



Crown Point Community School Corporation

# BRAND BOOK & STYLE GUIDE



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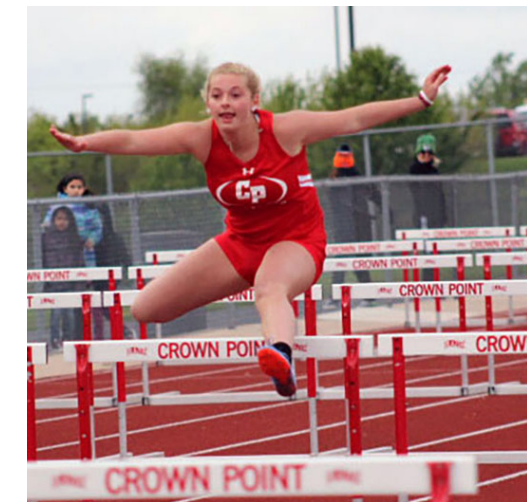
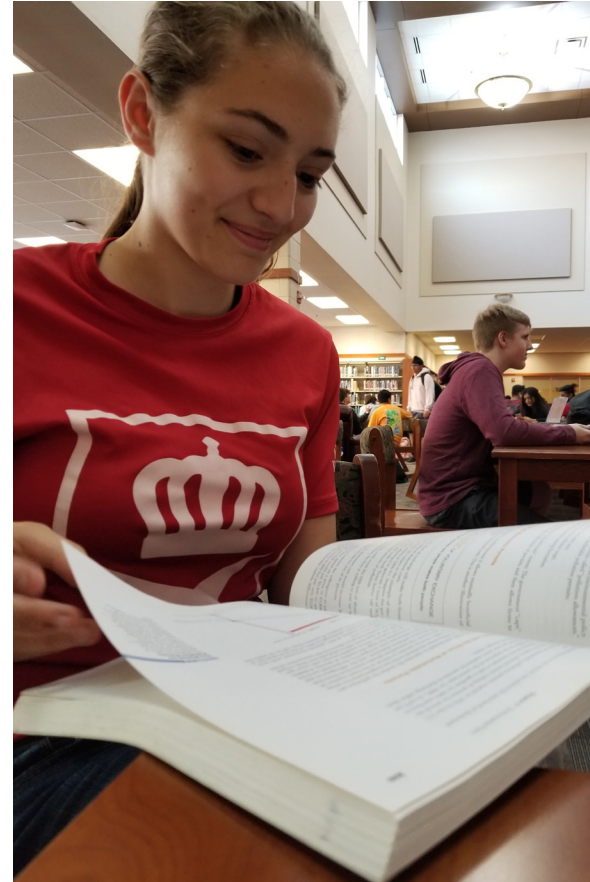
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# THE CPCSC BRAND

## **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.

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.

We are all ambassadors of the Crown Point Community School Corporation brand. This style guide is meant to inform your use and protection of that brand, ensuring our visual and verbal identity remains strong and consistent.

Should you have questions about the CPCSC brand, please contact the director of communications at [ballen@cps.k12.in.us](mailto:ballen@cps.k12.in.us).

Go Dogs!



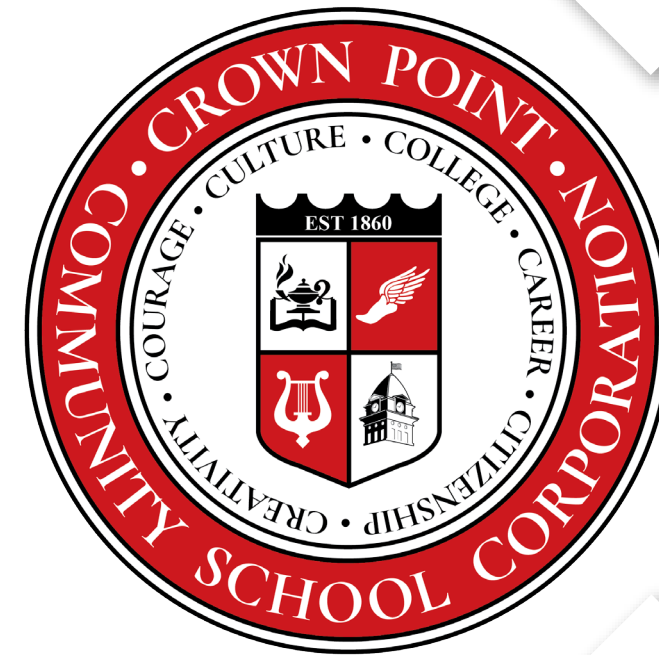


# BRAND PILLARS



The CPCSC brand pillars are listed in the center of the corporation seal and serve as Crown Point High School's "portrait of a graduate."

