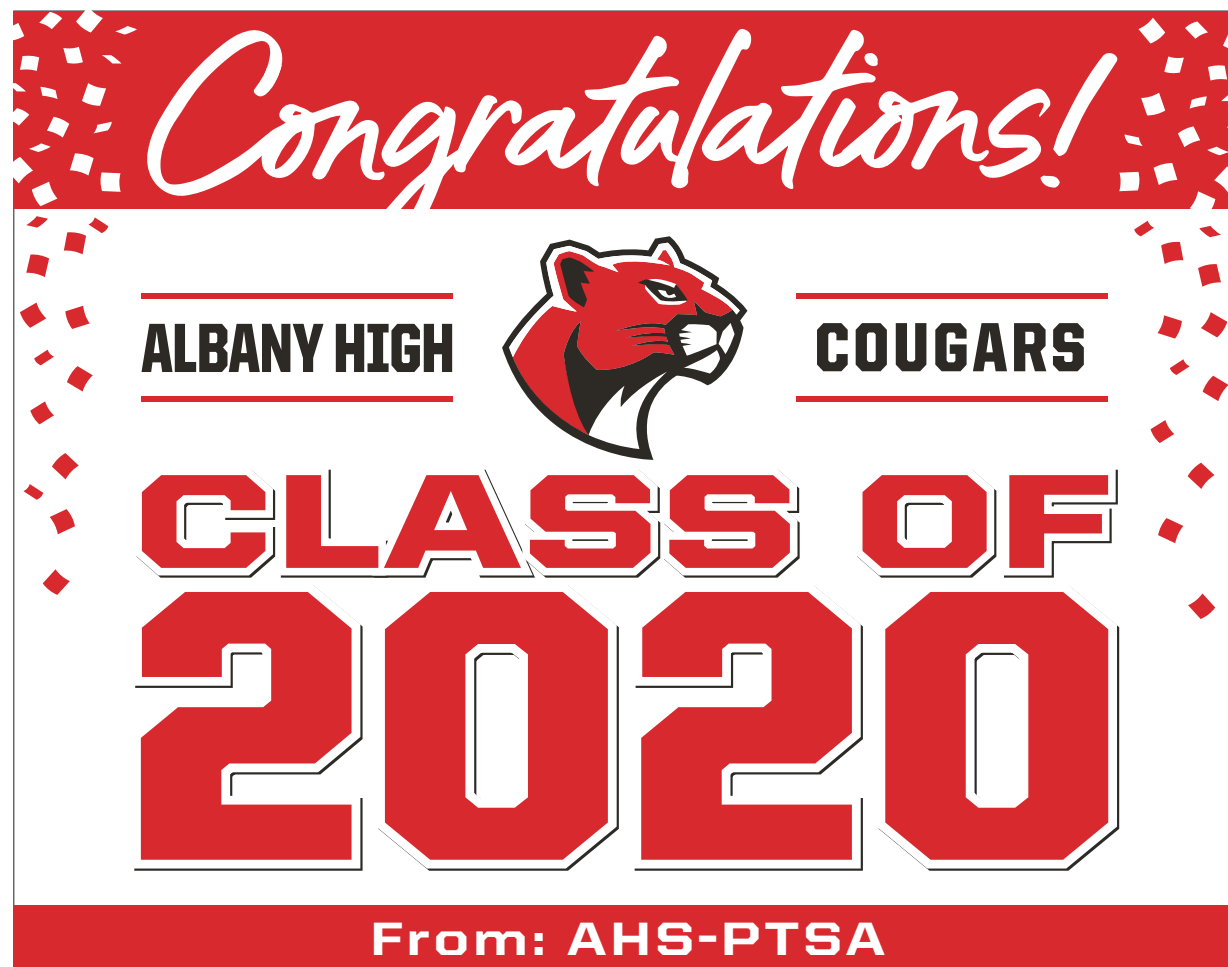
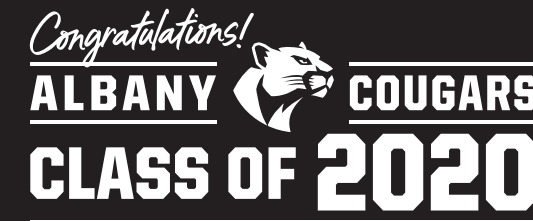
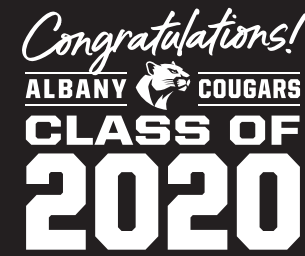
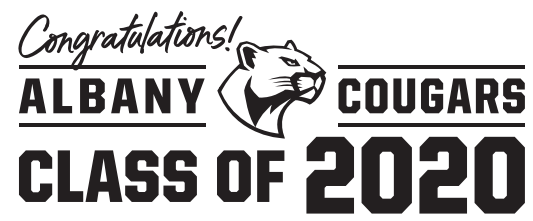
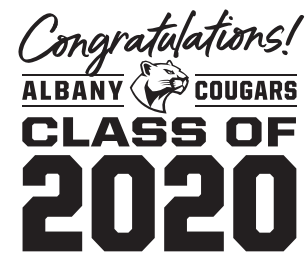
How to use the Cougar Toolkit & Guidelines: **Swimming Logos**




How to use the Cougar Toolkit & Guidelines: Track & Field Logos



How to use the Cougar Toolkit & Guidelines: **Celebrating the Seniors**



Inspiration: Poster and Fliers



AHS Football
Family/Alumni
Night

Friday, October 11

Watch your hometown Cougars
take on Jesse M. Bethel High School
at Cougar Field!

JV 4:00
Varsity 6:30

Adults \$7
Children \$5
AUSD students free with school ID

Special offer: \$20 gets you admission for
2 adults & 2 kids + 4 hot dogs, chips & water.

Alumni, let us know you're coming!
 Send an email to albanycougarfootball@gmail.com

GOT SPIRIT? Visit the Albany Spirit store

NEED SWAG? https://stores.inksoft.com/albany_boosters

ALL PROCEEDS GO TO THE ATHLETICS BOOSTERS

Store closes on 3/30 and no orders will be taken after that. You can except items to be in the Athletic Department the week of 4/20
No returns as all items are custom made please check sizes before ordering. There are youth and adult sizes. Please email rdavis@asuid12.org



with all new Swag
and Team Gear



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