

CONEWAGO VALLEY
SCHOOL DISTRICT

BRAND STANDARDS GUIDE

• 2016 •

CONEWAGO VALLEY SCHOOL DISTRICT BRAND

branding initiative

Our brand is our reputation. A successful brand will reinforce who we are as a school district and the qualities that distinguish us from others by means of a coherent and consistent visual system. It represents who we are and what we stand for.

The mission statement for CVSD describes the essence of what guides our work every day:

The Conewago Valley School District promotes individual and collaborative excellence enabling students to become competent, confident, and creative builders of the future.

A brand promise essentially forges the path, giving us the critical tools we need to “create change”:

The Conewago Valley School District provides a comprehensive educational environment in which intelligent, spirited students and scholars can work together to create change that influences the district and the world.

Our brand is important for a multitude of reasons. First and foremost, unifying the district in terms of our visual representation was paramount. The brand guidelines provide a roadmap for advancing and protecting a valuable asset: the Conewago Valley School District “Colonials”.

A brand defines what people most commonly associate with our school district. We help shape the brand through what and how we communicate about the day-to-day and the long-term nature of our work, and about the people who do that work.

Unifying the district was vital to the branding committee. Our branding project defined four areas of focus: an academic shield, a consistent color scheme, a slogan, and a unified mascot.

It is challenging to succinctly describe CVSD, given its depth and breadth, as well as its tradition. Nonetheless, it is a tradition worthy of our respect and our protection. We recognize the deep tradition of the original school colors and appreciate the current scheme that has been utilized since the early 1970’s. The committee’s goal was to honor our district heritage through a unified visual representation (colors) that will serve as our identity and communicate our Colonial Pride. The color scheme being adopted honors the past and recognizes the current trend. The combination of Colonial Maroon and Gray with a Navy Blue accent proved to be the right direction for the district. We also have at least 12 different colonial mascots that the district uses in one capacity or another, coupled with the mascot of the 1950’s (the Keys) and the 1960’s (the Black Knights). The adoption of the mascot maintains the Colonial Spirit by taking certain characteristics of the old version and creating a dynamic visual image of what we want to portray - one of strength, character and pride.

These guidelines explain the colors, academic shield, slogan, mascot and the characteristics we have chosen — through careful research with key constituencies — to define our school district, to capture what sets us apart from other institutions, and to share our accomplishments with others.

We understand that our district buildings value their individual identity and that complete uniformity is difficult within an organization as large as ours. We also know that working as a team to leverage the district’s

CONEWAGO VALLEY SCHOOL DISTRICT BRAND

branding initiative

brand benefits the entire campus. For that reason, we expect every CVSD entity to comply with the most critical components of our visual identity system. We also ask that district buildings and organizations associated with CVSD consult with our branding subcommittee before working with outside vendors on graphic design, production, photography, video production, or printing. Doing so helps us to implement the brand and visual identity program effectively and consistently.

We are proud of this district and the many ways that its people and its work impacts so many people within the district and beyond. In our fast-paced world that bombards us with messages every day, it is more important than ever to clearly represent our district's presence and strength.

We want to take this opportunity to thank all of the students, teachers, administrators, board members, coaches and advisors, parents, alumni, and community members who served on the branding committee for all of their time, suggestions, and work to make this project a reality. Thank you for helping us to present a public face that is instantly recognizable as the CVSD Colonials.

Christopher Bowman, Ed. D.
Branding Committee Chairman

Russell Greenholt, Ed. D.
Superintendent of Schools

CONEWAGO VALLEY SCHOOL DISTRICT BRAND

committee members

The opportunity to participate in the Branding Initiative was offered to all members of the Conewago Valley School District Community. The individuals listed below accepted the challenge described below:

Over time, people will recognize CVSD based on our “visual identity.” Our logo, colors, motto, and academic shield will combine to create our “visual identity system.” The individual prongs of our identity system may not be as critical on their own, but when used together consistently and in relation to what we do, they eventually communicate our school culture, what we stand for, and ultimately influence what people think about or feel when they see the Colonial “brand.”