Each pillar can be utilized or illustrated in the visual and verbal messaging of the corporation's brand and sub-brands.



## College & Career

Academic excellence ensures students are prepared with the knowledge and skills required after graduation.

## Citizenship

Students advocate, initiate, and engage in self and community improvement.

## Creativity

Arts and extracurricular activities provide space for imagination and ingenuity to thrive.

## Culture

The perspectives and expressions of diverse people, places, and times are appreciated and respected.

## Courage

Students learn to face adversity with confidence and display leadership even when under pressure.



CPCSC's brand is classic and feels collegiate.  
It evokes a sense of tradition and academic excellence.

Graphic design in the CPCSC brand is simple and elegant, without the use of excess design elements. The size of photography, typography, and other design elements is generous, with plenty of white space left between them. Design is clean and crisp, often featuring high contrast. "Hero photos" featuring students and staff in action usually take center stage in designs.

After photography, the main visual elements of a CPCSC design are rectangular color blocks or lines. Typically, typography is added on top of a color block. Lines could be from the color palette, but they may also be the strategic use of white space.

Logos are the third element of design. When using logos, never use more than one on a page. Limit the variety of logos used within a multi-page piece.

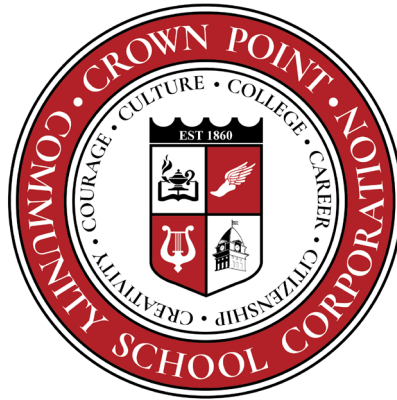




# FORMAL LOGOS

## CORPORATION SEAL

The corporation seal with crest is the most traditional and formal logo of the CPCSC brand. It represents official corporation identities and communication. Make every attempt to use the seal in full color. In some situations, a greyscale version may be used, such as the watermark on letterhead. A white seal on a block of color may be used sparingly.



## CORPORATION HORIZONTAL LOGO

The horizontal logo is more commonly used than the full seal. It is typically used in less formal communications or when the seal would be too small to read. It should almost always appear in full color. In very few situations, it may be white with a transparent background on top of a color block or photo.



**CROWN POINT COMMUNITY  
SCHOOL CORPORATION**

## CORPORATION CREST

The CPCSC crest can be used alone as a design element. It should not be used as the only logo in a publication because it does not use the corporation's name.

### The Lamp of Knowledge College and Career

Effective academics and curricula provide equitable and challenging learning experiences for all students. The lamp symbolizes the search for wisdom and knowledge.

### The Lyre Creativity and Culture

Quality arts programs further support student success. The lyre was an ancient Greek instrument used as an accompaniment with singing or poetry. In Greek mythology, the lyre was a gift attributed to Apollo the god of music, poetry and wisdom.



### The Winged Foot Courage

Mentoring and coaching in programs are consistent with the corporation's values and beliefs about teaching and learning; in support of high impact instructional strategies. The winged foot symbolizes speed, agility and athletics as linked to the Greek god Hermes.

### Courthouse Clock Tower Citizenship

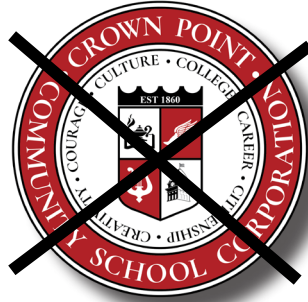
A traditional symbol of our community, the clock tower stands for our strong commitment to the community, and its equally strong commitment and support of quality education.





