



Columbia
PUBLIC SCHOOLS

LOGO USAGE GUIDELINES



Logo

Logo elements

The Columbia Public Schools' logo combines two elements: the logo type and the circle graphic. Position, scale and color along with spacial and proportional relationships of the logo elements are predetermined and should not be altered. Approved alternate variations in color are acceptable as laid out in this manual.

Standard logo

The standard logo is the primary logo and should be used in all marketing collateral (see *Examples of logo use*).



Circle graphic

The logo's circle graphic may be used as a separate graphic element apart from the logo itself. The outer color band may be changed to one of the approved complementary color palette colors. The circle graphic of the logo is acceptable for use in those instances when there is not enough room for the standard logo to be used at minimum size or larger, or when the circle graphic is preferred.



Logo variations

Acceptable logo variations

The standard logo on a white or light background or the reverse logo treatment is preferred. The approved one-color or black and white versions may be used when necessary for special printing and promotional needs.

Reverse



One color



Black and white



Badges

Tagline badge

The tagline badge was created for the intended use of signage and should be the choice when the print area is large enough for it to be easily readable and when there is a desire to highlight the Columbia Public Schools' tagline, "Excellent education for all students." When the badge is used, it should take the place of the standard logo to represent the brand. The badge and the logo should not be used together.



AEO badge

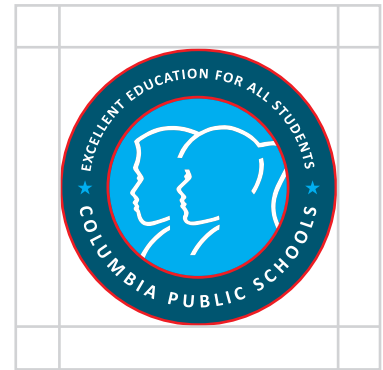
The AEO badge is intended primarily for internal purposes and should be used independent of the standard logo. If the AEO badge is used in conjunction with the standard logo the two should not be placed side by side. In some instances, the AEO badge may be used externally to highlight the AEO core values: achievement, enrichment and opportunity, but in this case the standard logo should also be present.



Spacing and minimum size

Spacing

The Columbia Public Schools' logo requires separation from the other elements around it. The minimum space required on all sides is roughly equivalent to the lowercase cap height of the logo type. The badges should also have adequate clear space roughly equivalent to the text area width as indicated in red.



Minimum size

To ensure all parts of the logo can be easily read in every application, the logo should not be reproduced at sizes smaller than 1.25 inches. An exception would be for specific promotional materials that require a smaller logo than recommended here. It is advised that in these instances, a proof be reviewed to make sure the logo is legible. The badges should not be reproduced at sizes smaller than 1.25 inches in diameter.



Typography

The font

The Columbia Public Schools' typeface is Calibri. This typeface is to be used in all communications, marketing materials and digital assets when available.

This sans serif font is available in various weights. The logo typeface uses bold.

Calibri Light

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Calibri Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Calibri Italic

Aa *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz0123456789

Calibri Bold

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz0123456789

Color system

Logo color palette

The following palette has been selected for use in the Columbia Public Schools' communications.

Pantone 7708
CMYK 100/59/40/20
RGB 0/85/111

Pantone CYAN
CMYK 100/0/0/0
RGB 0/174/239



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Complementary color palette

A complementary color palette has been developed to provide flexibility while creating a unified recognizable appearance across all communications. These colors are to be used as a complement to the logo color palette. The outer ring of the symbol may be changed to a complementary color, as shown, as long as it is separate from the logo text and used only as a graphic element.

Pantone 354
CMYK 94/0/100/0
RGB 0/175/65

Pantone 072
CMYK 100/98/2/3
RGB 6/14/159

Pantone 2597
CMYK 79/100/7/3
RGB 94/13/139

Pantone 226
CMYK 12/100/26/0
RGB 215/0/109

Pantone 1655
CMYK 0/84/100/0
RGB 255/76/0

Pantone 185
CMYK 1/100/92/0
RGB 235/0/41

Pantone 109
CMYK 0/16/100/0
RGB 255/209/0



Unacceptable usage

Logo usage

The Columbia Public Schools' identity and effectiveness of its communications are dependent upon consistent logo usage. The logo is to be used in its original design proportions and is never to be distorted, expanded or condensed. The words Columbia and public schools, and the circle graphic have a fixed relationship. Do not allow poor quality reproductions. It is important that the logo be presented accurately and consistently every time it is used.



Background guidelines

Never place the logo on a background that will hinder readability. The color logo should not be used on a color field darker than 20% in value of black. The reverse logo should not be used on a color field lighter than 50% in value of black. The logo should never be used on a pattern or any interfering background. If the logo is placed on an image, it should be positioned in a way that remains legible and with sufficient contrast and clear space.



Examples of logo usage

ITEM	LOGO TYPE
Letterhead	Standard logo
Envelopes	Standard logo
Mailing labels	Standard logo
Business cards	Standard logo
Name tags	Standard logo or circle graphic of logo only
Photo IDs	Standard logo or circle graphic of logo only
Email signature lines	Standard logo
Form templates (<i>cover sheets, invoices, memos</i>)	Standard logo
Banners/tradeshows	Tagline badge
School newsletters	Tagline badge, standard logo or circle graphic of logo. Chosen element should be consistent and size restrictions upheld; the AEO badge may also be appropriate for sections speaking to these core values
Presentations	Standard logo or tagline badge, depending on which fits best; the AEO badge may be appropriate for internal presentations
Signage (<i>Exterior, interior, vehicle graphics, uniforms</i>)	Tagline badge should be the primary use for all exterior signage; for internal signage other options may be used if available space allows for good fit
Promo items	Depends on the space available; a good rule of thumb is to always begin with the standard logo; if the standard logo does not fit the circle graphic of logo may be used independently; on those items where space allows for readability, the tagline badge may be used
Advertising (<i>print, video and digital</i>)	Standard logo is always preferred; circle graphic of logo is also acceptable when space better dictates; the tagline badge may also be used when preferred and available space allows

Badges continued

Departmental badge

Departmental badges have been created to incorporate individual department names within the Columbia Public Schools' identity. When a departmental badge is used, it should take the place of the standard logo to represent the brand. The departmental badge and the standard logo should not be used together.

Departmental badges can be used virtually anywhere a standard logo would be used when (1) it is desired to incorporate the name of a specific department, (2) there is adequate space to allow for readability and (3) it is deemed appropriate to replace the standard logo.

