



CANANDAIGUA

GRAY WOLVESTM

DISTRICT BRAND STANDARDS GUIDE

THE IMPORTANCE OF GRAPHIC STANDARDS

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The Canandaigua City School District Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for any application of the Canandaigua City School District brand. Our purpose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever Canandaigua City School District is represented in any print, digital or apparel format.

Any attempt to utilize Canandaigua graphics or wordmarks outside the standards represented in this guide are strictly prohibited. Requests for exceptions or interpretations should be submitted directly to the School District via the contact info on the last page.

Go Gray Wolves!



OFFICIAL COLORS OF CANANDAIGUA CITY SCHOOL DISTRICT

PRIMARY PALETTE



CA CHERRY

(in lieu of use *Pantone® 186c)
Process Equivalent: 0c 100m 80y 5k
RGB Equivalent: 200r 16g 46b
Madeira Thread: 1637
Hex Code: C8102E



CA DARK GRAY

(in lieu of use *Pantone® Cool Gray 11)
Process Equivalent: 65c 57m 52y 30k
RGB Equivalent: 85r 86g 90b
Madeira Thread: 1540
Hex Code: 55565A



CA LIGHT GRAY

(in lieu of use *Pantone® Cool Gray 2)
Process Equivalent: 17c 13m 15y 0k
RGB Equivalent: 209r 209g 207b
Madeira Thread: 1810
Hex Code: D2D0CD

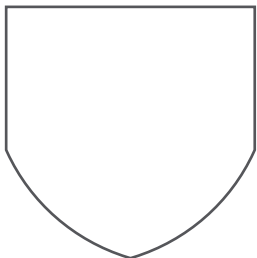
PRIMARY PALETTE

CA Cherry, CA Dark Gray and CA Light Gray are the official colors for Canandaigua City School District and are shown on the left. It is very important to match these colors faithfully when reproducing the Canandaigua City School District marks. It is greatly preferred that all Canandaigua marks be used in full color whenever possible.

SUPPORT COLORS

In addition to the primary palette, the Canandaigua City School District marks utilize white and black as an important support colors.

SUPPORT COLORS



WHITE



BLACK

CANANDAIGUA FULL COLOR MARKS

GRAY WOLVES MARKS



WORDMARKS



SPIRIT MARKS



The Canandaigua City School District marks were designed to create a consistent visual identity for the Canandaigua City School District. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the Canandaigua City School District marks are shown in full color on the left.

These logos are intended for use only by the Canandaigua City School District. Permission is required for use by any other entity.

CANANDAIGUA FULL COLOR ON DARK MARKS

GRAY WOLVES MARKS



When used on a dark background, the marks with typography on the full color logos should be switched to white, and the banner to CA Cherry with white typography as shown on the left. Full color artwork for use on a dark background is supplied along with all the other logo art.

These logos are intended for use only by the Canandaigua City School District. Permission is required for use by any other entity.

WORDMARKS



SPIRIT MARKS



CANANDAIGUA FULL COLOR ON CHERRY MARKS

GRAY WOLVES MARKS



When used on a CA Cherry background, the marks with typography on the full color logos should be switched to white, and the banner to CA Dark Gray with white typography as shown on the left. Full color artwork for use on a cherry background is supplied along with all the other logo art.

These logos are intended for use only by the Canandaigua City School District. Permission is required for use by any other entity.

WORDMARKS



SPIRIT MARKS



CANANDAIGUA BLACK & WHITE MARKS

GRAY WOLVES MARKS



WORDMARKS



SPIRIT MARKS



When CA Cherry, CA Dark Gray and CA Light Gray are not available, then the Canandaigua City School District marks may also be used in black and white. All of the Canandaigua City School District marks are shown in black and white on the left. Again, it is preferred that the marks are presented in full color (CA Cherry, CA Dark Gray, CA Light Gray and white) when possible.

CANANDAIGUA ALL WHITE MARKS

GRAY WOLVES MARKS



WORDMARKS



SPIRIT MARKS



When CA Cherry, CA Dark Gray, CA Light Gray and black are not available, then the Canandaigua City School District marks may also be used in all white (on darker backgrounds only). All of the Canandaigua City School District marks are shown in all white on the left. Again, it is preferred that the marks are presented in full color (CA Cherry, CA Dark Gray, CA Light Gray and white) when possible.

