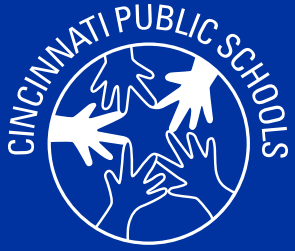CINCINNATI PUBLIC SCHOOLS

PREPARING STUDENTS
FOR LIFE

Brand Guidelines

REVISED 11-29-21

COPY

BRAND VOICE

Cincinnati Public Schools' voice is nurturing, positive, optimistic and confident. It is always inclusive and transparent. We are respectful of our audience, and that is reflected in our tone.

The following guidance is particularly important when we write materials for students, parents and guardians:

- Whenever possible, we avoid negative sentence structures (i.e., "CPS does not have address boundaries for our high schools"). Instead, we present information in a positive tone (i.e., "Students may select their schools of choice based on their unique needs and interests.").

- We do not phrase requests in a commanding, forceful way (i.e., "You need to make sure your contact information on the lottery application is correct."). Instead, we make requests in a positive way and explain the "why" (i.e., "Once lottery assignments are made, we need to be able to contact you with the good news! Please make sure all of the information you submit on your application is correct."). Avoid "nots," "we need you tos," "you needs," "you musts," etc.

- When appropriate, we add elements of "fun" and personality.

- Although we are thorough, we ensure materials are light, brief and easily digestible.

- All CPS communications (internal and external) are written as accurately as possible and are factual.

When we write or speak about ourselves, we use a first-person plural point of view.

STYLE GUIDE

The following rules apply to all CPS communications and collateral.

Names

- Spell out Cincinnati Public Schools on the first reference. The abbreviation CPS may be used for subsequent mentions.

- For individual schools, use the proper names as listed on the School Finder page of CPS' website: cps-k12.org/schools/find-a-school.

- When used within a range of grades, "preschool" may be abbreviated to "PreK" (for example: PreK–6). In other instances, the full word should be written out.

Possession

- Use Cincinnati Public Schools' or CPS' when possessive, never Cincinnati Public Schools's or CPS's.

Punctuation

- CPS never uses the Oxford comma. (An Oxford, or serial, comma is the last comma in a list; it goes before the word "and.")

Hyphenation

- Never hyphenate districtwide, citywide, etc. Ignore spell check, which says to hyphenate.

- Only hyphenate the following phrases when they are modifying another word:
  - in person (in-person learning)
  - blended learning (blended-learning model)
  - distance learning (distance-learning model)

Numbers and Dates

- When using numbers, spell out 1–10; 11 and above should be written as numerals.

- Dates should be written out as follows: Oct. 12, 2020; October 2020. Months may be abbreviated, except for March, April and May.
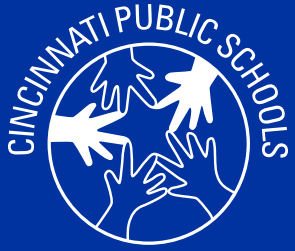
THE LOGO

LOGO LOCKUPS

CPS' logomark is a circle of children's hands with the fingers touching and forming a star—celebrating inclusiveness and diversity and showing CPS as the shining star for student achievement.

The preferred logos include the CPS Preparing Students for Life tagline along with the positioning statement adopted with the development of the District's Strategic Plan.

When the legibility of the positioning statement is an issue, the alternate logo/tagline lockup may be used in layouts.

The CPS logomark may be used alone, without the tagline or positioning statement, if the preferred or alternate logo has been used elsewhere in the application.

Never use the tagline or positioning statement independently from the logo. Do not lock up any other text or art with the logo.

Any CPS logos not shown on this page have been retired and should no longer be used.

Preferred Logo—Vertical Format
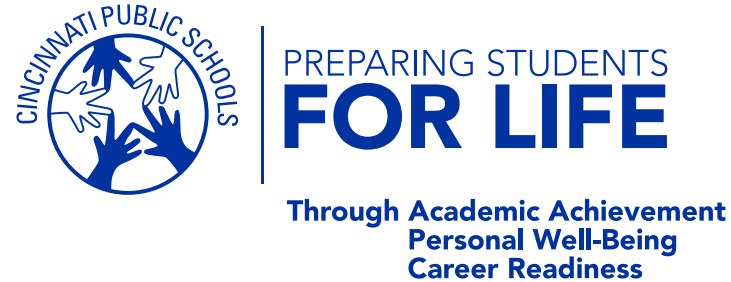
Preferred Logo—Horizontal Format

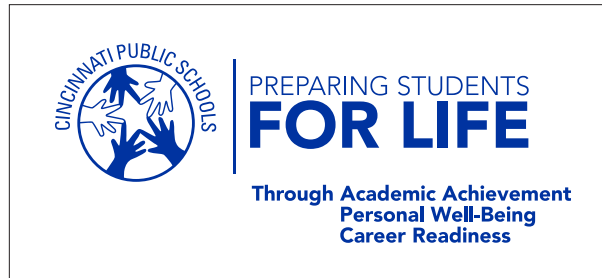Alternate Logo

Secondary Logo

LOGO COLOR

To properly reflect the diversity of Cincinnati Public Schools, there are two versions of the logomark — one for a white background, the other for a dark background (a reversed version). Choose the correct version for the application. *Note that the reversed logo is a unique file; you cannot simply change the logo to white.*

When the logo appears on a white background, it may be used in CPS Blue (preferred) or black. The reversed logo may be used on a field of CPS Blue (preferred) or black. *See page 11 for color values.*

The reversed version of the logo lockup with the positioning statement uses CPS Yellow. This is the preferred usage. If color restrictions apply, the single color (white) version is acceptable.

