

CHARTIERS VALLEY

SCHOOL DISTRICT

Inspiring excellence.

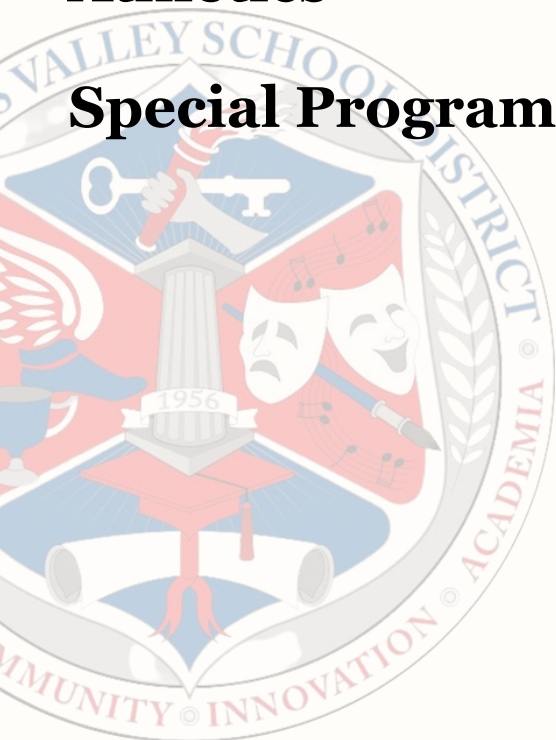


Brand Guidelines



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Introduction

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A branding guide serves as a crucial compass for any organization, providing a comprehensive set of guidelines that ensure consistency and coherence in visual and messaging identity. It functions as a roadmap, offering clear directives on logo usage, color schemes, typography, and other visual elements that collectively shape a brand's identity. By establishing these standards, a branding guide helps maintain a uniform and professional appearance across various platforms and materials, fostering brand recognition and trust among audiences.

Consistency is key in building a strong brand presence, and a well-crafted branding guide not only streamlines the creative process but also safeguards the integrity of the brand.



Chartiers Valley School District Crest

Academics



The Chartiers Valley Crest is comprised of aspirations of our schools: Integrity, Community, Innovation and Academia.

Each symbol in the crest highlights a different element of Chartiers Valley's ideals:

Red – Energy, Determination, Passion

Blue – Truth and Loyalty

1956 – The year our four communities became CVSD

Achievement Ribbon – Unity, School Pride

Olive Wreath – Community, Agreement, and Harmony

Per Chevron – Constancy with peace and sincerity

Column – Achievement through education

Torch and Hands – Passing of knowledge from teacher to students

Winged Foot and Victory Cup – Athletics, sportsmanship, fair play

Clef and Notes – Music and Performing Arts

Drama Masks – Theater and Performing Arts

Key of Knowledge – Unlock the doorway to knowledge

Graduation Cap & Diploma – Academia, Achievement, Transition

Chartiers Valley School District Letterhead Logo

CHARTIERS VALLEY
SCHOOL DISTRICT | *Inspiring excellence.*

CHARTIERS VALLEY
HIGH SCHOOL | *Inspiring excellence.*

CHARTIERS VALLEY
MIDDLE SCHOOL | *Inspiring excellence.*

CHARTIERS VALLEY
INTERMEDIATE SCHOOL | *Inspiring excellence.*

CHARTIERS VALLEY
PRIMARY SCHOOL | *Inspiring excellence.*

CHARTIERS VALLEY
SCHOOL BOARD | *Inspiring excellence.*

Chartiers Valley School District

Athletics



Special Programs

Special programs and events often have distinct brands and color schemes. It is crucial to uphold the integrity of the CV brand while still allowing the event's identity to stand out. Adhere to the following guidelines when creating CV materials for these special programs.



Brand Colors

Colors: Red and Blue

Brand colors should not be altered. Using the brand colors of red and blue consistently ensures brand integrity and builds brand equity.



C 58%	R 0
M 28%	G 78
Y 0%	B 149
K 42%	

HEX #004E95



C 0%	R 232
M 74%	G 44
Y 73%	B 46
K 9%	

HEX #E82C2E

