CHRISTOPHER COLUMBUS

A Marist Brothers High School *1958*

†

BRAND GUIDELINES

Updated January 2024

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1 INTRODUCTION

1.1 Columbus Identity System
1.2 Using this Manual

INTRODUCTION

1.1 COLUMBUS IDENTITY SYSTEM

Contained in this manual are the building blocks for the Christopher Columbus High School brand expression in this visual system, to help define and accentuate the Columbus experience.

The words you choose. The typography you use. The colors, graphics, and imagery used to communicate, and the way you use the logo, all have a vital role in telling our story, and in shaping people's perception of the school.

1.2 USING THIS MANUAL

The purpose of this guide is not to restrict creativity, but to strengthen the communications strategy; to enable and assist staff, partners, suppliers and licensees, in conveying a consistent brand, across a wide range of applications and media.

The use of these developed tools and resources should promote visual consistency across all communications.

For questions and clarifications, please seek permission and approval from the Melissa Marti at:
mmarti@columbushs.com or 305-223-5650 ext. 2297.

2 OUR SCHOOL

2.1 School Mission
2.2 School Purpose
2.3 The Marist Tradition & Adelante
2.4 Identity & Tone

2.1 SCHOOL MISSION

Brotherhood, Faith, and Scholarship define the Marist Brothers Catholic education at Christopher Columbus High School.

By making Jesus Christ known and loved and creating an inspiring academic and extracurricular environment, we prepare young men for higher learning and a life-long commitment to leadership and service through Gospel and Marist values.

2.2 SCHOOL PURPOSE

Christopher Columbus - A Marist Brothers High School, was founded in 1958. What makes Columbus unique is the firm belief that education is much more than academic excellence. We believe that to truly prepare successful, cultured, contributing citizens of the world, every single student must be fully developed and confident academically, socially, and spiritually.

At Columbus, we put emphasis on developing well-rounded young men that will make a positive impact on society. These ‘complete men’, are equipped with all the tools and skills necessary to create lives they are proud of, with a strong sense of community, and purpose.

The Columbus student and parent’s perception of success goes beyond academic achievement because of this. They seek a profound balance of heart, mind, and body.

2.3 THE MARIST TRADITION & ADELANTE

At Columbus, we believe in inclusivity. Since its founding, Christopher Columbus High School in keeping with the Marist Brothers tradition, opens its doors to students of diverse talents and abilities, especially the least favored.

The Marist Catholic tradition aims to develop students, by instilling values that shape noble minds and hearts, while striving for a level of personal and academic excellence.

Giving young men the chance to become humble, intelligent, earnest members of society, is the foundation upon which we are built.

'Adelante' is the school's motto. It denotes progress, forward-thinking, growth, and achievement. The Columbus Explorer understands the importance of constantly moving forward, and embodies this quality whether as a student, member of faculty, or alumni.

The 'C' represents us, 'Explorers' are who we are, and 'Adelante' is our way of living.

2.4 IDENTITY & TONE

Below are attributes that identify personality traits of the Columbus Explorer. These are characteristics we want associated with the school:

RESPECT

FAMILY

SERVICE

HUMILITY

INCLUSIVENESS

EXCELLENCE

BROTHERHOOD

SELFLESSNESS

PIONEERING

CURIOSITY

LOYALTY

COMPASSION

INTEGRITY

COMMITMENT

3

BRAND EVOLUTION

3.0 BRAND EVOLUTION

As Columbus charges forward, by reaching out to new students, faculty and staff, and by expanding its presence, it is important to embrace the history and tradition the school is founded upon, while continually evolving with audiences to stay relevant.

