

FONT COLLECTION

IvyPresto Headline Light
IvyPresto Headline Light Italic

IvyPresto Headline Semibold
IvyPresto Headline Semibold Italic

PT Serif Pro Regular
PT Serif Pro Regular Italic

PT Serif Pro Bold
PT Serif Pro Bold Italic

PT Sans Pro Regular
PT Sans Pro Regular Italic

PT Sans Pro Bold
PT Sans Pro Bold Italic

COLORS

Pale	#FCE1E1	#FFE4CD	#FFFADF	#B8DAD5	#D7EAF3	#E7CEE1
Primary	#800000	#BA611C	#FFD53E	#006D67	#14506E	#622956
Dark	#670000	#A14803	#E6BC25	#00544E	#003755	#49103D
Grays	#5C5C5C	#808080	#E7E7E7	#F7F6F6	#F9F9F9	

EXAMPLES - INSTAGRAM POSTS

School is cancelled tomorrow
for Berkeley High School,
Monday for the rest of BUSD.

School will remain closed
until at least Spring Break.

BERKELEY HIGH JACKET

BERKELEY HIGH JACKET

*Leave a
message for
graduating
Seniors!*

bhsjacket.com/post

Staff application
deadlines **extended**
to June 12

BERKELEY HIGH JACKET

Do you want to learn more about your **local community**? Do you have **opinions** about politics, movies, or music that you want to share? Have you ever wanted to **try writing**?

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Journalism is a **vital** and **fascinating** part of our society. At the Berkeley High Jacket, you will be a part passionate and driven team where you will build **writing and interviewing skills** through practice and **one-on-one feedback** from your editor. You will gain **valuable experience** for college and future careers.

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BERKELEY HIGH JACKET

Become a writer for the Berkeley High Jacket newspaper!

Visit: bhsjacket.com/apply

Questions?



PRODUCT - PODCAST



#B8DAD5

#006D67

Podcast



The Jewish Experience

February 14, 2020

Rachel Alper, Naomi Birenbaum, and Sophia Whyte interview members of the Berkeley High community about their



Apple Podcasts



Spotify

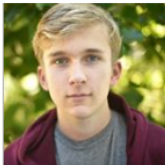


Google Podcasts



The value of Stephen Richmond’s home in a Hartford, Conn., suburb jumped after he removed family photos and movies posters, and had a white neighbor stand in for him during a second appraisal.

MONICA JORGE



This is an **official press card** issued by the *Berkeley High Jacket*.

Jerome Paulos
Photographer

Call **(415) 312-5122**
in case of emergency.



REAL ESTATE

Black Homeowners Face Discrimination in Appraisals

Companies that value homes for sale or refinancing are bound by law not to discriminate. Black homeowners say it happens anyway.

cuipa perterrenais aeienniti oait. veniam aeiectus perspiciatis commoai
Repellendus voluptatem ut quas vel odio. Est optio inventore eum illo omnis ut.
cumque eveniet commodi at maiores aspernatur sed. Laborum mollitia esse
ipsam. est sapiente voluptas dolorum vitae qui inventore.

Related Episode

Exclusive Interview With Barbara Lee

October 11, 2019



00:00 / 10:37

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ad nemo. Id totam vel quidem. Qui officia vel consequatur odit Ab est unde
eaque et Atque animi quam Doloribus reiciendis consequatur voluptas
recusandae facere Ullam et dolorem perferendis quasi Ut quod doloribus eos

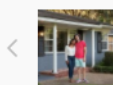
odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.
Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed
fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo
eget bibendum sodales, augue velit cursus nunc.



5:37 June 10, 2020

Black Lives Matter Protest

Quis gravida magna mi a libero. Fusce vulputate eleifend sapien. Vestibulum
purus quam, scelerisque ut, mollis sed, nonummy id, metus. Nullam accumsan
lorem in dui. Cras ultricies mi eu turpis hendrerit fringilla. Vestibulum ante



REAL ESTATE Black Homeowners
Face Discrimination in
Appraisals



EDITORIAL Why Can't Berkeley
High Retain a Principal?