CANANDAIGUA FULL COLOR MARKS ON BACKGROUNDS

FULL COLOR MARKS



ON CA CHERRY



ON CA DARK GRAY



ON CA LIGHT GRAY



ON WHITE



ON BLACK



ON COMPLEX BACKGROUND



ON CA CHERRY



ON CA DARK GRAY



ON CA LIGHT GRAY



ON WHITE



ON BLACK



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the full color Canandaigua City School District primary and secondary marks, as well as the wordmarks, on alternate backgrounds. This page shows examples of the full color Canandaigua City School District marks on CA Cherry, CA Dark Gray, CA Light Gray, white and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Canandaigua City School District marks with typography should be placed within a containing shape, so the mark is not lost.

The primary and secondary marks without typography (such as the paw) can be used on any background except CA Light Gray without being altered. See note at bottom.

All artwork and variations are available in Macintosh and PC digital file formats.

*NOTE: The Canandaigua full color art may be used on CA Light Gray ONLY if the outlines are white.

CANANDAIGUA BLACK & WHITE MARKS ON BACKGROUNDS

BLACK & WHITE MARKS



ON CA CHERRY



ON CA DARK GRAY



ON CA LIGHT GRAY



ON WHITE



ON BLACK



ON COMPLEX BACKGROUND



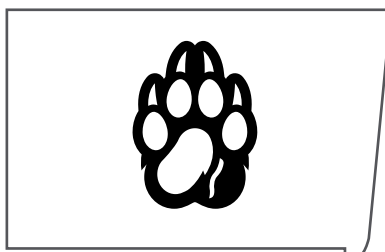
ON CA CHERRY



ON CA DARK GRAY



ON CA LIGHT GRAY



ON WHITE



ON BLACK



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the black and white Canandaigua City School District primary and secondary marks, as well as the wordmarks, on alternate backgrounds. This page shows examples of the black and white Canandaigua City School District marks on CA Cherry, CA Dark Gray, CA Light Gray, white and black. On photographic or complex backgrounds, the Canandaigua City School District marks with typography should be placed within a containing shape, so the mark is not lost.

The primary and secondary marks without typography (such as the paw) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

CANANDAIGUA ALL WHITE MARKS ON BACKGROUNDS

BLACK & WHITE MARKS



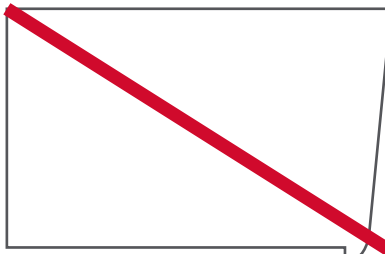
ON CA CHERRY



ON CA DARK GRAY



ON CA LIGHT GRAY



ON WHITE



ON BLACK



ON COMPLEX BACKGROUND



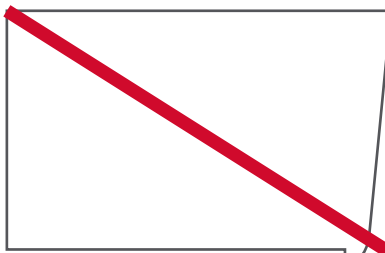
ON CA CHERRY



ON CA DARK GRAY



ON CA LIGHT GRAY



ON WHITE



ON BLACK



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the all white Canandaigua City School District primary and secondary marks, as well as the wordmarks, on alternate backgrounds. This page shows examples of the all white Canandaigua City School District marks on CA Cherry, CA Dark Gray, CA Light Gray, white and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Canandaigua City School District marks with typography should be placed within a containing shape, so the mark is not lost.

The primary and secondary marks without typography (such as the paw) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

CANANDAIGUA LIVE TEXT MARKS

LIVE TEXT

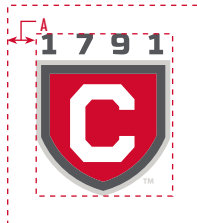
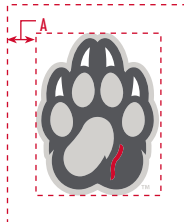
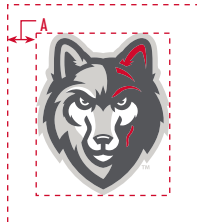


LIVE TEXT

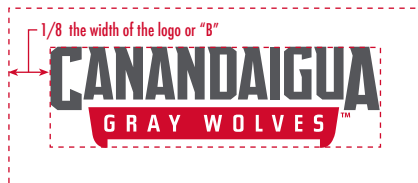
The four logo configurations shown on this page are capable of presenting custom text in the banners. All wording must be approved by the Canandaigua City School District.