Dr. Greenholt has had the opportunity to present the idea to students, faculty, parents and other organizations and all have agreed that the initiative is needed. We trust you would agree. With this in mind, we are creating a district committee that will mold and create a new visual identity system that will best represent our culture and the pride that we have as Colonials, a pride that we hope lives within all of us for a long time to come. The committee will be focused on four initiatives:

- Creation of a new Mascot
- Creation of an Academic Shield
- Resolution on one set of School Colors
- Creation of a district slogan or motto

The first meeting was held in April of 2015, with four meetings following: May, June, July, and the final meeting in December. Meetings typically lasted a minimum of 90 minutes and were conducted on weeknights, placing an additional strain on the calendars of those who attended.

We would like to thank all of the members of the Colonial community who gave of their time, energy, and talents to assist with the Branding Initiative. This project was a significant undertaking, one that could not have come to fruition without the unwavering dedication and commitment of the individuals listed below.

Branding Committee Members

Scott Anderson	Krista Hayward	Christopher Rudisill
Anthony Angelini	Kim Hockensmith	Melanie Sauter
Christopher Bowman	Bill Huffman	Charlotte Shaffer
Ethan Chrismer	Maria Kann	Patti Shatto-Young
Jenene Conrad	Ally Kohler	Jodi Smith
Dana Farmer	Alecia Kraus	Tanya Smith
Elizabeth Farmer	Owen Long	Christina Summers
Carly Flickinger	Robert Long	Lisa Teal
Gretchen Gates	Travis Martin	Crystal Tomecek
Russell Greenholt	Matt Muller	Diane Topper
Beth Groden	Tim Rohrbaugh	Matt Wensel
Jennifer Haugh	Mandy Roos	Courtney Zinn

History

Like most of Adams County the Conewago Valley School District is related to many historical incidents and landmarks. Records reveal that when the white settlers came to America they found the area just west of the Susquehanna River a very acceptable place for settlement.

Throughout the Conewago Valley School District there is evidence that some of William Penn's original settlers made their residence here. It was in this region that contention developed between Penn's followers and those of the Baltimore-Calverts who settled in the Baltimore area of Maryland. We had a rich and varied Christian tradition with about equal numbers of Protestant and Catholic settlers.

Conewago Township is the area where the Catholics of Maryland began to settle as they moved northward from Baltimore. In 1722 approximately 5,822 acres known as "Digger's Choice" were given to Maryland settlers for development.

Since William Penn claimed that what is now Conewago Township belonged to his colony the need for a survey was apparent. Two surveyors, Mason and Dixon, were employed to survey the area in order to determine rightful ownership. Their survey has formed the present boundary of Pennsylvania and Maryland in that area. The survey was resolved by agreements that resulted in an almost even balance between Catholics and Protestants throughout the Conewago Valley School District.

Because of the Catholic influence in the area the Sacred Heart Church, the oldest Catholic church west of the

Susquehanna River, was established in 1740. The church, located in Conewago Township and now known as the Conewago Chapel, has remained open for periodic service and stands as a religious landmark in this country.

Adams County played an important role during the Civil War. At the onset of the war most of the people retained a sentiment of neutrality in that they lived close to the dividing line surveyed by Mason and Dixon. Many people in the area became active in the liberation of southern slaves as is evidenced by the historical Underground Railroad Stations which exist in the area.

Although the major forces which clashed at Gettysburg did not pass through the Conewago Valley School District the rumble and frustrations of the great battle were within hearing range. Today many of the tourists who visit Gettysburg travel through the District.

Since the Civil war the population of the area has increased steadily. Most of the industry evolved around agriculture. However, the Conewago Valley School District does possess an appreciable amount of industrial growth when compared to the remainder of Adams County.

Reorganization

The present Conewago Valley School District was formed through a progression of building projects and reorganizations. Some of the townships and boroughs in the present District started schools as early as 1834 when they were permitted by the General Assembly. Most of the municipalities operated their own one room schools for over 100 years.

The first high school (two years) was begun in a rented building in New Oxford in 1908. The first class was graduated in 1910. For a total of \$1,300 the first combined elementary and secondary school was built in 1913. After several additions a four-year school developed and the first class was graduated in 1930. In 1928 and 1929 classes were not graduated because of the transition from a two to a four-year high school.