HISTORICAL C TIMELINE

Double C's
1960



Double C's
1961



Block C
1965



C
Early 1970's



C
Mid 1970's



Double C w/Cross
1982



Double C w/Cross
1983



Late 1980's - 2018



4

LOGOS, LOCK UPS & MARKS

4.1 Primary Logo
4.2 School Official Signature
4.3 Seal
4.4 Seal Elements
4.5 Mantra
4.6 Athletic Marks
4.7 Athletic Lockups
4.8 Club Logos Standards
4.9 Mas Program
4.10 Brand One Sheet
4.11 Other Identities

LOGOS, LOCK UPS & MARKS

The following sections provide creative guidance and a shared design sensibility on how to apply the brand palette. As you determine what story you'd like to tell and how you'd like to tell it, you can rely on the components of these guidelines to empower inspiration.

Each visual element in the guide can be used to elevate the brand in such a way that is at once distinctive, and immediately recognizable.

Mediums of communication have changed and this evolution is to ensure that logos are digitally friendly, with the ability to live on different media landscapes.

The Christopher Columbus High School Brand Identity System is bold, forward-thinking, elegant, simple yet dynamic, and is designed to address current and future needs.

These logos and marks are available in multiple color combinations, file formats, and media executions.

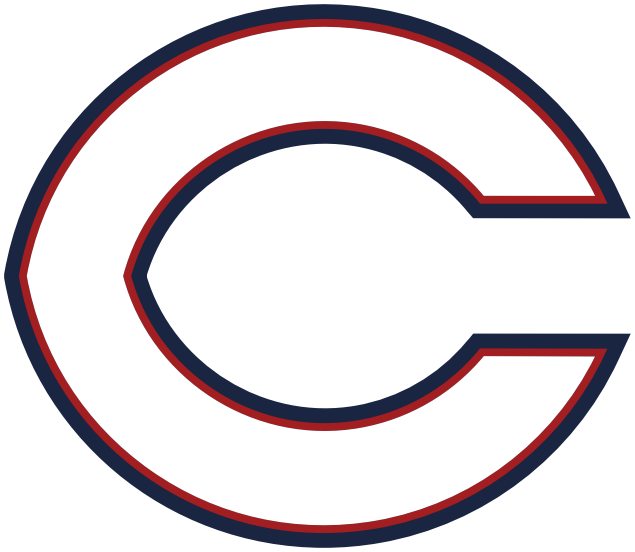
4.1 PRIMARY LOGO

C

The Christopher Columbus primary ‘C’ logo, is the strongest external and internal mark for the school.

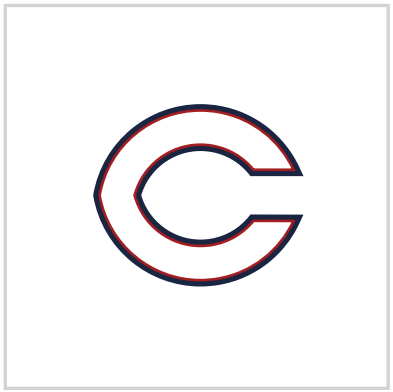
The new ‘C’ logo has been modified to be more proprietary to the brand. It has evolved to better represent the values of the school, with a contemporary simplified, and balanced design, that is elegant and modern, yet still retaining the equity it was built upon.

The basic configuration began with a perfect circle, which symbolizes the complete man. The circle was then split in half and angled forward, in the spirit of ‘Adelante’. The new logo is distinct, iconic, and provides a consistent foundation.



PRIMARY COLOR VARIATION

3 Colors (Blue, Red & White)



3 Colors (Blue, Red & White)



3 Colors (Blue, Red & White)



Usage: This is the only symbol that can be used across all departments: Academics, Athletics, Alumni, and overall School Communications.

SECONDARY COLOR VARIATION

2 Colors (Blue & Gray)



1 Color (Blue)



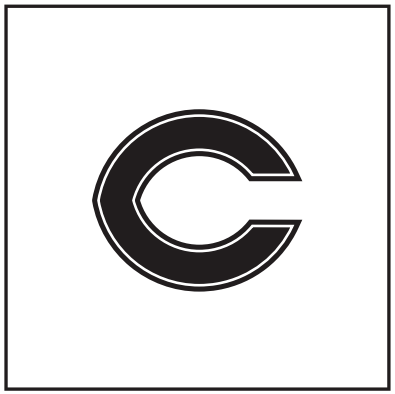
3 Colors (Blue, White & Red)



Usage: This is the only symbol that can be used across all departments: Academics, Athletics, Alumni, and overall School Communications.