### USING FORMAL LOGOS

For any version of a formal corporation logo, the following rules should be used:  
Leave clear space equivalent to the “C” of the text around the farthest logo elements  
Do not: change the logo orientation; add extraneous effects; place on busy photos; change the colors; attempt to recreate; scale unproportionately; make alterations, additions or substitution to the words or colors; or use as a repeated pattern, wallpaper, etc.



### DEPARTMENT LOGOS

For corporation-level departments, use the horizontal logo that denotes the department as part of the corporation.

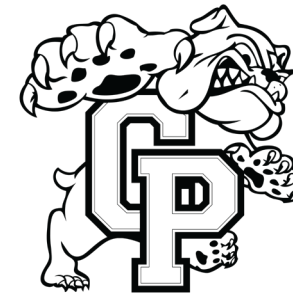
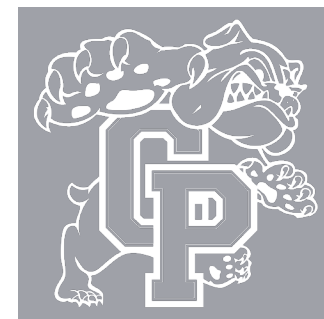
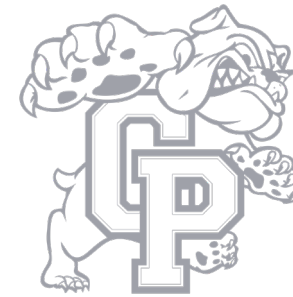
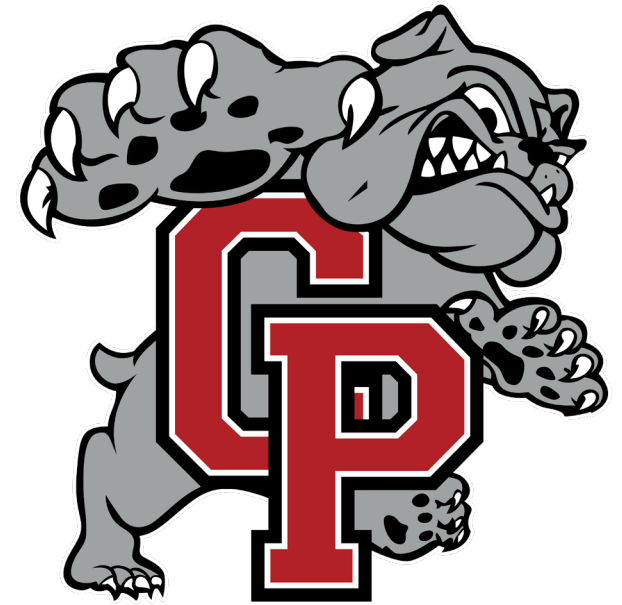




# INFORMAL LOGOS



For communications or designs that are informal or fit under “school pride” (i.e. spirit wear or certain marketing collateral), the CP Bulldog logo or the interlocking CP may be used. Only the versions shown here should be used. Avoid previous iterations of these logos that did not use correct colors from the color palette or incorrectly combined colors on the bulldog’s paws and gums.







#### SECONDARY MARKS

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)

The Brush Script “Dogs” logo may be used on informal pieces, particularly those that promote athletics. It can be used in any color of the brand palette.

*Dogs*

Red 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 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.

When possible, it is preferred to use the full color versions of all logos. If not possible, use one of the single color versions on page 15. Use of any other non-official colors in the logo mark must be approved by the administration.





# COLOR PALETTE



**Crown Point Red**

PMS 7621 CP

#b12126

C: 21 M: 100 Y: 100 K: 13

R: 177 G: 32 B: 36



**White**

PMS White

#FFFFFF

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255



**Bulldog Gray**

PMS 422 C

#9EA2A2

C: 36 M: 26 Y: 23 K: 4

R: 158 G: 162 B: 162



**Black**

PMS Black

#000000

C: 50 M: 50 Y: 50 K: 100

R: 0 G: 0 B: 0

Crown Point Red (CP Red) and Bright White are the identifying color for the corporation, along with secondary colors of Bulldog Grey and black. CP Red may quickly become an overwhelming color if not used carefully and thoughtfully in design.