In 1932 a gymnasium, a new science lab, a shop, and a home economics lab were added. School consolidations caused the gradual closings of one room elementary schools and the eventual establishment of the Lower Adams Joint School System in 1948. This system provided for a new junior-senior high school for the area now comprising the District except for Conewago Township and McSherrystown Borough. The present New Oxford Elementary school was built and ready for students in 1954. A major addition was constructed in 1968. The Elementary school has served children in the New Oxford area since its completion.

In order to meet the needs for elementary education for the children in Conewago Township, the present Conewago Township Elementary School was built in 1958 with a major

addition completed in 1972. Most of the elementary children who attended public schools from McSherrystown attended the Conewago Township School. Nearly all of the secondary children from both Conewago Township and McSherrystown who attended public schools were enrolled in the Hanover School District on a tuition basis.

The Delone Catholic High School in McSherrystown enrolled most of the non-public secondary school children from throughout the present Conewago Valley School District.

In 1960 the present Senior High School was built as a Junior-Senior High School in New Oxford at a cost of \$2,035,000.00. Soon thereafter, in 1962, the former Lower Adams Joint School System became the New Oxford Area School District and the dissolution of the component school districts occurred.

Following the reorganization Act of 1963 there were pressures applied to both Conewago Township and McSherrystown Borough School Districts to become part of a larger system. The logical choices for merging were either with the New Oxford Area School District or with the Hanover Borough School District. After a long series of hearings and appealed decisions the school districts of Conewago Township and McSherrystown Borough were united with the New Oxford Area Merged School District. On July 1, 1971 the new district was formed and the name changed to the Conewago Valley School District.

By court order dated June 30, 1970, the eastern portion of Straban Township, a part of the Gettysburg Area School District, was transferred to the then New Oxford Area School District. On July 23, 1970 the State Board of Education, on the recommendation of the

Building Dedications

- 1954 New Oxford Elementary
- 1958 Conewago Township Elementary
- 1960 New Oxford High School
- 1976 New Oxford Middle School
- 2005 Conewago Valley Intermediate School

Building Renovations

- 2004, 2011 Conewago Township Elementary
- 2004, 2011 New Oxford Elementary
- 1995 & 2004 New Oxford High School
- 1995 & 2004 New Oxford Middle School
- 2004 Stadium

Adams County Board of School Directors and the Secretary of Education, to coincide with the Court's order, set the effective date of transfer as July 1, 1970.

Because of this sequence of actions the present Conewago Valley School District was formed with a total area approximating 70 square miles. The entire District is now a part of the Lincoln Intermediate Unit which has its headquarters in New Oxford.

In 1975 the New Oxford Junior High School opened its doors for students. All District 7th, 8th, and 9th grade students attended school at the Junior High. In 1984 major renovations and addition projects were completed at both elementary school buildings adding much needed space and updating major building systems. In 1985 a small section of land and storage facility was acquired for the District.

In 1995 major renovations were completed at the Middle School/High School complex. A new media center was added to the High School along with a new District auditorium and additional classrooms in both buildings. The finished renovations allowed nearly 2,400 students to be housed in this complex.

In 2001 the District acquired several properties to plan for continued growth. The McGeehan property was purchased to provide access for the future intermediate school and the Garber farm of over 70 acres was purchased for future development.

In 2004 a major renovation of all buildings in the District was undertaken. Air conditioning and additional upgrades were added to both elementary schools and a new wing was added to the High School and a wing of the Middle School was renovated. Additionally the athletic facilities received a facelift. A new stadium seating over 4,000 was completed and the baseball and softball fields were completely redone.

At the same time the Conewago Valley Intermediate School was under construction. The building opened to students in grades 4, 5, and 6 in the fall of 2005 resulting in a new configuration of grades within the District: elementary K-3; intermediate 4-6; middle 7-8; and high school 9-12.

In 2011 major renovations and additions were completed at New Oxford Elementary (NOE) and Conewago Township Elementary (CET). At NOE a new wing was completed to house the new all day kindergarten program. Offices were remodeled and expanded and classrooms were refurbished. At CET a new wing was also built for kindergarten but also included a new gymnasium and cafeteria. A new library was added along with a new art room with major renovations to over half of the building.

