Solon Robinson Elementary School
BRAND BOOK & STYLE GUIDE

Crown Point Community School Corporation

A brand is more than a logo.

It is the visual and verbal representation of what an organization stands for and believes in. It is the perceptions we own. It's all the things we do and say, wrapped in a package that looks sharp and professional. Every staff member is a brand ambassador for the district and for their school.

A well-defined brand creates a shared identity to build culture and pride across the district and within each school. It unifies the visual design and messaging of communications. A strong brand presents a common identity to outside audiences and is the foundation of the stories we share about ourselves.

Our teachers and building-level staff have more day-to-day interactions with students and parents than anyone else in the district. The conversations you have with others help build and maintain our brand, which means your communications help drive the perception of our schools. CPCSC trusts our staff to pass on the message of who we are and what we do.

The guidelines in this document will help ensure that your communications look sharp and represent you as part of Solon Robinson Elementary and Crown Point Community School Corporation.

Should you have questions, please contact the Director of Communications at ballen@cps.k12.in.us.

PRIMARY MARKS
Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, advertisements, etc.
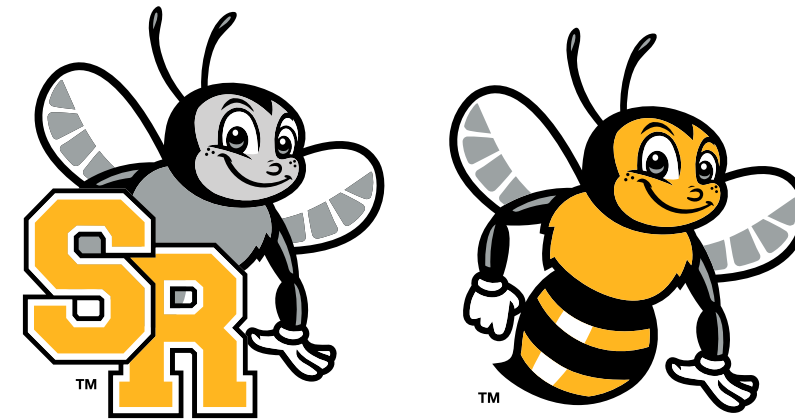
MASCOTS
Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc., and are more appropriate for embroidery or applications requiring less detail. (eg. left chest polo shirt)

When using the Solon Elementary School brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by Solon Elementary School.

Yellow, grey, black and white are the official approved colors of Solon Elementary School and play a major role in supporting the core visual identity of the brand.

Yellow and white are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Black and grey are secondary accent colors.

The logo is recommended to be used against dark red, grey, transparent or neutrals such as black. Please contact the school administration for approval on use of any other non-official school color backgrounds.

Gold

PMS 1235 C
#FFB81C
C: 0 M: 31 Y: 98 K: 0
R: 255 G: 255 B: 28

Gray

PMS 422 C
#9EA2A2
C: 36 M: 26 Y: 23 K: 4
R: 158 G: 162 B: 162

Black

Black
#000000
C: 50 M: 50 Y: 50 K: 100
R: 0 G: 0 B: 0

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
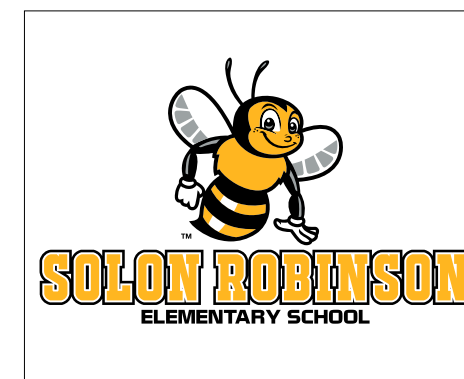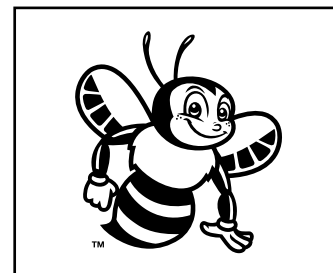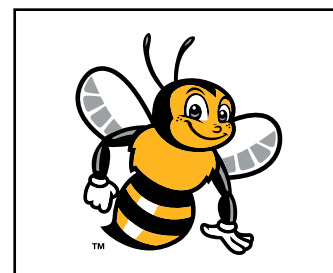
There may be times when another group or organization wants to use your school's logo. The parameters for doing so are below. Remember that the use of the district logos must always be approved through the Department of Communications.

