

BRAND IDENTITY AND STYLE GUIDE



CHARLOTTE
COUNTRY DAY
SCHOOL

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INTRODUCTION

Charlotte Country Day School's Brand Identity and Style Guide helps ensure we represent Country Day consistently in all communications and speak with one voice as a school community.

A strong and consistent brand identity will:

- Build an even deeper trust in our institution.
- Give Country Day materials a distinct personality and identity that differentiates us from other schools.
- Deliver and reinforce our key messages.
- Encourage loyalty among students, faculty, staff, alumni, and families.

It is important that everyone follow these standards carefully, especially regarding the Country Day logo.

If you have questions about Country Day's brand or would like to be supplied with brand artwork, please contact the Marketing and Communications Department:

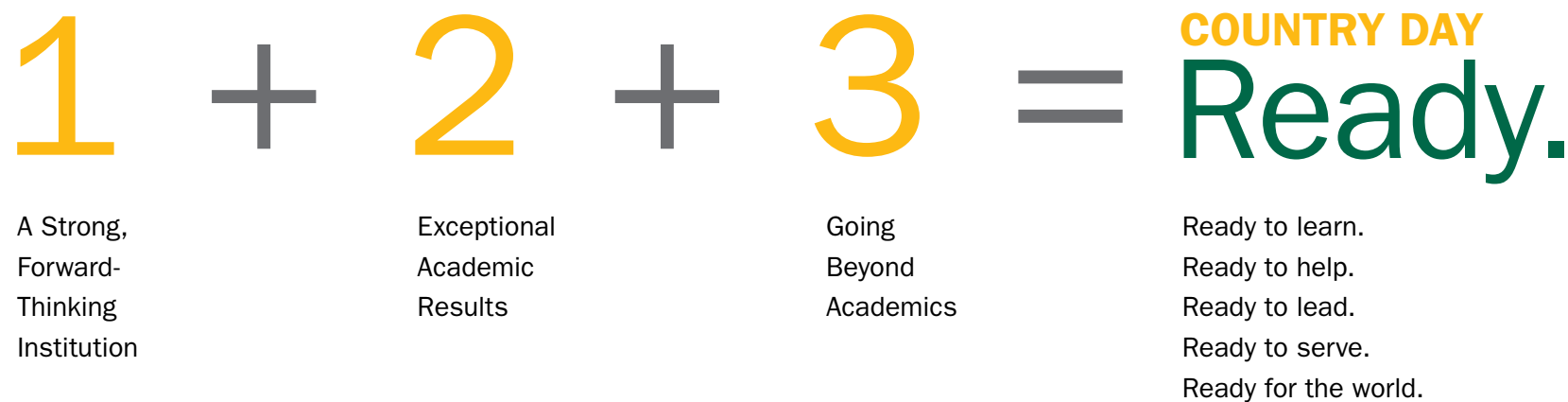
Natalie Pruett (natalie.pruett@charlottecountryday.org, 704-943-4547) or
Lee-Anne Black (lee-anne.black@charlottecountryday.org, 704-943-4548)



Brand Promise

The unique benefit that Country Day promises to deliver: Country Day Ready. It encompasses everything we do, every day, to prepare students for life today and in the future.

Our Key Brand Messages Support Our Brand Promise



Strategic Brand Elements

The following tools will help us bring our brand to life in everything we say and do.

Living Our Brand

Presenting a consistent and compelling Country Day story is a fundamental responsibility of everyone associated with the school through every aspect of school life—not just by what is said, but by what is done daily.

Brand Ambassadors

Whether you are faculty, students, alumni, parents, athletes, or staff—you are the face of Country Day in the world. Wherever you go you are a Standard Bearer for Country Day—carrying our brand and reputation forward with every action and word.

Warm and Welcoming Hosts

Every day, in every way, we should show hospitality to others who come in contact with Country Day whether they are on campus, on the playing field, or on the other side of the world.

