

JEFFERSON CITY SCHOOLS

BRANDING GUIDE & PROCEDURES



Purpose of Branding

The purpose behind branding is to associate meaning to JCS values and visual elements through consistency with messaging and actions. The JCS logo is the official mark of the schools. Permission must be granted to use the logo outside the school system publications. The logo must appear on all JCS materials including publications, websites, stationery, and other products in some format.

Logo Appearance

Below are the official JCS logos. No variations of color or style are allowed for any purposes. Logos may be found on the JCS web page under the “Communications” tab.

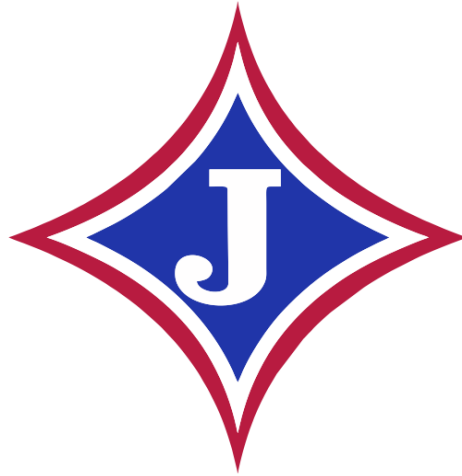
When proofing graphic design or branded promotional items, ensure that the full logo is included and not cropped or distorted in any way. If items do appear cropped or distorted please request that the vendor make the necessary corrections.

JCS Column Logo: This logo should be used with all professional communications from the district such as letterhead and other communications.

JCS Diamond “J” Logo: The diamond “J” logo is the official logo representing the Jefferson City School System. This logo can be used on any and all publications and resources.

Diamond “J” Dragon Logo

School of Champions Logo



Our Jefferson J font

J=Clarendon BT

J=Clarendon Lt BT

J=Clarendon Blk BT

J=Carendon BT Bold

Color Value Meanings:

CMYK is used for print products

RGB color mode is best for digital work



C:100 M: 91 Y:3 K:2



R:6 G: 50 B:173



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



R:0 G:0 B:0



C: 0 M:100 Y:100 K:0



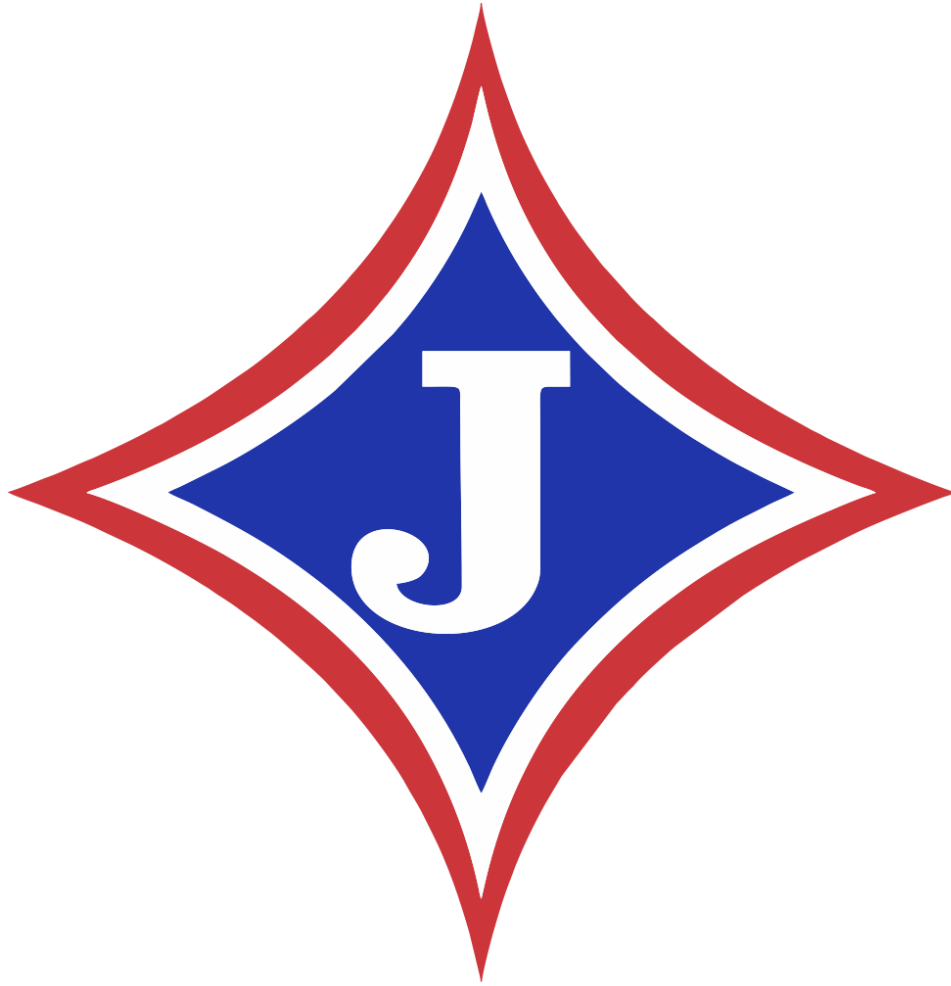
R:237 G:50 B:55




C:76 M:69 Y:64 K:89



R:41 G:41 B:41



 C:100 M: 91 Y:3 K:2

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

 C: 0 M:100 Y:100 K:0

 R:6 G: 50 B:173

 R:0 G:0 B:0

 R:237 G:50 B:55

Approved Slogans & Taglines

- Exposure to Excellence Promotes Excellence
- Legacy in Educational Excellence
- Building the Whole Dragon

Stationery & Letterhead

Official JCS stationery and letterhead can be found in the google drive as well as in google docs as a template for “letters and faxes.” Please use the correct letterhead according to the school and purpose of the publication. Official letterhead should be used on all parent or community correspondences that leave the building. Letterhead should not be used on unofficial correspondence such as teacher newsletters, department newsletters, etc.

Flyers and Publications

All flyers should be branded with a JCS logo. Regardless of the intent of the flyer or which school/department it is created for, the flyer should be branded with a JCS logo and color palette. For help with flyer creation or graphic design please contact the Communications Department.

Point of Contact

Teresa Stier
Director of Communications and Public Relations
teresa.stier@jeffcityschools.org