PTO/PTA
- Logos may be given to PTOs for the sole purpose of spirit wear or similar products that promote the school.
- PTOs should never use the school logo as their own or in any way that may confuse a PTO fundraiser, event, or program as the school's.
- Approval for each logo use must be given by the school principal. Providing a logo once is not permission to use that logo in perpetuity. PTOs must communicate with the school each time they wish to use it.

Other non-profit groups
Other groups with affiliations or ties to a school should never use the school's logo unless there is an established programming partnership that has already been approved by the school or central office. The logo should only be used in the context of this specific partnership and any marketing that uses the logo must be approved by the school.

For-profit businesses and organizations
Businesses or for-profit entities are not permitted to use any district or school logos, per board policy #9700.

The primary font is Cormorant Garamond. This typeface is most often used for titles. It may be used in any sentence case and weight.

Times New Roman is a substitute when Cormorant Garamond is not available.

CORMORANT GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
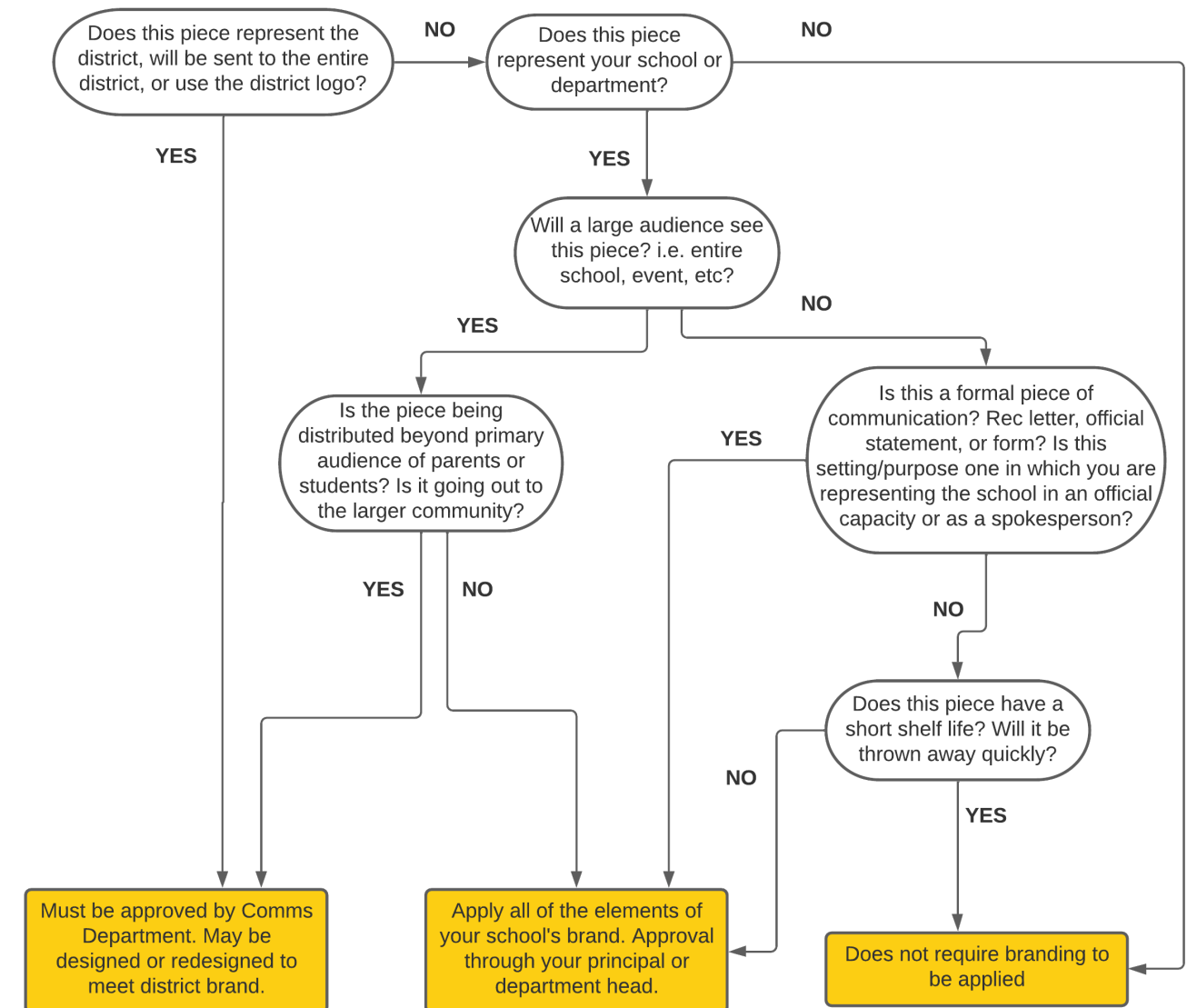ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The complementary font is Muli. It should most often be used as secondary headlines and as body text. It may be used in any sentence case and weight.