Country Day Ready

Ready to teach. Ready to learn. Ready to help. Ready to lead.
Ready to serve. Ready for the world.

Brand Personality

Every brand needs a voice and style for its communications. Country Day conveys:

Smart

Knowledgeable
Accessible
Impressive

Engaging

Interesting
Fun
Aspirational

Welcoming

Conversational
Unpretentious
Personal
Real

Innovative

Energetic
Imaginative
Compelling

Brand Key Messages

KEY BRAND MESSAGE 1:

We are a strong school with a long history of forward thinking.

Talking Points:

Long History

- First
- Proud Heritage
- Traditions

Forward Thinking

- Visionary
- Legacy of Firsts
- Adaptive

Strong Leadership

- Lead with Heart
- Wise
- Thoughtful
- Financial Stability

Environment

- Student-Centered Campuses
- Safety
- Sustainability

Partnership

- Faculty/Coaches/
Advisors/Student
- Parents
- Community
- Globally

Atmosphere

- Welcoming
- Kind and Caring
- Warm
- Inclusive

Culture of Giving

- Fiscal Health
- Distinctive Opportunities
- Responsibility to Serve

KEY BRAND MESSAGE 2:

We produce exceptional academic results.

Talking Points:

Tenacious Scholarship

- Academic Rigor
- Practical Skills
- High Expectations
- Distinctive Programs
- Passionate Learners

Outstanding Faculty

- Master Teachers
- Committed Scholars
- Inspiring Mentors

Innovative, Integrated Curriculum

- Deep Discovery
- Broad Perspective
- Coordinated JK-12
- Interdisciplinary Approach

Leadership

- Faculty Leaders in their Disciplines
- Forward-Thinking
- Developing Student Leaders

Proven Track Record

- College Successes
- Academic Scholarships
- Alumni
- Purposeful Lives

Brand Key Messages (continued)

KEY BRAND MESSAGE 3:

We go beyond academics to more completely prepare students for life.

Talking Points:

Principled Character

- Integrity
- Honor
- Moral Courage
- Accountability
- Empathy
- Leadership
- Discipline
- Ethical
- Determined and Purposeful

Engaged Citizenship

- Responsibility to Serve
- Public Good
- Making a Difference

Ingenuity

- Critical Thinking
- Creativity
- Curiosity
- Adaptability
- Resiliency
- Problem Solving

Developing Talent

- Athletic
- Artistic
- Ambitious Pursuit of Passions

Cultural Fluency

- Valuing Diversity
- Respectful of Others
- Inclusive

Global Mindedness

- Well-informed
- Connected to the World
- Culturally Adept

Meaningful Relationships

- Enduring Friendships
- Caring
- Accepting
- Supportive

Well-Being

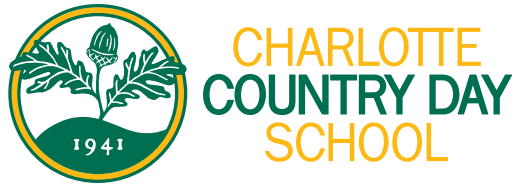
- Balance
- Healthy
- Well-Rounded

Logo

Our school's logo is the primary visual identifier of Country Day. Together with our color palette, typefaces, and photo and image style, it gives Country Day communication materials a distinct look and feel.

Note: Horizontal logo use is preferred.

Horizontal:



Stacked:



Logo (continued)

Correct Usage

The Country Day logo is a specially designed art file and should never be recreated or tweaked. These correct variations of the logos are supplied with the official brand artwork. Consistent application of the logos will reinforce Country Day as a brand.