BLACK & WHITE

Black

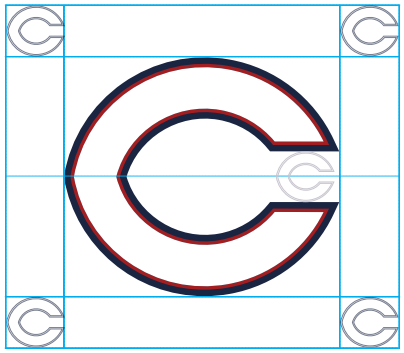


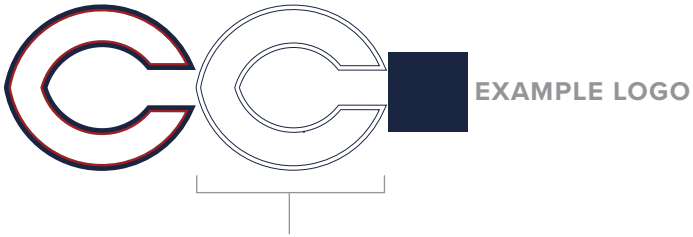
White



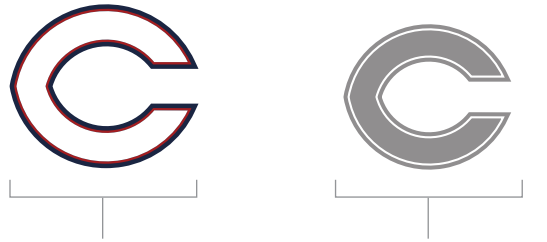
Usage: *Black & White version to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS





“C” in between.



0.35 inches (0.88 mm)

0.20 inch (0.50 mm)

SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the ‘C’ within the logo.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the ‘C’ logo.

Other brands sharing affiliation should have their logos listed to the right side of the ‘C’ logo.

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the main logo should never be reduced to less than 0.35 inches when in full color, or 0.20 inch when in one color.

UNACCEPTABLE EXECUTIONS

Primary Signature

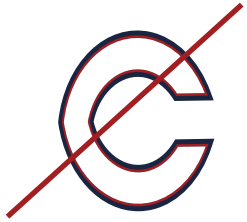




Don’t add shadows, strokes, or other effects.



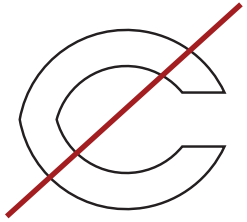
Don’t rotate, make vertical, or flip.



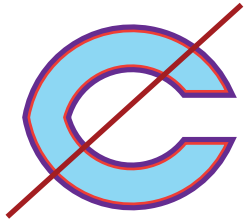
Don’t change aspect ratio, stretch, or squeeze.



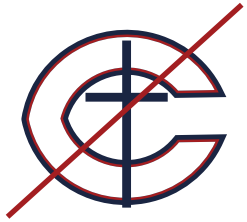
Do not reproduce low resolution.



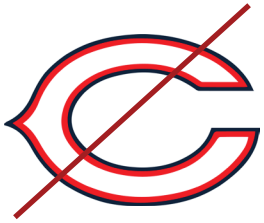
Don’t make the logo into an outline.



Don’t change any color given or the order.



Do not insert anything inside the “C” logo.



Don’t use old versions of the logo. (Only for historical use)

4.2 SCHOOL OFFICIAL SIGNATURE

Vertical Lockup

The school official signature is the identifier with which the school should be announced in any official capacity.

The official signature incorporates the religious component and Marist Brothers values, as well as the historical relevance.

There are two configurations of the school official signature to allow for flexibility throughout a wide range of potential applications.