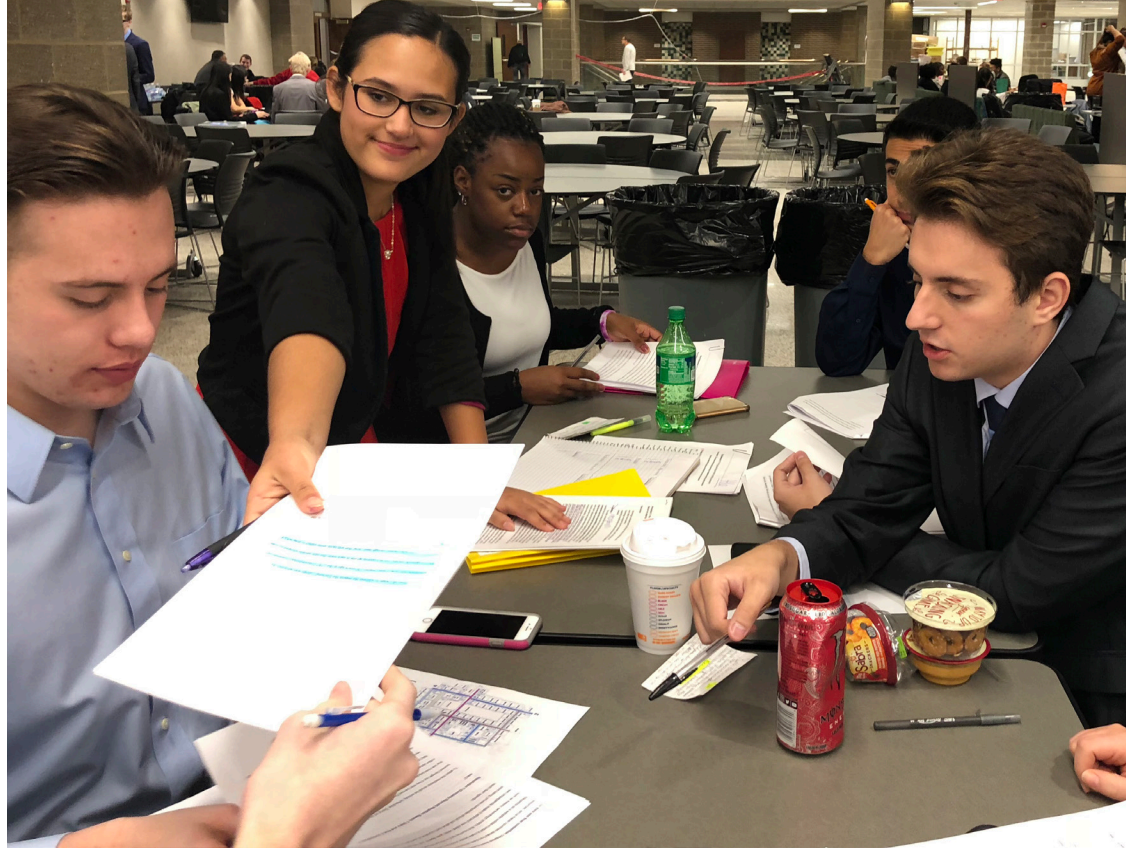
Special care should be taken to only combine colors in a manner that meets accessibility requirements (see *Typography* page).

Elementary schools each have their own identifying color that can be combined with the white, grey, and black of the corporation brand.





# TYPOGRAPHY



To ensure accessibility of all communications materials, only the following color combinations should be used when combining text and color blocks. Never make text smaller than a 10 point font, with 12 being the ideal size for reading.



Aa

Bright White on CP Red, or CP Red on Bright White



Aa

Bright White on Bulldog Grey, or Black on a lighter shade of Bulldog Grey



Aa

Bright White on Black, or Black on Bright White

The primary corporation typeface is Cormorant Garamond. This typeface is used in the crest and for titles. It may be used in any sentence case and weight.

Times New Roman is an acceptable substitute when Cormorant Garamond is not available.

The complementary corporation 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. Muli is the primary typeface for elementary schools.

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

The decorative corporation font is Collegiate Heavy Outline. It should only be used in logos. Do not make substitutes for this typeface.