Horizontal



2-Color



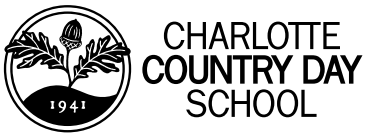
2-Color On Green



1-Color



Knockout On Green



Black



Knockout On Black

Stacked



2-Color



1-Color



Black



2-Color On Green



Knockout On Green



Knockout On Black

Minimum Allowable Size

To maintain legibility and visual integrity of the mark, the minimum width for the wordmark portion of the Country Day logo is 1.50” when printed and 103px when used digitally. This is a minimum, not a recommendation. Whenever possible, the logo should appear larger than this size:



Clear Space Usage

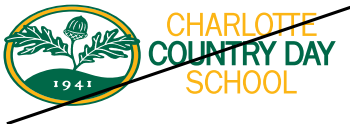
The minimum clear space to surround the Country Day logo is the width of the capital “C” in the logo. This is a minimum, not a recommendation. Whenever possible, the logo should appear with more white space than provided here. This space should increase proportionately if the logo is enlarged.



Height of the Country Day “C” in the logo and wordmark

Incorrect Logo Usage

Country Day’s logo and wordmark are art files and should never be recreated or tweaked.



Do not change the color, shape, or size of any element of the logo.



The logo and watermark should only appear on white or green backgrounds except when printing b/w, in which case the logo should be white on black or black on white. See pages 9 & 10.



Do not move “Charlotte Country Day School” outside the horizontal or stacked versions previously illustrated in this guide.



Do not change the proportions of the logo or typeface in relation to one another.



Do not reverse the color of the acorn or other elements of the logo.

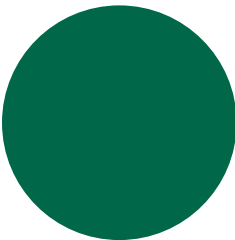


Do not change the typeface used within the logo.

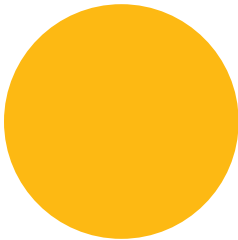
Colors

Whether communicating in print or online, it is important to maintain the correct color match. Color changes slightly depending on medium.

Primary Palette



Country Day Green
PMS: 342
CMYK: 93/10/75/43
RGB: 0/103/71
HEX: #00664a



Country Day Gold
PMS: 130 (on coated stock)
PMS: 129 (on uncoated stock)
CMYK: 0/30/100/0
RGB: 242/169/0
HEX: #ffc658

Spot Color (PMS)

Use when creating pieces with two or three spot colors, such as brochures, fliers, and posters. These are the Pantone Matching System (PMS) numbers to give an outside printer.

Process Color (CMYK)

Four-color printing uses CMYK (cyan, magenta, yellow, and black). Always print offset with 5 colors—four-color process, plus PMS 342 as spot color.

Digital Color (RGB and HEX)

Digital medium (Web sites, Powerpoint, PDF) colors run in RGB or HEX. Use these RGB or HEX formulas to maintain the colors on a screen or monitor.

Typefaces

Two primary fonts are available as part of our brand standards. The Sans Serif Franklin Gothic Standard fonts convey a modern feeling, while the Serif Filosofia fonts connote a more traditional feel. Used together, they create visual interest and contrast, balancing our brand messages of a strong foundation and forward-thinking.

Primary Typefaces—Sans Serif

ITC FRANKLIN GOTHIC STANDARD—BOOK & BOOK ITALIC

The quick brown fox jumps over a lazy dog.
The quick brown fox jumps over a lazy dog.

ITC FRANKLIN GOTHIC STANDARD—MEDIUM & MEDIUM ITALIC

The quick brown fox jumps over a lazy dog.
The quick brown fox jumps over a lazy dog.

ITC FRANKLIN GOTHIC STANDARD—DEMI & DEMI ITALIC

The quick brown fox jumps over a lazy dog.
The quick brown fox jumps over a lazy dog.

Primary Typeface—Serif

FILOSOFIA—REGULAR & ITALIC

The quick brown fox jumps over a lazy dog.
The quick brown fox jumps over a lazy dog.

Alternative Typefaces—Sans Serif

FRANKLIN GOTHIC—BOOK & BOOK ITALIC

The quick brown fox jumps over a lazy dog.
The quick brown fox jumps over a lazy dog.