Arial or Proxima Nova are substitutes when Muli is not available.

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

When should you use the brand elements? When does something need approval through your principal or the district? Use the flow chart to help determine an answer.

Does this piece represent the district, will be sent to the entire district, or use the district logo? — NO → Does this piece represent your school or department? — NO →

Does this piece represent the district... — YES ↓

Does this piece represent your school or department? — YES → Will a large audience see this piece? i.e. entire school, event, etc?

Will a large audience see this piece? — YES → Is the piece being distributed beyond primary audience of parents or students? Is it going out to the larger community?

Will a large audience see this piece? — NO → Is this a formal piece of communication? Rec letter, official statement, or form? Is this setting/purpose one in which you are representing the school in an official capacity or as a spokesperson?

Is the piece being distributed beyond primary audience... — YES ↓ / NO ↓

Is this a formal piece of communication? — YES → Does this piece have a short shelf life? Will it be thrown away quickly?

Is this a formal piece of communication? — NO → Does this piece have a short shelf life? Will it be thrown away quickly?

Does this piece have a short shelf life? — NO → Apply all of the elements of your school's brand.

Does this piece have a short shelf life? — YES → Does not require branding to be applied

Must be approved by Comms Department. May be designed or redesigned to meet district brand.

Apply all of the elements of your school's brand. Approval through your principal or department head.

Does not require branding to be applied

The CPCSC brand and individual school brands have been purposefully designed so that our staff can use the elements. You don't need to be a designer. Follow the steps below and you'll be on your way to a piece that reflects your school's identity.

1. Write any text you plan to use before you start designing.

2. Have photos ready, if you have them. Edit photos to be bright and crop them as needed. Don't use photos from Google - they may not be copyright-free.

3. Add the photo first. Make it big. People love pictures, and they elicit emotion.

4. Add your text. If you don't have enough space, reduce the size of your photo to make room for the text. Never go below a size 10 font.

TIME AND ADDRESS

I'll put info about the open house here. What parents can expect and why they should attend. Maybe even something about what to bring or how to help as a volunteer.

Please call with questions: ##########

5. Add a title. You can make it catchy, but it should be easy to understand what the piece is about.

PLEASE JOIN US!