The script corporation font is Brush Script. It should only be used for the “Dogs” or elementary mascot logos. Do not make substitutes for this font.

## CORMORANT GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## COLLEGIATE HEAVY OUTLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Brush Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ



# PHOTOGRAPHY



Our photography almost always features candid photos of students and staff in action. Faces should be visible, showing appropriate emotion for both the photo and purpose of the piece. Capture moments that show the brand pillars in action.

Photos should be edited so that they are bright and crisp. Overlays or vanity filters should never be used. Cut-outs can be utilized as a way to bring a modern design element into the classic feel of the brand. Cut-outs should be precise with crisp edges and transparent backgrounds.

Use the rule-of-thirds whenever possible, and consider using a shallow depth-of-field when appropriate.





# STYLE GUIDE

We refer to ourselves as Crown Point Community School Corporation or CPCSC. In formal communications or those outside of the corporation with a wide audience, use the full name rather than the acronym. Do not use the word “the” before our name. “Crown Point Schools” or “Crown Point Community Schools” may be used in a logo or instances where space prohibits the full name, but it is not typically how we refer to ourselves.

CPCSC adheres to the most recent Associated Press Style Guide. Some of the most commonly referenced issues of style are included here. For others, refer to the AP guide as needed.

**abbreviations** Avoid abbreviations or educational jargon that parents or community members may not know. Avoid using an acronym on first reference, unless its meaning is readily recognized. Write a name in full on first reference, directly followed by the acronym in parentheses. An acronym then can be used in all subsequent references.

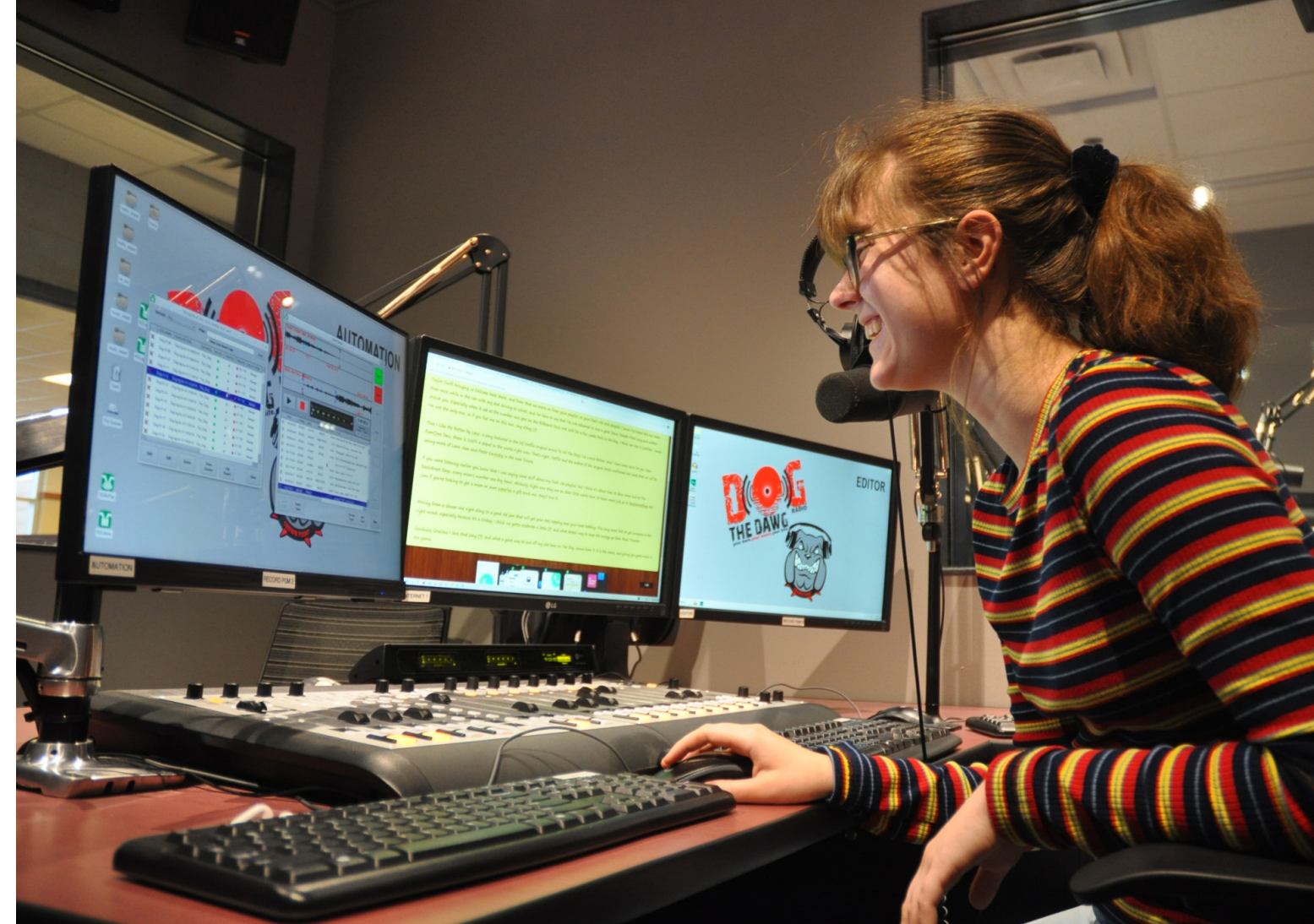
**ampersand** Do not use an ampersand in place of the word “and” unless it is in a title or subtitle.