FRANKLIN GOTHIC—MEDIUM & MEDIUM ITALIC

The quick brown fox jumps over a lazy dog.
The quick brown fox jumps over a lazy dog.

FRANKLIN GOTHIC—DEMI & DEMI ITALIC

The quick brown fox jumps over a lazy dog.
The quick brown fox jumps over a lazy dog.

Alternative Typeface—Serif

CENTURY SCHOOLBOOK—REGULAR & ITALIC

The quick brown fox jumps over a lazy dog.
The quick brown fox jumps over a lazy dog.

Athletic and Arts Logos and Other Visual Elements

Athletics Logos

The Country Day Athletics Department offers several acceptable logos. These logos should run in Country Day green PMS 342, or white when knocked out of a solid green background. Country Day's Athletics logos are specially designed art files and should never be recreated or tweaked.

Four Athletics logos are available for use, each of which incorporates the CD monogram.

Note: These logos are artwork; do not recreate using fonts in Word, Publisher, InDesign, or other desktop publishing software.



Arts Logo

The Upper School Fine Arts Department has developed this logo for use in its materials.



For Professional Design Use Only

Official Seal

Designed in 1985, our official school seal represents Country Day's tradition of excellence. It is important that Country Day's brand be consistent and clear. As a result, our official school seal has been elevated for use on a few formal materials only, such as diplomas, recognition plaques on buildings, and the school's highest-level recognition awards. The seal will no longer be used in communications and marketing. For a list of appropriate uses of the seal vs. the school logo, please see the Appendix to this Brand Identity and Style Guide.



One-Color Seal Green



One-Color Seal Black

Photo and Image Styles

Country Day branded materials will use a consistent style of artwork and photography that conveys our smart, engaging, welcoming, and innovative personality. This includes using an editorial style of photography and employing student art and captivating images from the world of academia. For access to professional photos, please contact Natalie Pruett at natalie.pruett@charlottecountryday.org or (704) 943-4547 or Lee-Anne Black at lee-anne.black@charlottecountryday.org or (704) 943-4548 in the Marketing and Communications Department.

Editorial Photography

Images should capture education as it happens at Country Day and help tell an authentic, believable, and engaging story through pictures.



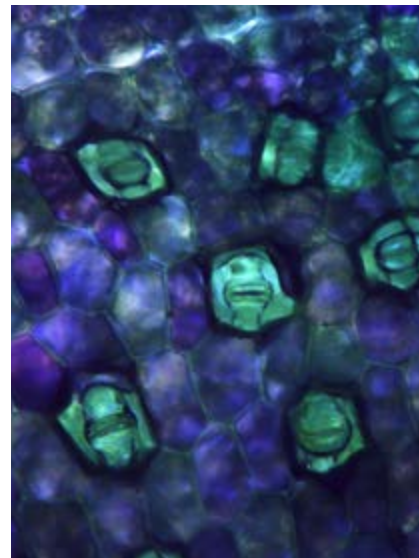
Student Art Images

Art and photography created by Country Day students.



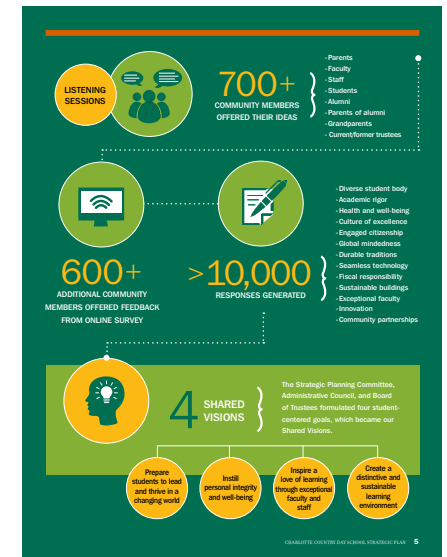
Academic Images

Images from the worlds of science, history, literature, math, and other academic pursuits.