NEWS How is COVID-19
Impacting Berkeley's Small
Businesses?88



NEWS 15,000
Student-Led
Protest

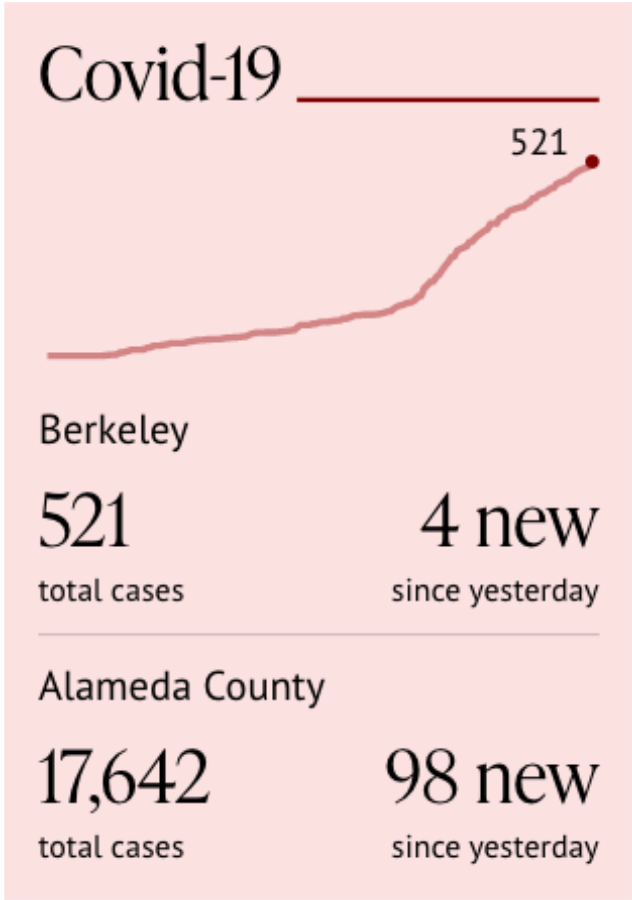
#BLACKLIVESMATTER

Berkeley March Organized by High School Students Draws Thousands

The march was organized by two Berkeley High School seniors in communication with the Berkeley Police Department. It ended outside City Hall and was led by the Mayor and city councillor Ben Bartlett.



WEBSITE WIDGETS



Good morning

Good evening

Good night

66°
Feels like 65°
3 mph wind
165 AQI

Sat 73° 58°
Sun 75° 60°
Mon 77° 62°

Black Homeowners Face Discrimination...

Why Can't Berkeley High Retain a...

Podcast

The Jewish Experience
February 14, 2020

Rachel Alper, Naomi Birenbaum, and Sophia Whyte interview members of the Berkeley High community about their

Apple Podcasts

Spotify

Google Podcasts

EXAMPLES - WEATHER ICONS





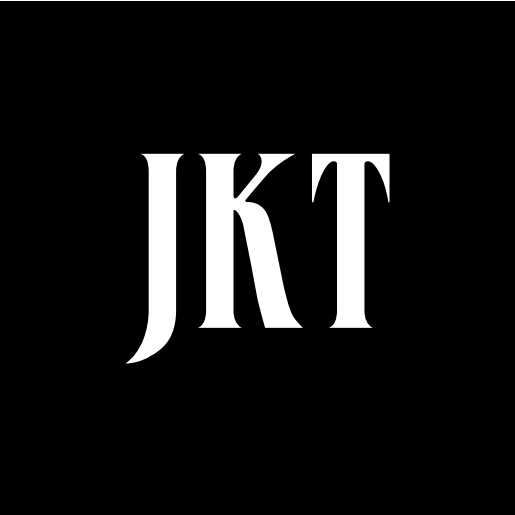
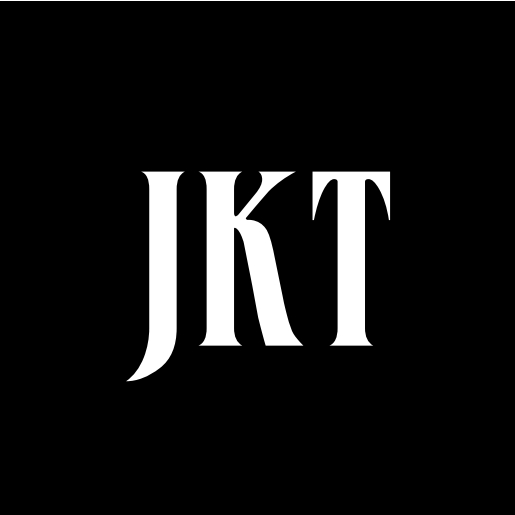
Always pad the logo on the top to make up for the descender.