**commas** We use the Oxford comma in CPCSC publications. All other APA style rules apply to the use of commas.

**dates** Use Arabic numerals without st, nd, rd, or th. Follow APA style for month abbreviations, commas around dates, and apostrophes in decades or centuries.

**dashes** An em dash (long dash—) is used to separate relevant information that interrupts a sentence and can replace parentheses. Never add a space on either side. An en dash (single dash-) is used to show a range (e.g., 2 - 4 days).

**numbers** Always use numerals when writing numbers greater than ten. Example: 50 instead of fifty.



**parentheses and semicolons** The use of these punctuation marks is an indication that a sentence is becoming too complex for communications pieces. In most cases, it is appropriate to simplify the sentence into two shorter sentences.

**time** 12:00 should be referenced as noon or midnight. Avoid posting times ending in zeros. If an event both begins and ends in the same time frame, it is only necessary to use “a.m.” or “p.m.” on the last reference.



It is imperative that all communications address accessibility and equity, and show respect for all people.

**Disabilities** When writing about individuals with disabilities, use appropriate language. Do not describe someone in terms of a disability unless it is pertinent information.

- When possible, ask someone with a disability how they prefer to be described.
- Use people-first language. Example: a person with autism, not an autistic
- Do not equate disabilities with limitations, victimization, or illness. Use only factual, neutral information and language.
- Do not portray individuals with disabilities as heroes or suffering saints as stories of inspiration for others.
- Always avoid offensive language and stay away from condescending euphemisms like “special people” or “differently abled”.
- Avoid ableist language such as “I stand with” or “insane/crazy”.

**Gender** Do not presume gender. Use the gender neutral pronoun their when an indefinite antecedent may be male or female. Example: A reporter attempts to protect their sources. Another option is a slight revision of the sentence: Reporters attempt to protect their sources. Use gender neutral nouns where possible (mail carrier rather than mailman). The AP Style Guide has a number of examples for reference.

**Hearing** Videos should always have closed captions. Turn on the closed captions feature when you upload online content to a social media channel, and check the captions for accuracy.

**Representation** Photography should reflect the authentic diversity of our district in terms of race, abilities, gender, and age. Inclusion is a practice, not a checklist. Do not use photos



in ways that promote tokenism or reinforce stereotypes. Be aware of inherent bias when choosing images.

**Race** Describing a person in terms of their race is usually an irrelevant factor. Drawing unnecessary attention to someone’s race or ethnicity may be interpreted as bigotry. Stories that are specifically about the importance of inclusion or equity may use information about race.

**Vision** Individuals with low vision need high contrast materials with appropriately sized typography (see *Typography* page). Do not place text on patterned backgrounds or photos. This includes not using backgrounds in email communications. Always use the accessibility-check feature when creating content on the CPCSC website. Make sure to place information in the text area of social media posts rather than placing them only inside a photo. Many social media platforms now include alt text features.