Infographics

A chart or diagram used to visually represent Country Day information and data.



SAMPLES - BUSINESS PAPERS



Please use available templates and other approved materials where possible to achieve consistency in our communications. See the appendix for more information on available templates, such as PowerPoint, invitations, and e-mail signature lines, and details about where materials may be purchased, including business cards, letterhead, and more.

SAMPLES - MARKETING MATERIALS



Print Ad



Open House Print Ad



Welcome Banner



Invitation

Resources

Consistent use of editorial style—whether in printed or online communication—helps maintain the Country Day brand and positions our school as a place that strives for excellence.

Essential References:

- *The Chicago Manual of Style* (chicagomanualofstyle.org)—Country Day follows these guidelines, many of which are included in this guide for easy reference.
- *Merriam-Webster's Collegiate Dictionary* (merriam-webster.com)—Bookmark it and get in the habit of looking up those pesky compound and hyphenated words (is it kickoff, kick-off, or kick off?).

Other useful references include:

- *The Yahoo Style Guide* (styleguide.yahoo.com)—A useful reference for communicating in the digital world.
- *Common Errors in English* (wsu.edu/~brians/errors/)—A homegrown reference site (or is it sight? Or cite?) that clarifies common mistakes in usage. Check it out anytime ... oops, any time.

Country Day A-Z

Academic degrees

In prose, do not capitalize academic degrees; however, you do capitalize the area of study when it is a language.

Correct: Margie earned a bachelor’s of science in physics, and Jim earned a master’s degree in French.

Exception: It is OK to capitalize the name of a degree when it is displayed on a business card, diploma, alumni directory, or anywhere it looks like a title rather than a description.

Do not punctuate degrees/credentials (BA, MA, MBA, RN).

Acronyms

Spell out on first reference and note acronym in parenthesis.

Correct: The North Carolina Association of Independent Schools Athletic Association (NCISAA) honored four players. Two coaches also received NCISAA recognition.

Exception: Internal use of LS, MS, US (See Division Names for more specifics)

Alumni

Insert the last two digits of the class year after the names of all alumni, leaving a space between the name and year.

Correct: John Smith ’68 (Note the direction of the apostrophe.)

Also pay attention to correct usage:

Alumnus—singular, male graduate
Alumna—singular, female graduate
Alumni—plural, male or male and female
Alumnae—plural, female only
Alum/Alums—Acceptable colloquial for either male or female graduate(s) in non-formal communication

Ampersand (&)

Do not use the ampersand as a substitute for “and” unless it is part of an official name or title.

Area Codes

Set off area codes with parentheses.

Correct: (704) 549-4500

Boosters Club

Always capitalize and note the “s” in Boosters.

Buccaneers

Official school mascot name.

Bucs: Acceptable colloquial for male and female athletic teams. Do NOT refer to female teams as Lady Bucs.

BucsNet

Always capitalize and note the capital N.

Buildings

Use the full names of Country Day buildings. See page 26 for a complete listing.

Campuses

Refer to our two campuses using their correct names.

Correct: Cannon Campus, Bissell Campus.

Incorrect: Carmel Road Campus, main campus, Green Rea Road Campus, middle school campus (You can say: Bissell Campus, home to our Middle School).

Charlotte Country Day School

Correct: Charlotte Country Day School on first mention; after that Country Day.

Incorrect: Charlotte Country Day, Country Day School, and any acronyms (CCDS, CCD or CD)

Exception: CD may be used in athletic logo only.

City/States

Use a state name with all but the very largest cities and always spell out the state name.

Correct: The Smiths recently left Waynesboro, Tennessee, to live and work in San Francisco.

Class year

Freshman, sophomore, junior, and senior may be used interchangeably with ninth, tenth, eleventh, and twelfth grade. Do not capitalize and watch out for the easily overlooked freshman/freshmen.

Correct: Judy, a freshman at Country Day, is one of 125 freshmen at the school.

