Keller High School
Brand Color Palette

R=9

G=9

B=73

C=22, M=36, Y=81, K=1

Hex= # 090949

Keller's school colors are navy and vegas gold, so it's logical that they become the primary color palette for Keller's new brand identity. They should be used on outward facing media, i.e. book covers, posters, advertisements, and brochure covers to support and reinforce Keller's identity. They may be used in varying intensities to give the designer more choices.

The Pantone Matching System color is

Navy=2765c

Gold=7407c

R=201

G=160

B=80

C=100, M-99, Y=31, K=47

Hex=#c7a252

Official Font List

Keller's official font list is:

HELVETICA NEUE – KELLER HIGH SCHOOL

Helvetica NeueLT Pro 55 Roman – Keller High School