School Primary Official Signature (vertical) is structured with these typefaces:

- Title: Proxima Nova Bold
- Subtitle: Montserrat Light
- Date: Museo Slab

SCHOOL OFFICIAL SIGNATURE COLOR VARIATION

3 Colors (Blue, White & Red)



1 Color (Blue)



2 Colors (Gray & Blue)



1 Color (Gray)



Usage: Acceptance/Academic Letters, Letterheads, School Official Communications.

BLACK & WHITE SCHOOL OFFICIAL SIGNATURE

Black



White



Usage: Black & White version to be used in Black & White treatments with previous marketing department approval.

SIZE RESTRICTIONS



SAFE AREA

The protected area around the lockup ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the ‘C’ within the lockup.



“C” in between.

COMBINING LOGOS

When the lockup is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the ‘C’ logo.

Other brands sharing affiliation should have their logos listed to the right side of the lockup.



1.5 inches (38.1 mm)

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the main logo should never be reduced to less than 1.5 inches.

UNACCEPTABLE EXECUTIONS

Vertical Signature





Don't add shadows,
strokes, or other effects.



Don't rotate, make
vertical, or flip.



Don't change any color
given or the order.



Do not reproduce
low resolution.



Don't alter the letters or
spacing in any way.



Don't change aspect
ratio, stretch, or squeeze.

4.2 SCHOOL OFFICIAL SIGNATURE

Horizontal Lockup



School Primary Official Signature (horizontal) is structured with these typefaces:

- Title: Proxima Nova Bold
- Subtitle: Montserrat Light
- Date: Museo Slab

SCHOOL OFFICIAL SIGNATURE COLOR VARIATION

3 Color (Blue, White & Red)



1 Color (Blue)



2 Colors (Gray & Blue)



1 Color (Gray)



Usage: Acceptance/Academic Letters, Letterheads, School Official Communications.

BLACK & WHITE SCHOOL OFFICIAL SIGNATURE

Black



White



Usage: Black & White version to be used in Black & White treatments with previous marketing department approval.

SIZE RESTRICTIONS



SAFE AREA

The protected area around the lockup ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the ‘C’ within the lockup.



“C” in between.

COMBINING LOGOS

When the lockup is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the ‘C’ logo.

Other brands sharing affiliation should have their logos listed to the right side of the lockup.



1.5 inches (38.1 mm)

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the main logo should never be reduced to less than 1.5 inches.

UNACCEPTABLE EXECUTIONS

Primary Signature





Don't add shadows, strokes, or other effects.



Don't rotate, make vertical, or flip.



Don't change any color given or the order.



Do not reproduce low resolution.



Don't alter the letters or spacing in any way.



Don't change aspect ratio, stretch, or squeeze.

4.3 SEAL

Academic Seal

The Christopher Columbus High School Seal is an important part of the school's heritage. The Seal has been modernized and simplified, while maintaining the integrity and symbolism inherent in it's history.

The official seal has very limited use, primarily on official school documents, such as contracts, deeds, and academic diplomas. It may be used—with authorization—as a design element on certain ceremonial communications, such as formal invitations.



The Seal is structured with these typefaces:

- Title: Raleway Regular
- Subtitle: Raleway Regular
- Date: Montserrat Light

SEAL COLOR VARIATION

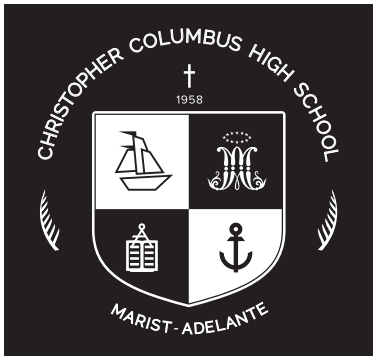
Black



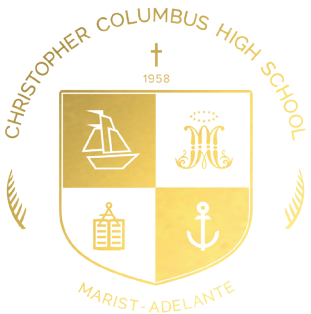
Gray



White

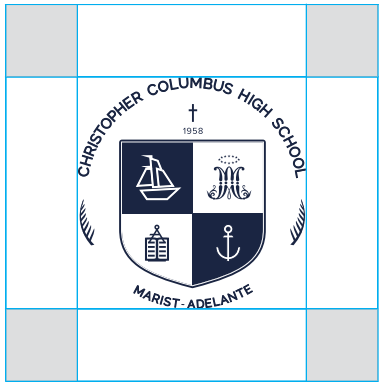


*Gold foil / special occasions.



Usage: *Acceptance/Academic Letters, Diplomas, Transcripts, School Official Communications. Black & White version to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS





Square Box within Seal in between.



1.5 inches (3.81 mm)

SAFE AREA

The protected area around the Seal ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of each individual square box within the Seal.

COMBINING LOGOS

When the Seal is used in conjunction with other logos, the protected area between the logos, is equivalent to the height of each individual square box within the Seal.

Other brands sharing affiliation should have their logos listed to the right side of the Seal.

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the seal should never be reduced to less than 1.5 inches when in full color.

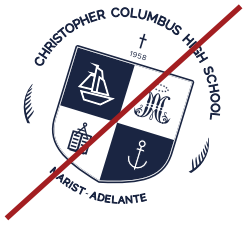
UNACCEPTABLE EXECUTIONS

Seal





Don't add shadows, strokes, or other effects.



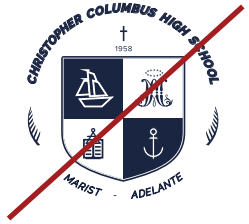
Don't rotate, make vertical, or flip.



Don't change any color given or the order.



Don't change the placement of the icons.



Don't alter the letters or spacing in any way.



Don't change aspect ratio, stretch, or squeeze.

4.4 SEAL ELEMENTS

The deconstructed elements of the seal each carry weight and historical significance, yet are elegant, modern, and versatile.



Ship: The ship denotes foresight, innovation, exploration, reaching new frontiers, and a thirst for adventure. The ship's sails and edges are cut diagonally to create a sense of motion, giving the impression of dynamism and momentum.



Journal & Bow Compass: The journal and bow compass icon connotes education, direction, planning, precision, and vision.



Anchor: The anchor represents safety, hope, stability, security, firmness, integrity, and commitment.

SEAL ELEMENTS



Palm Branch: The palm branch is used to enclose the seal. Though imitating laurel wreaths in design to symbolize victory, honor, and peace, the palm branch is also a nod to Miami - our home.



Marist 'M' Mark: The Marist 'M' mark is a symbol denoting the devotion of the Marist Brothers to the Blessed Mother Mary, and the unique Marist teaching style, mission, and spirituality. The essential spiritual dimension of the mission is suggested by the halo which encircles and completes the image.



Cross: The cross connotes the Christian values and heritage of the school, humility, service, and the mission of making Jesus Christ known and loved amongst young people, especially those most neglected.

Usage:

- All elements are to be reproduced in the Columbus Blue color palette when used on the seal, but may take other color variations when used as individual design elements on other products from the Christopher Columbus High School.

- Colors must be reproduced clearly and distinctly by maintaining the integrity of the symbols, and ensuring that no detail is misconstrued or lost.

4.5 SCHOOL MANTRA

School Mantra

Brotherhood, Faith, and Scholarship define the Marist Brothers Catholic education at Christopher Columbus High School. By making Jesus Christ known and loved and creating an inspiring academic and extracurricular environment, we prepare young men for higher learning and a life-long commitment to leadership and service through Gospel and Marist values.