Do not capitalize junior kindergarten or kindergarten. Students in grades 1 through 12 are interchangeable with students in first through twelfth grade.

JK/K may be abbreviated and capitalized in handbooks, calendars, programs, and other documents where space is tight.

Click here

Avoid using “click here,” when writing for the Web site. Instead, construct the sentence to embed the link from within.

Poor form: [Click here](#) to see the Photo Gallery.

Preferred: The [Photo Gallery](#) contains hundreds of shots of Country Day students.

Coach

Capitalize only when it is used as a title before a name.

Correct: Jane Jones, the softball coach, is respected by everyone on the team. Everyone respects Coach Jones.

College and university names

Spell out college names (Southern Methodist University, not SMU). For North Carolina public universities, use these names:

- UNC-Chapel Hill
- N.C. State University
- UNC-Charlotte
- Appalachian State University

Comma in a series

Use a comma to separate three or more items in a series.

Correct: Students grow corn, squash, and beans in the community garden.

Country Day Ready

Our brand promise. Always capitalize each word of the promise. If using the word ready in a sentence without Country Day, do not capitalize.

Correct: We are Country Day Ready.

Correct: We are ready for a great school year.

Compound Adjectives

When two adjectives modify a noun, they usually need to be linked by a hyphen. Usage matters.

Example: First-grade students put on a play. (Compound adjective, use hyphen)

Example: Students in first grade put on a play. (Prepositional phrase, no hyphen)

Cross-country

It always needs a hyphen.

Dashes

An em dash (—) is used to set off a series of words or to mark an emphatic

pause in a sentence. Close up the space surrounding an em dash.

Example: Mr. Smith taught many subjects—history, English, music, dance, and art—during his career.

An en dash (–) is half the size of an em dash, but longer than a hyphen (-). Use an en dash primarily to indicate continuing or inclusive numbers, such as dates or times.

Example: The 2014–15 College Fair will take place from 7–9 pm.

Dates

Use commas to separate the year when month, day, and year are used in prose, but eliminate the comma when only month and year are used.

Correct: The picnic will take place on September 10, 2014, on Cannon Campus.

Correct: In September 2014, more than 500 people attended the picnic.

Do not use ordinals to describe a date (even if Word automatically adds it).

Incorrect: The picnic will take place on September 10th, 2014.

Days of the week

In prose, spell out the days of the week. They may be abbreviated in handbooks, calendars, programs, and other documents where space is tight.

Division names

In prose, spell out and capitalize division names—Lower School, Middle School, and Upper School. In documents that are internal in use, such as calendars and handbooks, or when space is tight, it is acceptable to abbreviate LS, MS, US.

E-mail

Yup, it's hyphenated. You may see it elsewhere as email, but we are following Chicago Style and Merriam-Webster.

Exclamation points

Exclamation points have a place in your diary and on your Facebook page, but not usually in Country Day communications. Use exclamation points sparingly and never use multiple exclamation points for emphasis. Avoid using exclamation points in headlines or captions. (If your headline needs more impact, write a more impactful headline.)

Formatting text

Use one space after a sentence, not two. (The two-space rule is leftover from typewriter days when all letters used equal space, whether a skinny “l” or a wide “m.” Word processing programs automatically adjust for, or kern, the needed spacing.)

Internet

Always capitalize.

Italics

Use *italics*, not underline, for the titles of books, journals, magazines, plays, poems, films, etc. Use *italics* for scientific names of plants and animals and for uncommon words or phrases in a foreign language.

Numbers

Spell out numbers under 10; use numeric figures for 10 and above.

Correct: Mrs. Smith teaches four courses with a class average of 15 students.

Exception: Maintain consistency when comparing items of the same category within a sentence when one item is 10 or larger. (Mrs. Smith teaches 18 students in biology, 14 students in chemistry, and 9 students in physics.)

In general spell out ordinals, unless they are part of a formal name or title.

Correct: Students in first grade and twelfth grade will take part in the 40th Anniversary Celebration.