CANANDAIGUA MARKS SAFE ZONES

EQUALS ONE FOURTH THE OVERALL HEIGHT OF THE MARK



Each of the Canandaigua City School District logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for most Canandaigua City School District logos is equal to one sixth of the width of the logo (A). The only exceptions are the two horizontal logos on the right side of this page. The safe zone for them is equal to one eighth of the width of the logo (B). This safe zone spacing is uniform on all sides of the logo. See the examples for each Canandaigua City School District logo's specific safe zone.



CANANDAIGUA MARKS MINIMUM SIZE



MINIMUM LOGO SIZES

Each of the Canandaigua City School District marks has a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

EMBROIDERY

When reproducing a Canandaigua Academy logo in embroidery, your embroidery provider may require a much larger minimum size to accurately reproduce the artwork.

COMPATIBLE TYPOGRAPHY

GRAY WOLF BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

STEILE FUTURA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Compatible fonts for the Canandaigua City School District identity are Gray Wolf Bold and Steile Futura Bold. Steile Futura Bold is the font used in the banner text of the Canandaigua City School District marks. Gray Wolf Bold is the custom font created for the new Canandaigua City School District marks.

ARTWORK USE VIOLATIONS



Never use the mark
in other colors



Never change the typeface
in any part of the mark



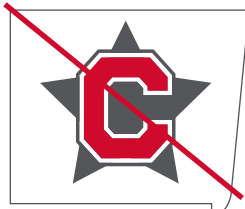
Never use unapproved
wording in any mark



Never re-size any element
in any mark



Never repropotion any mark



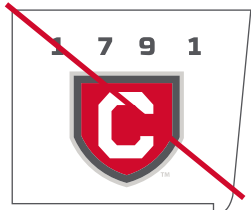
Never add any element
to any mark



Never distort any mark



Never reposition or realign
in any mark



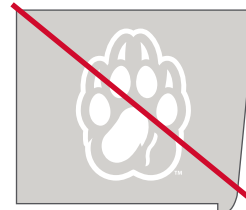
Never re-space any
elements in any mark



Never change the outline
shape to an unapproved color



Never allow any distracting
pattern or photograph to
show through any mark



Avoid any background
color if it creates insufficient
contrast with a mark

So that Canandaigua City School District can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the Canandaigua City School District marks. Exceptions only if approved by Canandaigua City School District.

RETAIL APPLICATIONS

FULL COLOR ART Each of these shirts would require three color printing to reproduce.



TWO COLOR ART Each of these shirts would require two color printing, however, the “full color” version is preferred



ONE COLOR ART Each of these shirts would require one color printing to reproduce.



FULL COLOR RETAIL GRAPHICS

In a retail design, if the fabric color matches one of the official colors exactly (CA Cherry, CA Dark Gray, CA Light Gray and white), the fabric can show through in place of printing that color. If the fabric color does not match any official colors, all official colors (and white) must be used to print the mark.

ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using marks on apparel, the art may print in black and white, or all white as long the application follows the specifications in this guide. This is a great cost saving alternative to the full color marks.

Note: When selecting fabrics for Canandaigua merchandise please try to stay as close to CA Cherry, CA Dark Gray and CA Light Gray as possible.

CANANDAIGUA SCRIPT MARKS

SCRIPT MARKS



Special script marks have been designed to create a consistent visual identity for the Canandaigua City School District. These special marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many color variations to choose from so there should be a design compatible to any desired application.

All of the Canandaigua City School District special script marks are shown on the left.

These logos are intended for use only by Canandaigua City School District. Permission is required for use by any other entity.



CONTACT INFORMATION

CANANDAIGUA CITY SCHOOL DISTRICT

143 NORTH PEARL ST.

CANANDAIGUA, NY 14424

PHONE: 585.396.3742

www.canandaiguaschools.org

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Manual and marks designed by Rickabaugh Graphics.