The District as it exists today consists of five buildings, educating nearly 4000 students and employing approximately 500 professional and support personnel operating of a \$45 million dollar budget.

CONEWAGO VALLEY SCHOOL DISTRICT BRAND

evolution of the colonial

Our Colonial mascot has evolved over time to our present day rendition. The Conewago Valley School District has known many Colonials since 1971 and we are ready to adopt our 2015 version and maintain its legacy for many years to come. In the past, organizations associated with the district utilized unique versions of the Colonial which led to numerous mascots which has become confusing to both our students and community. We are pleased to offer our final Colonial, one that will unify our district with one version for all to utilize and solidify the Colonial spirit of which we are all so proud.

1971



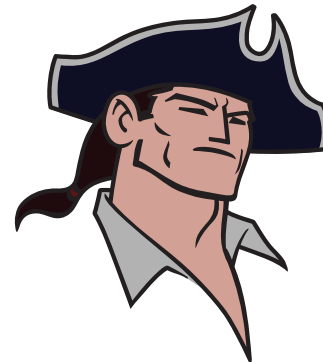
1989



2005



2015



CONEWAGO VALLEY SCHOOL DISTRICT BRAND

four foundation pillars

The four pillars that serve as the foundation for the Conewago Valley School District are: Achievement, Innovation, Pride, and Tradition. These pillars directly align with our mission, vision, slogan, and beliefs, serving as a constant reminder of what it means to be a Colonial. The pillars exemplify the unity that provides strength for our school community, and forges the nucleus from which we will draw upon in order to attain our mission.



Achievement

Trust yourself. Create the kind of self that you will be happy to live with all your life. Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement. —Golda Meir

Academic achievement or (academic) performance is the outcome of education — the extent to which students, teachers, or institutions have achieved their educational goals. The ultimate level of academic achievement for our students is earning a diploma. Personal achievements, however, will vary by individual, indicated by the obstacles surpassed, the goals obtained, and the milestones achieved. Achievement ultimately represents the readiness of our students to tackle life beyond our school community, whatever the chosen path.



Innovation

Innovation distinguishes between a leader and a follower. —Steve Jobs

Innovation is the spark of insight that leads a person to investigate an issue or phenomenon. That insight is often shaped by an observation of what appears to be true or the creative jolt of a new idea. Innovation is driven by a commitment to excellence and continuous improvement, and based on curiosity, the willingness to take risks, and perseverance to explore assumptions in order to challenge the status quo. Through innovation our students will learn to recognize opportunity and take advantage of it, becoming the future leaders and great minds of our society.



Pride

Disciplining yourself to do what you know is right and important, although difficult, is the highroad to pride, self-esteem, and personal satisfaction. —Margaret Thatcher

School pride is not just wearing our school colors. It is a vast combination of ideals, but most importantly, a way of belonging to something much greater than yourself. School pride involves investment in the overall mission and vision, thus renewing the commitment to education. Pride is extremely contagious and can serve as a means of recruitment for other stakeholders. Striving to be a true Colonial, a Pioneer in Educational Excellence, is just the beginning of the journey.



Tradition

Traditions are the guideposts driven deep in our subconscious minds. The most powerful ones are those we can't even describe and aren't even aware of. —Ellen Goodman

Some of our traditions are once a year events; some happen every week or even every day. They encompass the many small and specific moments, the trials and tribulations, and the sharing of memories of times together and stories often-told. Traditions give us ways to greet each other, to learn about each other, to celebrate and say goodbye. These events mark our comings and goings and affirm our common interests in the time we spend together. We must constantly examine and reexamine our traditions to ensure they have purpose, they make sense, and they are sustainable within the constraints of our resources. Traditions will allow us to pass on what we know and what we care about, and to understand what it truly means to be a Colonial.