Spell out numbers at the beginning of a sentence or rework the sentence.

Correct: Nineteen eighty-seven was the first year students used computers.

Better: Students began using computers in 1987.

Always use numerals in sports scores.

Correct: Country Day defeated Charlotte Latin 7–3.

Online

Always write as one word with no hyphen.

Parents' Association

Always capitalize and note the placement of the possessive apostrophe.

Percent

In prose, always spell out percent. In charts and listings, where space may be tight, it's acceptable to use the symbol %. Be consistent and it's hard to go wrong.

Quotation marks

In prose, punctuation marks such as commas, periods, and question marks always go inside the quotation mark.

Example: To customize your BucsNet calendar, click “Customize Calendar.”

Seasons

Do not capitalize a season name unless it is part of an official name or title.

Example: Join us for Spring Alumni Weekend and plan to attend spring sports events.

Varsity

Use lowercase for varsity or junior varsity, unless part of a formal name or as part of a listing, such as in a program or directory. Always use uppercase when abbreviating JV.

Correct: The varsity lacrosse team begins practice on March 1, and the JV team begins March 10. The Bucs won the Boys Varsity Lacrosse Championship game.

Note: Sports teams are always plural, but not possessive—varsity girls tennis, boys swimming—when gender precedes the team name.

Web site

It's capitalized and separated by a space. Like e-mail and online, usage varies, so you may see it as "website" elsewhere. However, we are sticking with Web site as our standard for now. We follow Merriam-Webster for spelling.

Web site addresses/URLs

When writing Web site addresses or URLs, eliminate the www. preceding the address.

Correct: charlottecountryday.org

ZIP code

ZIP is always capitalized because it's an acronym for Zone Improvement Program. Code is not capitalized, because, well, it's not an acronym.

A NOTE ABOUT PRINT VS. DIGITAL

In print publications, even if Word automatically inserts a hyperlink (blue underlined type), you should remove the link (Ctrl + K, then click "Remove link") so the text is no longer underlined.

In writing for the Web never underline type that is not hyperlinked, as users expect underlined type to lead them elsewhere.

Building and Facility Names

Cannon Campus/Buildings

- Barnhardt Hall
- Barrett’s Courtyard (area surrounding US gazebo)
- Belk Hall (also Kathryn McKay Belk Hall)
- Bray Hall
- Bruton Smith Athletic Center
 - Harris Gymnasium
 - O’Leary Sports Medicine Center
- Cannon Library (Upper School)
- Cannon Science Building
- Claudia Watkins Belk Hall (also called Claudia Belk)
- Cramer Hall
- Dickson Kindergarten Building
- Dickson-Sanger Dining Hall
 - Upper School Student Center (given by Henrietta C. Cannon)
- Elizabeth Reddig Lower School Library
 - Dowd Family Computer Lab
- Fine Arts Center
 - Gorelick Family Theater
- Hance Fine Arts Center
 - Hance Family Gallery
- Imagination Garden
- Levine Center
 - Hynes Atrium

- Junior Kindergarten Building
- Lineberger Quadrangle (area between Barnhardt and Pell)
- Margaret Gragg Reading Garden
- Pell Hall
- Students’ Courtyard (campus store and senior area)

Cannon Campus/Athletic Facilities

- Belk Stadium
 - Cook Field
- Blythe Field (practice field)
- Bruton Smith Athletic Center
 - Harris Gymnasium
 - O’Leary Sports Medicine Center
- Crawford Field (soccer practice)
- Dowd Field (field hockey, lacrosse)
- Rankin Tennis Courts
- Ed Walton Field (baseball)

Bissell Campus Buildings

- Dougherty Media Center
- Dowd Science Building
- Rea Hall
- Sklut Center

For more information please contact:

Marketing and Communications Department

Natalie Pruett

Director of Communications

natalie.pruett@charlottecountryday.org

Lee-Anne Black

Communications Manager

lee-anne.black@charlottecountryday.org