SOLON ELEMENTARY OPEN HOUSE

TIME AND ADDRESS

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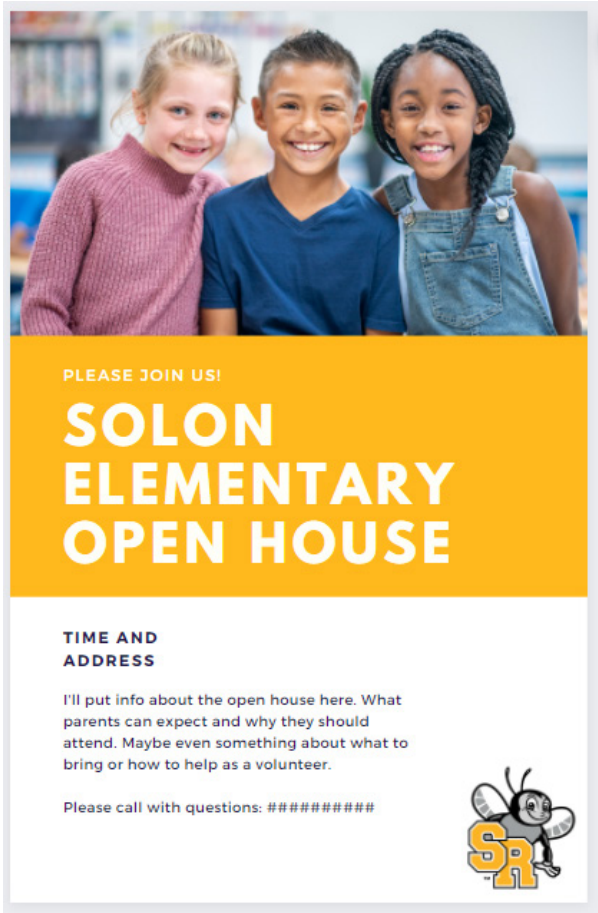
Please call with questions: ##########

MAKE IT IN CANVA!

CPCSC has a team Canva account. Canva allows you to easily create graphics and documents while having access to your school's brand elements, color palette, and fonts. Email the Director of Communications to be added to Canva.

6. Add your logo. It doesn't need to be big. Typically, you can add it in a corner or at the bottom of a document. Think of adding a logo like you've added a thumbprint to identify the piece; it's not like adding another photo.

PLEASE JOIN US!

SOLON ELEMENTARY OPEN HOUSE

TIME AND ADDRESS

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Please call with questions: ##########

8. Keep the edges of everything crisp and straight. Typically, text is right or left aligned, and rarely centered. Photos are squares or rectangles, never circles. Use guidelines to help you line up elements.

PLEASE JOIN US!

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SOLON ELEMENTARY OPEN HOUSE

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I'll put info about the open house here. What parents can expect and why they should attend. Maybe even something about what to bring or how to help as a volunteer.

