



CCDS Nighthawk Brand Identity Guidelines

On January 29, 2021, the school unveiled a new mascot – the Nighthawk – after a months-long selection process. The mascot choice crosses over from sports to academics, to school spirit, and to life beyond the halls of Country Day. To preserve the integrity of all CCDS brand communications, these guidelines will help ensure consistency when using the Nighthawk logo to create spirit wear, banners, promotional items, and any other materials.

PRIMARY MASCOT LOGO

(Two-Color, Greyscale & One-Color Navy)



PRIMARY MASCOT LOGO w/ SHIELD

(Two-Color & Greyscale)



LOGO OUTLINED

(Two-Color)*



PRIMARY MASCOT LOGO w/ DESCRIPTOR

(Two-Color & Greyscale)



SECONDARY MASCOT LOGO

Full Body w/ Descriptor*



SECONDARY MASCOT LOGO

Full Body*



COLOR PALETTE

PMS 2945
C:100 M:73 Y:0 K:2
R:0 G:84 B:164
HEX: 0054A4

PMS 294
C:100 M:86 Y:30 K:23
R:27 G:54 B:103
HEX: 1B3667

PMS 2905
C:41 M:2 Y:0 K:0
R:140 G:210 B:244
HEX: 8CD2F4

TYPOGRAPHY

VTF REDZONE CLASSIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

NOTE: There are no lowercase characters with this typeface.

AVAILABLE FILE FORMATS

CMYK – EPS
PMS – EPS
RGB – EPS, JPG, PNG
GREYSCALE – EPS, JPG, PNG

* Logos also available in greyscale

IMPORTANT NOTE: All products that use the Nighthawk brand must be approved and include, but are not limited to: t-shirts, uniforms, travel gear, outdoor signage, electronic presentations, print materials, building signage and any other product that has an external audience. Products that are used internally also require final approval from the marketing and communications department BEFORE final production IF a mascot logo is included. Products that will be sold as merchandise require additional approval from Cincinnati Country Day School. Please contact Josephine McKenrick at mckenricj@countryday.net or (513) 979-0215 if additional information, logo files, or interpretation of these standards is needed.