## SOCIAL MEDIA

CPCSC has a social media policy and guidelines. Review the policy before using social media to share about the district, your school, program and/or work on personal accounts. Staff may create social media accounts for departments, programs, teams and clubs, but they must first be approved by the communications director. Staff must agree to the page/account owner requirements outlined in our social media policy and follow all of the guidelines.

The CPCSC hashtag for social media is #WeAreCP. For accessibility with screen readers, capitalize the first letter of words in hashtags.

## EMAIL

When using email, never use special stationery or backgrounds. Using a background may pose challenges for individuals who have low or poor vision, prohibiting effective communication.

Email signatures should always be professional and avoid personal information/viewpoints, quotes, or extraneous photos. Using the configuration below is a way to standardized email signatures and provide helpful information. The school logo and social media icons are optional.

You can find pre-configured email signatures in the online branding sample folder.



**Name | Title**

**School or department**

Phone number & ext. | Fax (only if needed)

Mailing address (on a single line)

School website URL with hyperlink



# #WeAreCP





# SCHOOL SUB-BRANDS

## A brand within a brand.

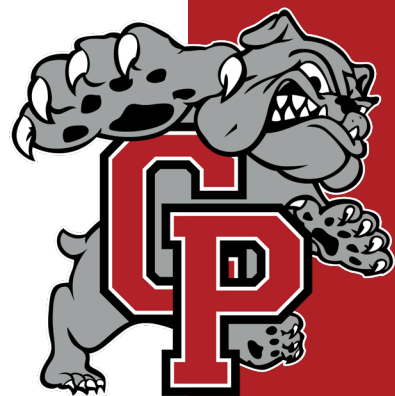
Individual schools or programs within CPCSC have their own sub-brands. The goal of each is to maintain an identity and voice unique to the school that cohesively fits under the corporation brand.

Similar to the way Sony makes the PlayStation or Apple makes the iPad, sub-brands do more than just coexist alongside their parent brand. When done effectively, the parent and sub-brand reinforce one another, ensuring that both maintain their individuality while also drawing upon each other's strengths.

Logos and other branding collateral can be found on the staff intranet of the CPCSC website.







*Dogs*

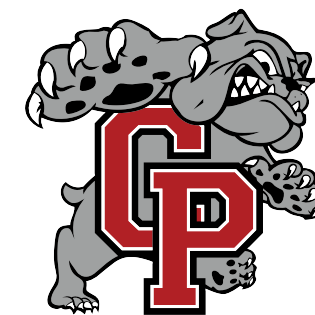
Crown Point High School should use the corporation brand's elements and style, with the exception of the formal corporation logos. CPHS also has their own formal crest which should be used for formal occasions such as graduation, academic awards, etc.

In athletics, the brand guidelines should be used where possible while leaving room for more modern or trendy graphic design that appeals to student athletes. Athletics designs should still have a CPCSC "feel" but can stretch the parameters of the traditional, classic design features. Approval of athletics branding should go through the athletics department.

These branding guidelines are not intended for student publications or other publications that do not officially represent the school entity.

## PRIMARY MARK

Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, advertisements, etc.



## SECONDARY MARKS

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)

## FORMAL MARK

Use for the most formal occasions and communications, the school seal should only be used by administration and at official events such as graduation.





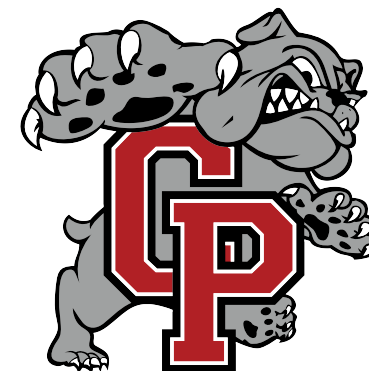
# Col. Wheeler Middle School



*Dogs*

## 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.



## SECONDARY MARKS

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)

