PLACEMENT

The Snow Canyon logos are central to the school's visual identity and should be used on all communications and branding materials within the organization, including official school documents, stationary, business cards and on the website. Using the logos in a consistent manner will enhance the recognition of the logos within the community. Do NOT alter the logos in any way, including changing the type, the spacing, or adding outlines or embellishments.
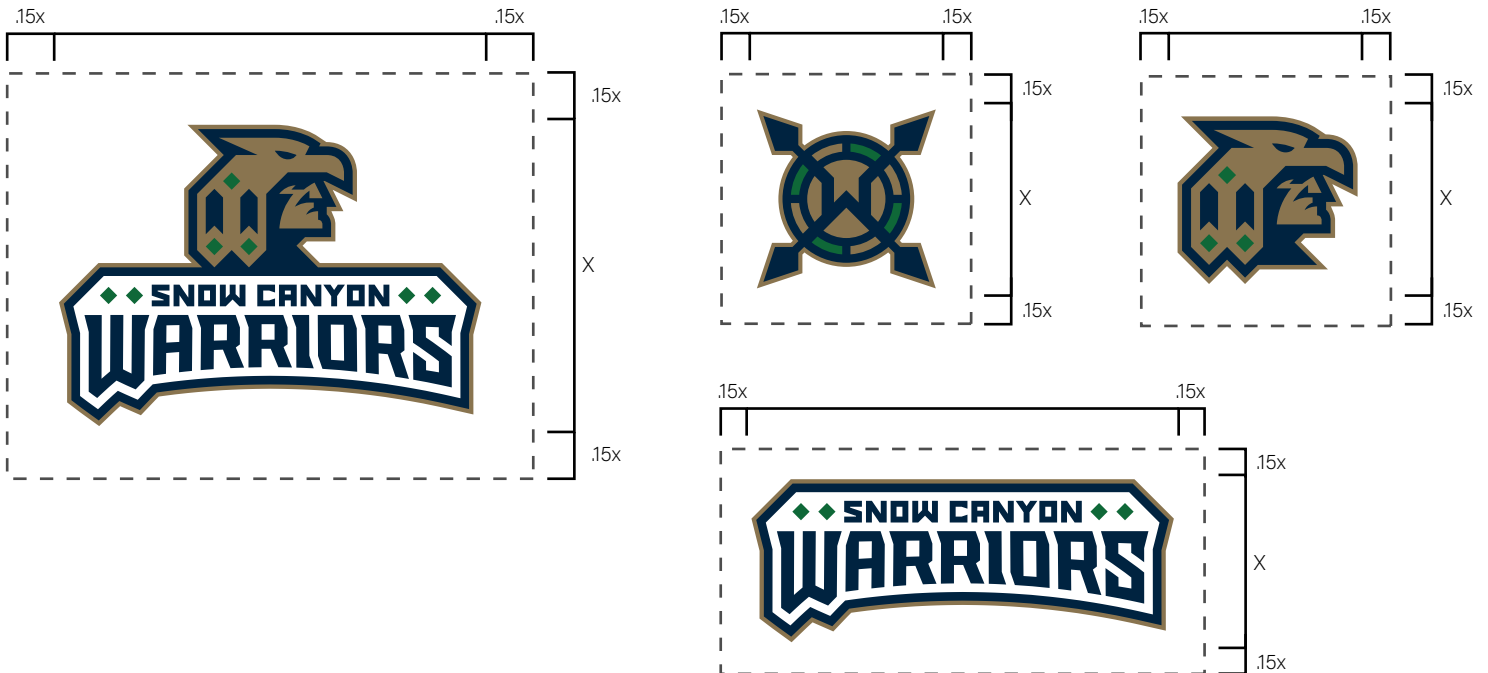
PROPORTION - RESOLUTION - SIZE

The Snow Canyon logos must always be scaled proportionally, so they do not stretch (distort) either vertically or horizontally. Whenever possible, the vector format of the logos should be used. If raster format is used, it must used at a resolution that will maintain visual clarity and not produce a blurry (pixelated) image. The minimum width of each logo is identified below.

| 2.25 INCH | 1 INCH | 1 INCH | 2.25 INCH |

CLEAR SPACE REQUIREMENTS

To ensure the impact and integrity of the Snow Canyon logos, a certain amount of white space is required around each logo on all sides. No design elements, pictures or text are allowed in the clear space. The clear space is calculated as the height of the logo (x) multiplied by 15%.

SNOW CANYON WARRIORS - REPRODUCTION AND USAGE GUIDELINES
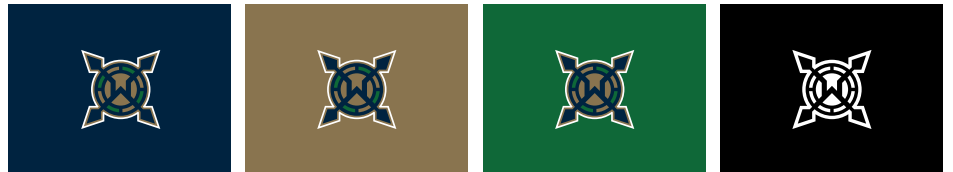
PRIMARY LOGO

LOGO ON COLOR BACKGROUNDS

POSITIVE/NEGATIVE APPLICATION

PRIMARY ICON

SECONDARY LOGO

WORDMARK

SNOW CANYON WARRIORS - COLOR USAGE GUIDE

NAVY BLUE		GOLD		FOREST GREEN	
PMS	PMS 289	PMS	PMS 871	PMS	PMS 349
CMYK	100c 66m 0y 76k	CMYK	0c 17m 55y 50k	CMYK	85c 3m 91y 44k
RGB	12r 35g 64b	RGB	132r 117g 78b	RGB	4r 106g 56b
HEX	#0C2340	HEX	#84754E	HEX	#046A38