primary district visual

CONEWAGO VALLEY
SCHOOL DISTRICT

color palette



New Oxford Navy
PMS 282 C



Colonial Maroon
PMS 1815 C



Gun Smoke Gray
PMS 429 C

alternate color options

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
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SCHOOL DISTRICT

conewago valley district office

130 Berlin Road
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Phone: (717) 624-2157
Fax: (717) 624-5020

Email: webmaster@cvcolonials.org

Website: www.conewago.k12.pa.us/do.html

editorial guidelines

- First reference: Conewago Valley School District (CVSD)
- Subsequent reference: CVSD
- District signature line: Pioneers in Educational Excellence

visual identity key facts

- Conewago Valley School District is the preferred district visual for print, web, and miscellaneous items.
- The Conewago Valley School District visual may not be used as a header.
- Available in two colors, maroon, navy and black and white
- Conewago Valley School District will use the standard stationery set [see page 00].

primary print, web, and email typefaces

crimson text
roman, italic, semibold, semibold italic, bold, bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%*!@#\${}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%!@#\${}*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%*!@#\${}

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abcdefghijklmnopqrstuvwxyz
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abcdefghijklmnopqrstuvwxyz
0123456789?%*!@#\${}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%!@#\${}*

lato
roman, italic, medium, medium italic, bold, bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%*!@#\${}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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abcdefghijklmnopqrstuvwxyz
0123456789?%!@#\${}*

Standards

- Crimson Text and Lato are the primary serif and sans serif typefaces that have been authorized as part of the identification program for print, web and email. Typefaces include alternate sets and characters including hairline, italics, bold, semibold, black, etc., available as a free download at www.fontsquirrel.com.

CONEWAGO VALLEY SCHOOL DISTRICT BRAND • VISUAL STANDARDS

color palette



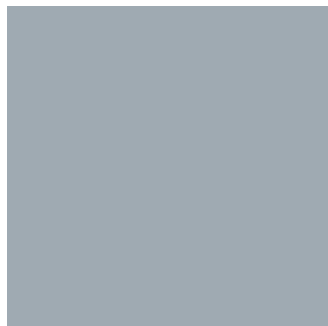
New Oxford Navy

PMS 282 C
Hex: #041e42
RGB: 4, 30, 66
CMYK: 100, 90, 13, 68



Colonial Maroon

PMS 1815 C
Hex: #7c2529
RGB: 124, 37, 41
CMYK: 16, 97, 86, 54



Gun Smoke Gray

PMS 429 C
Hex: #d0d3d4
RGB: 208, 211, 212
CMYK: 7, 3, 5, 8



Black

Hex: #000000

White

Hex: #FFFFFF

Standards

- Navy, Maroon and Gray are the prevailing colors throughout district and school communications.
- Each color in the palette has been selected to symbolize Conewago Valley School District history and values:
 - Colonial Maroon—bravery and sacrifice
 - Gun Smoke Gray—dependability and responsibility
 - New Oxford Navy—confidence and intelligence
- For each color shown, the corresponding Pantone Matching System (PMS) color number, Pantone+ color build for coated, CMYK and RGB build and Hexadecimal values for use on the web are provided.
- All colors may be used at 100 percent or tinted.

CONEWAGO VALLEY SCHOOL DISTRICT BRAND • VISUAL STANDARDS

print and electronic stationery

district stationery

CONEWAGO VALLEY
SCHOOL DISTRICT
Pioneers in Educational Excellence

CONEWAGO VALLEY
SCHOOL DISTRICT
130 Berlin Road New Oxford, PA 17350

CONEWAGO VALLEY
SCHOOL DISTRICT

Name
Title
130 Berlin Road 717-624-2157 Ext. XXXX
New Oxford, PA 17350 Fax: 717-624 6570
www.conewago.k12.pa.us email@cvcvcolonials.org

• 130 Berlin Road New Oxford, PA 17350 • 717-624-2157 • Fax: 717-624-5020 •
www.conewago.k12.pa.us

Standards

- Cougar Super Smooth white 80 pound text is the approved paper stock for all district and school stationery.
- All stationery items contained in this suite are printed using PMS 282 (Navy), PMS 1815 (Maroon), and PMS 7540 (Gray).
- Electronic letterhead for each building is available upon request.
- Listed here is the approved collection of standard items included in the Conewago Valley School District stationery suite. While these standardized items are preferred for general overall use throughout the district, there will always be a need for variation based on circumstance.