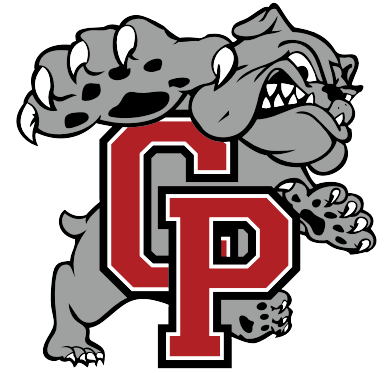




*Dogs*

#### 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.



#### SECONDARY MARKS

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)



# Eisenhower Elementary



*Eagles*



Royal Blue

PMS 286 C  
#0033A0  
C: 100 M: 75 Y: 0 K: 0  
R: 0 G: 51 B: 160



Grey

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



**EISENHOWER**  
ELEMENTARY SCHOOL





# Jerry Ross Elementary



# Rockets



Rocket Red  
PMS 187  
#8e2124  
C: 28 M: 97 Y: 92 K: 29  
R: 141 G: 33 B: 35



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



# JERRY ROSS

## ELEMENTARY SCHOOL



# Lake Street Elementary



Dolphins



Green

PMS 356 C  
#007A33  
C: 91 M: 4 Y: 100 K: 25  
R: 255 G: 255 B: 255



Gray

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



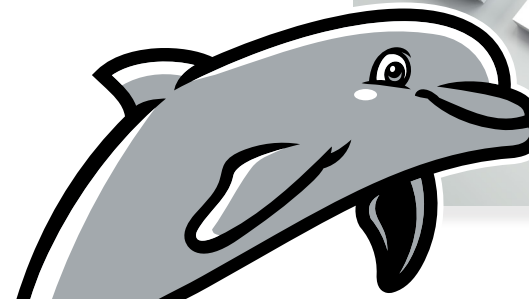
Black

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



**LAKE STREET**  
ELEMENTARY SCHOOL







Mustangs



Royal Blue

PMS 286 C  
#0033A0  
C: 100 M: 75 Y: 0 K: 0  
R: 0 G: 51 B: 160



Grey

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



**MACARTHUR**  
ELEMENTARY SCHOOL



# Solon Elementary



Stingers



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



**SOLON ROBINSON**  
ELEMENTARY SCHOOL



# Timothy Ball Elementary



# Bulldogs



Navy

PMS 2767 C  
#173058  
C: 100 M: 86 Y: 38 K: 31  
R: 23 G: 48 B: 88



Gray

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



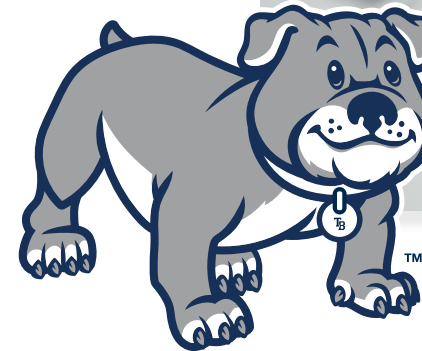
Black

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



# TIMOTHY BALL

ELEMENTARY SCHOOL





# Wildcats



Royal Blue

PMS 286 C  
#0033A0  
C: 100 M: 75 Y: 0 K: 0  
R: 0 G: 51 B: 160



Grey

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



# WINFIELD

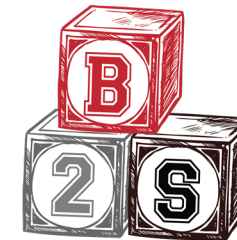
## ELEMENTARY SCHOOL



Additional programs within Crown Point Community School Corporation have logos of their own. These logos should be used on all program communications. A program - existing or new - should not create their own logo.

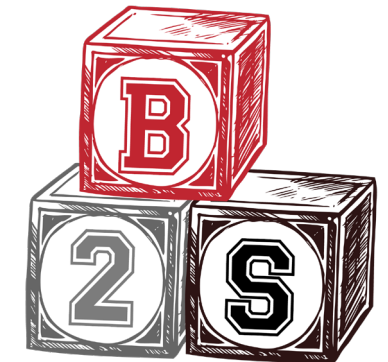


**Bulldog Buddies Preschool**  
CROWN POINT COMMUNITY SCHOOLS



**Birth to  
School**

CROWN POINT  
COMMUNITY SCHOOLS



**Credit Acceleration Program**  
CROWN POINT COMMUNITY SCHOOLS