BERKELEY HIGH JACKET ✓

BERKELEY HIGH JACKET ✗

The logo should only appear in black, white, or #800000

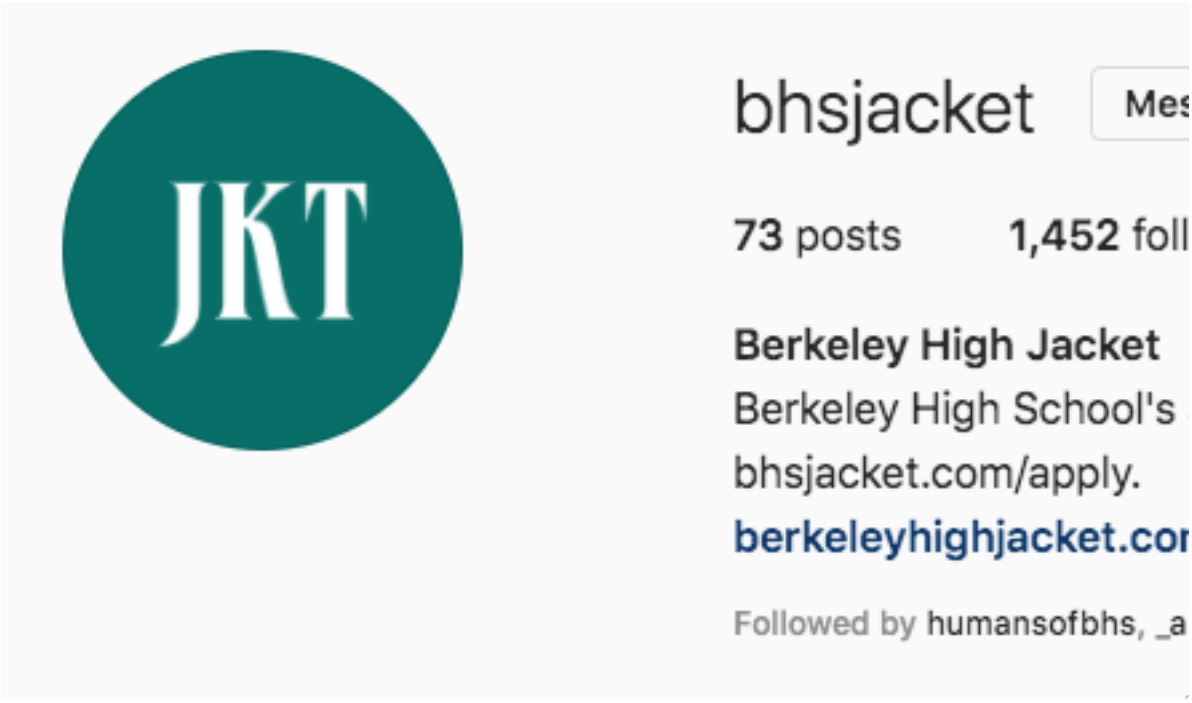
BERKELEY HIGH JACKET ✗



Remember the padding!



The logo should always have at least 1 "B" of padding.



When representing the *Jacket* on social media, for example, never use secondary brand colors.

Apple Podcasts Preview



9 episodes

A podcast interviewing interesting people from Berkeley High School and highlighting student achievements.

The Berkeley High J
The Berkeley High Jacket

News
★★★★★ 5.0, 3 Ratings

Listen on Apple Podcasts ↗

FEB 13, 2020

The Jewish Experience

Rachel Alper, Naomi Birenbaum, and : community about their experience be

▶ PLAY 14 min

NOV 22, 2019

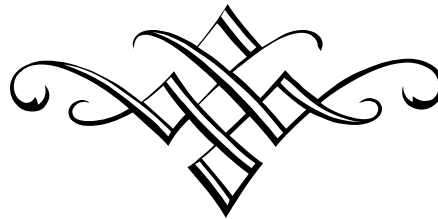
Vaping at BHS

This episode takes an in depth look a the Berkeley High community and de



The Berkeley High Jacket Podcast cover should always include the "JKT" logo, unless used as a pattern on the website. (See the podcast section.)

BORDERS, TOMBSTONES, & ORNAMENTS



Ornaments aren't for everything. They should always be black or white, depending on their background.



Double border should also be used sparsely to divide major sections, such as two articles.

...standing protest, she said, "I think so many people have the privilege to be able to not care about what's been going on because it doesn't directly affect them, so they don't see why it's so important to use their privilege to be vocal and make change. I know people have their reasons, but I feel that this issue is rooted in the country's history of oppression and racism and to distance yourself from the fight is ignorant." ♦

The *Jacket's* tombstone is a simple red diamond: ♦

It should be black for black and white pages. It should never be the only character on its line.

On Windows, type **Alt +25C6**.
Alternatively insert it using the InDesign
glyph menu: "Black Diamond."