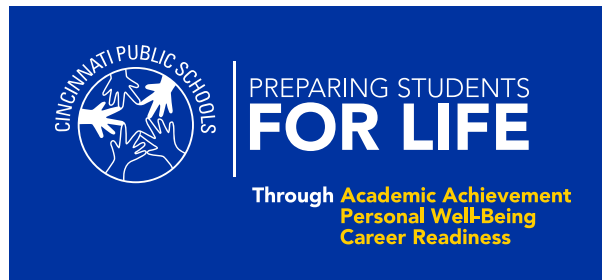The CPS logos may not be used in colors other than those indicated.
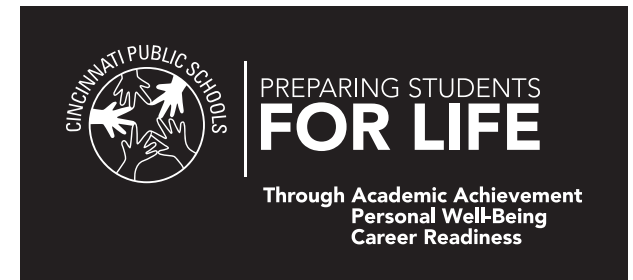
Preferred Logo Color on White

Alternate Logo Color on White
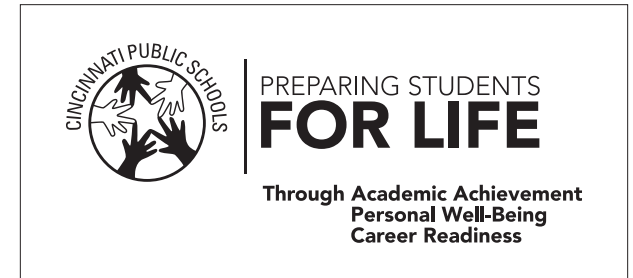
Preferred Reversed Logo Colors


Alternate Reversed Logo Colors

CLEAR SPACE

A clear space borders the CPS logo in all applications. This promotes legibility and maintains the integrity of the CPS brand identity.

The clear space should be no less than one hand width on all sides, proportional to the size of the logo. Do not place typography, graphics, photos or images within the clear space.
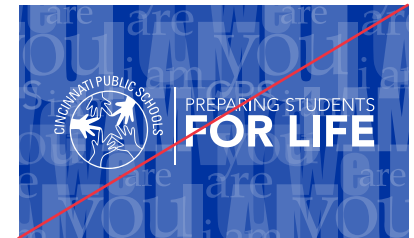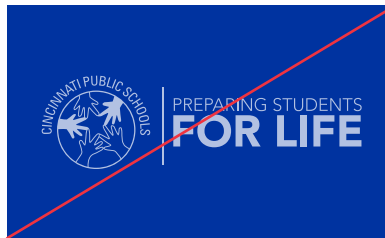
Clear Space
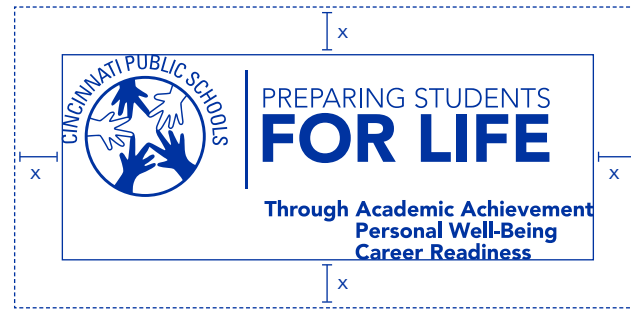
LOGO USAGE

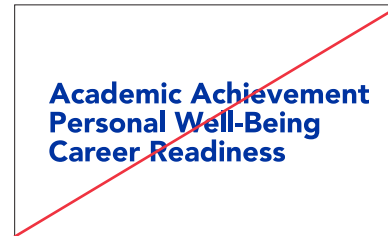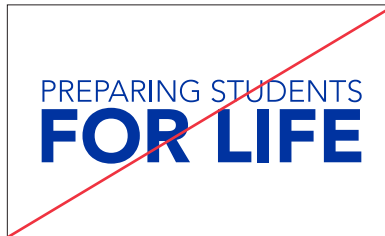Avoid the following situations when using the CPS logos.
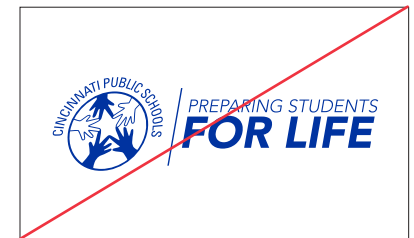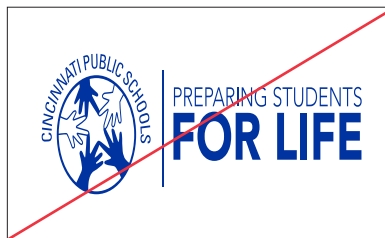
Incorrect Logo Usages

DO NOT change the colors of the logos, place the logos on colors other than those indicated or use retired logos.

DO NOT use a screen of the logos or place the logos on top of photos or patterns.

DO NOT use the tagline or positioning statement on their own or create alternate logo lock-ups.

DO NOT stretch the logos out of proportion or alter them in any other way.

QUESTIONS?

Additional information about the Cincinnati Public Schools brand or template files can be obtained from the CPS Communications Team.

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