Standard Letterhead (8.5" x 11")

#10 Regular Envelopes (4.125" x 9.5")

Business Cards (2" x 3.5")

CONEWAGO VALLEY SCHOOL DISTRICT BRAND · VISUAL STANDARDS

print and electronic stationery

building stationery

CONEWAGO VALLEY
SCHOOL DISTRICT
New Oxford Elementary

CONEWAGO VALLEY
SCHOOL DISTRICT
New Oxford Elementary 116 North Berlin Avenue New Oxford, PA 17350

CONEWAGO VALLEY
SCHOOL DISTRICT
New Oxford Elementary

Name
Title
116 North Berlin Avenue 717-624-2157 Ext. XXXX
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Pioneers in Educational Excellence

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www.conewago.k12.pa.us

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Standard Letterhead (8.5" x 11")

#10 Regular Envelopes (4.125" x 9.5")

Business Cards (2" x 3.5")

CONEWAGO VALLEY SCHOOL DISTRICT BRAND · VISUAL STANDARDS

district shield

full color shield



alternate color options



Standards

- Use of the district shield should be limited to official documents only.
- In general, the use of the Conewago Valley School District primary visual is the preferred branding mark.
- General district communications may use the shield, but it should be used as a graphic element along with the Conewago Valley School District primary visual.
- The shield should not be used as a button or graphic on the web.
- These guidelines do not cover every application where the district shield will be used.

primary district athletic visual



Standards

- The colonial logo is the primary identifier of the Conewago Valley School District athletic program.
- To reinforce the relationship between Conewago Valley School District and the Colonial, the school district name should appear. The Conewago Valley School District athletic program's primary signature is comprised of the colonial logo and the Conewago Valley name, which has been specially designed in a compatible font.
- The colonial logo is available left or right facing.
- When an individual sports team needs to appear with the colonial logo and the Conewago Valley name, a special treatment has been developed.
- In certain applications when a one-color version of the colonial logo is used, care should be taken to feature the other companion PMS colors in an accent or in the actual uniform color.
- The colonial logo should not be used as a header.
- To request the colonial logo please fill out the CVSD brand usage request form.

CONEWAGO VALLEY SCHOOL DISTRICT BRAND · VISUAL STANDARDS

varsity letter visual

The standards for the varsity letter visual will be forthcoming.

email signature



Name

Title

New Oxford Elementary

116 North Berlin Avenue | New Oxford, PA 17350

Phone: 717-624-2157 | ext.XXXX

www.conewago.k12.pa.us

Pioneers in Educational Excellence

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Name

Title

New Oxford Middle School

130 Berlin Road | New Oxford, PA 17350

Phone: 717-624-2157 | ext.XXXX

www.conewago.k12.pa.us

Doing the Right Things, at the Right Time, for the Right Reasons!

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Standards

- An “email signature” is defined as any block of text that is automatically attached to the end of a message as a means of providing additional information about the sender of the email. The following standards are expected for email signatures of all employees of Conewago Valley School District in electronic communications.
- Because the email signature contributes to the employee’s and the Conewago Valley School District’s professional image, it is the responsibility of the individual employee to create and maintain an email signature that is professionally appropriate.
- Do not use fonts that mimic handwriting, are especially flowery, or are otherwise difficult to read.
- You may use navy or maroon to highlight certain key words or passages. Do not use these colors, however, for the full message.
- Do not add any decorative clip art or background images to your messages or signatures.
- There should be no literary quotations, Bible passages, or other statements that are a reflection of the individual rather than Conewago Valley School District.

CONEWAGO VALLEY SCHOOL DISTRICT BRAND · VISUAL STANDARDS

website

The standards for the website visuals will be forthcoming.

primary district visual with building treatment

CONEWAGO VALLEY
SCHOOL DISTRICT
New Oxford Elementary

color palette



New Oxford Navy
PMS 282 C



Colonial Maroon
PMS 1815 C



Gun Smoke Gray
PMS 429 C

alternate color options

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

office contact

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Website: www.conewago.k12.pa.us/noe.html

editorial guidelines

- First reference: Conewago Valley School District (CVSD)
- Subsequent reference: CVSD
- First reference: New Oxford Elementary
- Subsequent reference: NOE
- District signature line: Pioneers in Educational Excellence

visual identity key facts

- Conewago Valley School District with building treatment is the preferred district visual for print, web, and miscellaneous items for individual buildings.
- The Conewago Valley School District visual may not be used as a header.
- Available in two colors, maroon, navy and black and white
- New Oxford Elementary will use the standard stationery set [see page 14].

