



# BRANDING GUIDELINES

The Riverview logo is to be used on the outside of all visual communications and positioned prominently on landing pages, other screen displays, and signage. In the case of multi-page documents, it will appear on both the front and back. This back cover should also include the school website address. It can appear in color, black or reverse white on black or other approved dark color.



The "Riverview" is set in Clearface Bold font and "School District" is set in Univers Bold Extended. In the logo these typefaces have been converted to art and are not editable.




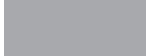


Specific colors are assigned to the logo. When in print, the logo will be produced using the Pantone color matching system or process colors.

**Logo minimum size:  
1-1/2" width.**



RGB color equivalents are to be used when the logo appears on screen. (See below.)

		Pantone #	Process (CMYK)	rgb
Riverview Gold		123	0-16-89-0	255-199-44
Riverview Black		Black	0-0-0-100	0-0-0
Rich Black		n/a	40-15-15-100	0-0-0
Riverview Gray		40% black	36-28-27-0	167-169-172

When the logo is printed in a color publication, it is preferable to substitute the Black with Rich Black. The logo to be used would have a 4C designation in its filename.

Files with a PNG extension have been converted to RGB color and have been provided for use online and with Microsoft Office apps.

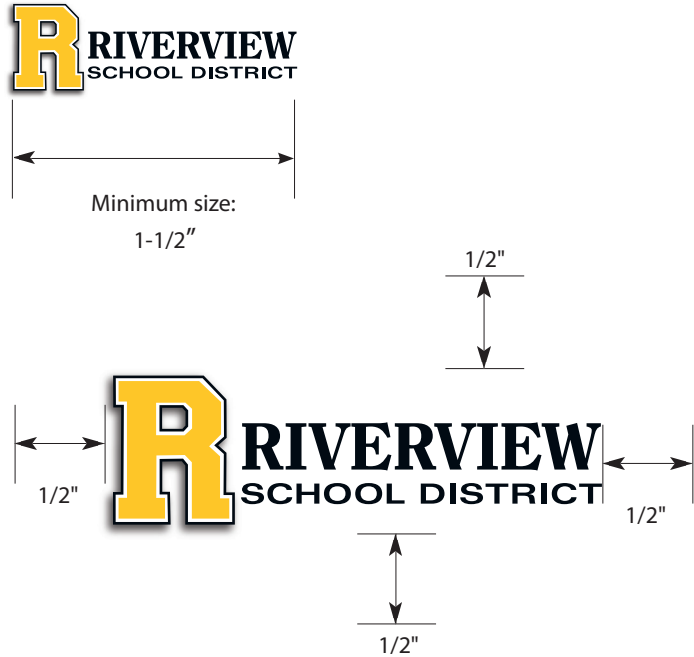
**Communication across all visual media should feature the Riverview logo prominently displayed.**

The gray is used with the Riverview battle flag, which is a graphic used for Riverview athletics.

**LOGO – Minimum Size**

For reproduction purposes, the Riverview logo should never be less than 1-1/2" in width.

There are times when the logo will run with only "aiu3" omitting "Allegheny Intermediate Unit." This would happen where there is limited space, such as is found in giveaway items. The determination of whether the type element runs or not will be made by Communication Services.



**LOGO – Clear Area**

There should be a minimum 1/2" inch of clearance space around the logo.

**LOGO – Scaling**

The AIU logo must be proportionally balanced. To scale the logo correctly, hold down the shift key while dragging a corner of the logo to the desired size. When finished, let go of the mouse first and then lift your finger off the shift key.

NEVER change the logo by compressing, expanding, distorting or changing in any manner.

Please use restraint when sizing the logo. Keep the logo proportional to the other information or items on the page.



**WHEN IN DOUBT...**

If you have any question about sizing, positioning, or use of the Riverview logo contact —

Dr. Neil English, Superintendent  
nenglish@rsd.k12.pa.us  
412-828-1800 ext. 4080

Andre Carter, Athletic Director  
acarter@rsd.k12.pa.us  
412-828-1800 ext. 1015

# RIVERVIEW BATTLE FLAG & BATTLE SHIP

The Riverview Battle Flag and Battle Ship graphics are used to promote Riverview athletics. Again these elements use the same colors as found in the Riverview logo.

For questions about use of either graphic, please contact —

Dr. Neil English, Superintendent  
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acarter@rsd.k12.pa.us  
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