

# Kingwood Fillies Brand Guidelines

The following are the rules and usage requirements when using the Kingwood Fillies brand for communications and marketing purposes. For clarification of the proper use of assets, please consult with the Booster Club President or V.P. Publicity.

## Brand Names:

**First reference:** Kingwood Fillies, Kingwood Fillies Booster Club

**Not acceptable:** KHS Fillies, Kingwood High School Fillies, Kingwood Fillies Drill Team/Dance Team

**Acceptable on second reference:** Fillies, Fillies Booster Club, Kingwood High School's Dance Team

Drop the 's' on Fillies when used as an adjective: Fillie family, Fillie merchandise, Fillie Director, Fillie directory, etc.

## Slogan

Kingwood Fillies...more than dance

## Official Logos



**KINGWOOD**  
**FILLIES**



*... more than dance*



**KINGWOOD FILLIES**

*... more than dance*

## Colors



Pantone 2756C Hex 332875



Pantone 2925C Hex 008ED6



Gray Hex 75787B

## Typography

Raleway: Kingwood Fillies

*Dancing Script: Kingwood Fillies*

**FRESHMAN: KINGWOOD FILLIES**