primary district visual with building treatment

CONEWAGO VALLEY SCHOOL DISTRICT

Conewago Township Elementary

color palette



New Oxford Navy
PMS 282 C



Colonial Maroon
PMS 1815 C



Gun Smoke Gray
PMS 429 C

alternate color options

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

office contact

1189 West Elm Avenue
Hanover, PA 17331

Phone: 717-624-2157
Ext 8004

Fax: 717-632-6553

Website: www.conewago.k12.pa.us/cte.html

editorial guidelines

- First reference: Conewago Valley School District (CVSD)
- Subsequent reference: CVSD
- First reference: Conewago Township Elementary
- Subsequent reference: CTE
- District signature line: Pioneers in Educational Excellence

visual identity key facts

- Conewago Valley School District with building treatment is the preferred district visual for print, web, and miscellaneous items for individual buildings.
- The Conewago Valley School District visual may not be used as a header.
- Available in two colors, maroon, navy and black and white
- Conewago Township Elementary will use the standard stationery set [see page 14].

primary district visual with building treatment

CONEWAGO VALLEY SCHOOL DISTRICT

Conewago Valley Intermediate School

color palette



New Oxford Navy
PMS 282 C



Colonial Maroon
PMS 1815 C



Gun Smoke Gray
PMS 429 C

alternate color options

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

office contact

175 700 Road
New Oxford, PA 17350
Phone: 717-624-2157
Ext 4004
Fax: 717-624-6667
Website: www.conewago.k12.pa.us/cvis.html

editorial guidelines

- First reference: Conewago Valley School District (CVSD)
- Subsequent reference: CVSD
- First reference: Conewago Valley Intermediate School
- Subsequent reference: CVIS
- District signature line: Pioneers in Educational Excellence

visual identity key facts

- Conewago Valley School District with building treatment is the preferred district visual for print, web, and miscellaneous items for individual buildings.
- The Conewago Valley School District visual may not be used as a header.
- Available in two colors, maroon, navy and black and white
- Conewago Valley Intermediate School will use the standard stationery set [see page 14].

primary district visual with building treatment

CONEWAGO VALLEY SCHOOL DISTRICT

New Oxford Middle School

color palette



New Oxford Navy
PMS 282 C



Colonial Maroon
PMS 1815 C



Gun Smoke Gray
PMS 429 C

alternate color options

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

office contact

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Website: www.conewago.k12.pa.us/noms.html

editorial guidelines

- First reference: Conewago Valley School District (CVSD)
- Subsequent reference: CVSD
- First reference: New Oxford Middle School
- Subsequent reference: NOMS
- District signature line: Pioneers in Educational Excellence

visual identity key facts

- Conewago Valley School District with building treatment is the preferred district visual for print, web, and miscellaneous items for individual buildings.
- The Conewago Valley School District visual may not be used as a header.
- Available in two colors, maroon, navy and black and white
- New Oxford Middle School will use the standard stationery set [see page 14].

primary district visual with building treatment

CONEWAGO VALLEY SCHOOL DISTRICT

New Oxford High School

color palette



New Oxford Navy
PMS 282 C



Colonial Maroon
PMS 1815 C



Gun Smoke Gray
PMS 429 C

alternate color options

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

CONEWAGO VALLEY
SCHOOL DISTRICT

office contact

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editorial guidelines

- First reference: Conewago Valley School District (CVSD)
- Subsequent reference: CVSD
- First reference: New Oxford High School
- Subsequent reference: NOHS
- District signature line: Pioneers in Educational Excellence

visual identity key facts

- Conewago Valley School District with building treatment is the preferred district visual for print, web, and miscellaneous items for individual buildings.
- The Conewago Valley School District visual may not be used as a header.
- Available in two colors, maroon, navy and black and white
- New Oxford High School will use the standard stationery set [see page 14].