












BRHS Apparel & Branding Guidelines

To unify the Bridgewater-Raritan High School brand, we consistently use our school colors and logos across all apparel, print, and electronic communications. This cohesive visual identity supports our curricular, co-curricular, and athletic programs while promoting our Panther Pride. The table below features all of our approved logos. Customizations may be appropriate for specific activities, but the core logos and colors must be utilized. When changing the size, please keep the same proportions.

Approved logos are available for all to use. We will no longer use outdated or unapproved designs.

Logo Style	Image	Image 2
Primary Logo		
Secondary Logo		
Lettermark		
Lettermark with Mascot		
Mascot		
Formal/Academic		

Here is the complete *Style Guide*: [Brand Style Guide - BRHS Logo](#)

BRHS School Colors

Primary Colors: Black, Silver, and White

Secondary Color - Red

Primary and Secondary Logo



Black
RGB : 0,0,0
HEX : 000000



Grey 1
RGB : 51,51,51
HEX : 333333



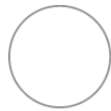
Grey 2
RGB : 89,89,89
HEX : 595959



Grey 3
RGB : 153,153,153
HEX : 999999



Red
RGB : 218,27,60
HEX : DA1B3C



White
RGB : 255,255,255
HEX : FFFFFFFF

For Under Armor Uniforms, we use the colors below.

- BK - BLACK
- SC - UNIVERSITY RED
- SI - SILVER GREY
- WH - WHITE

Please refer to the checklist below before submitting your request for approval.

- Submit a [fundraising request form](#).
- Send color draft design of all clothing from the vendor and any proposed fundraising letters to Bill Deniz for athletic apparel, Adam Leaman for Co-curricular activities, and Matt McCarthy for Performing Arts.
- Ensure the use of the official school logo, font, mascot, and colors.
- After you receive approval for the fundraiser and the apparel you may proceed.

We are here to help and want to ensure we convey our Panther pride in the most consistent way! If you have any questions, please contact the appropriate department supervisor or administrator.

- ❖ Bill Deniz, Director of Athletics
- ❖ Adam Leaman, Co-Curricular Supervisor
- ❖ Matt McCarthy, Supervisor of Performing Arts