Please call with questions: ##########

7. Find a way to add color. This might be the text itself, behind the text, adding a border, or adding a design element. Stick to your school's colors.
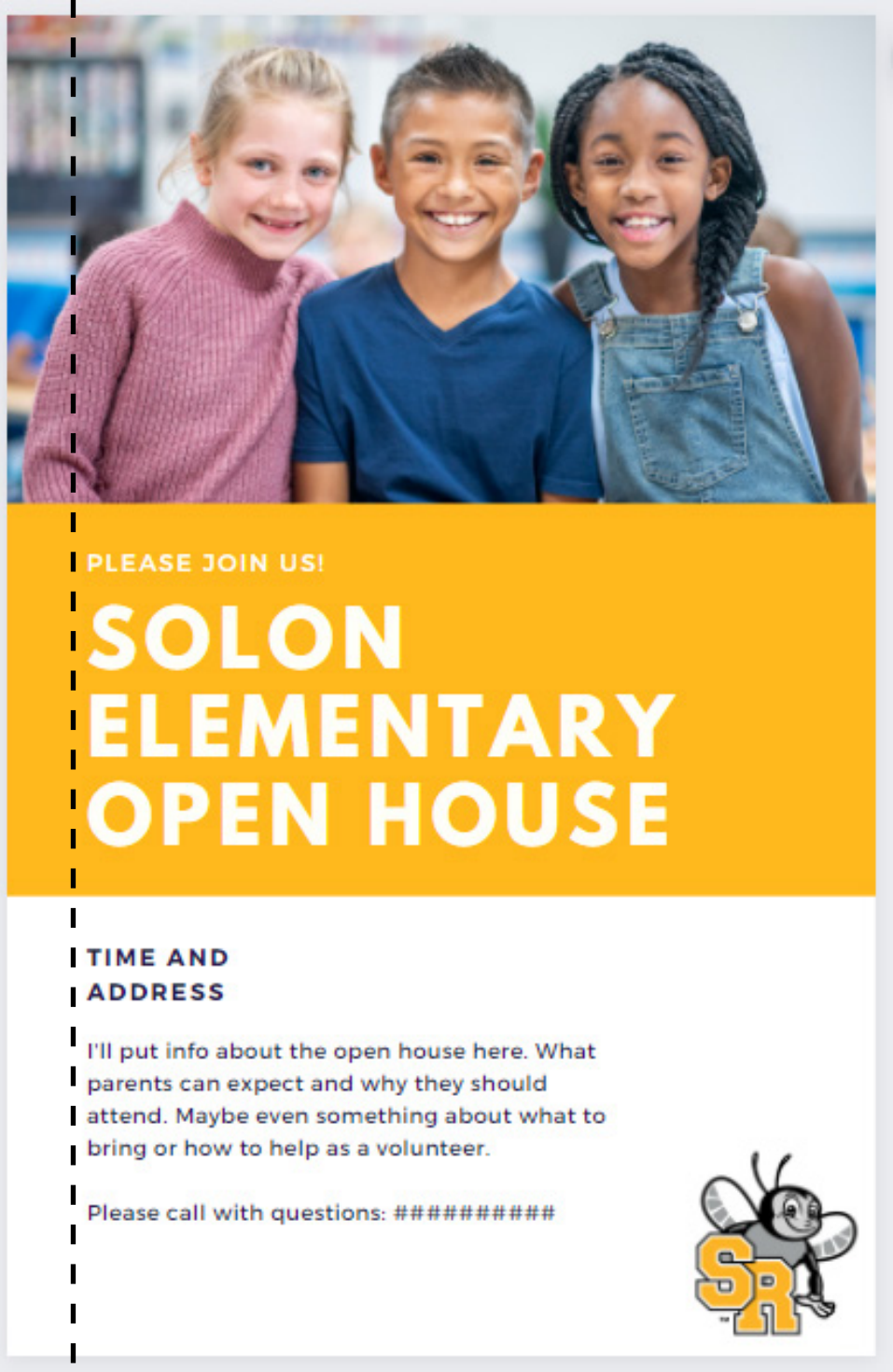
If you have great news or information about an event, it should be shared using your school's communication tools!

Social media - Each school has a Facebook page and a staff member who manages that page. Some of our schools use an app called Class Intercom, which lets you submit social media content right from your phone. Get in touch with your school's social media manager to learn the best way to send information.

Website - Our websites average a total of 50,000 visitors each month! Ask your school's website manager to add information to the news section and/or calendar of your school's website.

Newsletter - Whether your school sends a S'more parent newsletter weekly or bi-weekly, it's a great way to share information. Send details to your newsletter person to be included.

Flyers - If you have a flyer to promote an event, visit the Communications Department page on the district website. Upload it using the form to ensure it's included in our news page and in the monthly district newsletter.

Press releases - For really great news, contact the Director of Communications to determine if a press release to local media outlets can help spread the message. All media and public relations should be done via the Department of Communications.