Serve • Lead • Inspire
Make Jesus Christ Known & Loved

SCHOOL MANTRA COLOR VARIATION

3 Color (Blue, White & Red)



Serve • Lead • Inspire
Make Jesus Christ Known & Loved

1 Color (Blue)



Serve • Lead • Inspire
Make Jesus Christ Known & Loved

3 Color (Blue, White & Red)



Serve • Lead • Inspire
Make Jesus Christ Known & Loved

1 Color (Gray)



Serve • Lead • Inspire
Make Jesus Christ Known & Loved

1 Color (White)



Serve • Lead • Inspire
Make Jesus Christ Known & Loved

1 Color (Black)



Serve • Lead • Inspire
Make Jesus Christ Known & Loved

Usage: Acceptance/Academic Letters, Letterheads, School Official Communications.

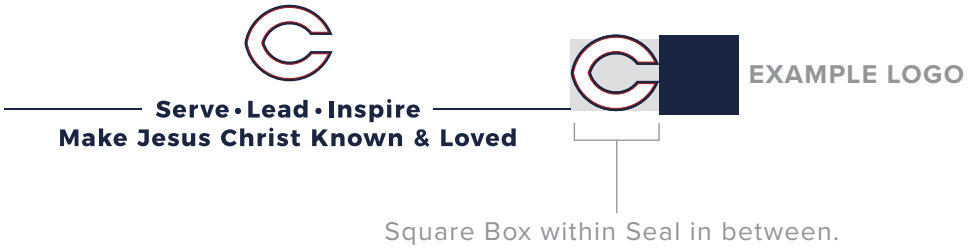
SIZE RESTRICTIONS



SAFE AREA

The protected area around the mantra ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the ‘C’ within the lockup.



COMBINING LOGOS

When the mantra lockup is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the ‘C’ mark.

Other brands sharing affiliation should have their logos listed to the right side of the lockup.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the mantra should never be reduced to less than 1.5 inches when in full color.

UNACCEPTABLE EXECUTIONS

Mantra

Serve • Lead • Inspire
Make Jesus Christ Known & Loved



Don’t add shadows, strokes, or other effects.



Don’t rotate, make vertical, or flip.



Don’t change any color given or the order.



Do not move icon.



Don’t alter the letters or spacing in any way.



Don’t change aspect ratio, stretch, or squeeze.

Explorer A & B

The Columbus Explorer mark represents the ideal of seeking new frontiers. Of steering ahead with vision, strength, and confidence, in the pursuit of personal exploration. These are all significant goals and ideals a student at Christopher Columbus High School seeks to attain.

The historical Columbus mascot has been translated into a graphic mark to be used across all media platforms including merchandising.

The design of the Columbus Explorer gives the impression of competitiveness, confidence, and unwavering discipline.

The cross on the headpiece is a reminder of the Marist Catholic values with which the Columbus Explorer lives by.

The tern birds off in the horizon represent the hope and insight provided when tern birds landed on Christopher Columbus' ship, signifying closeness to land.

The sunrise denotes beginnings, clarity, and the courage to take up goals and tasks that may seem daunting or challenging to reach.

Explorer A



Explorer B



3 COLOR VARIATION Explorer A

3 Colors (Gray, Blue & Red)



3 Colors (Blue, White & Red)



3 Colors (Gray, White & Red)



1 COLOR VARIATION Explorer A

1 Colors (Blue)



1 Colors (Blue)



1 Colors (White)



BLACK & WHITE Explorer A

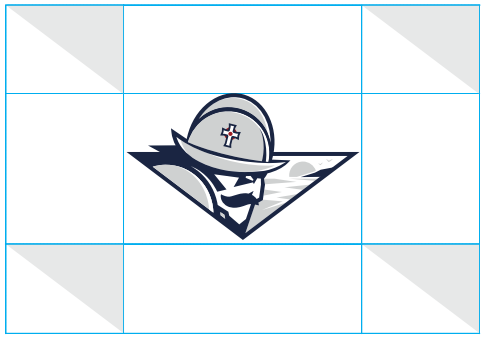
Black

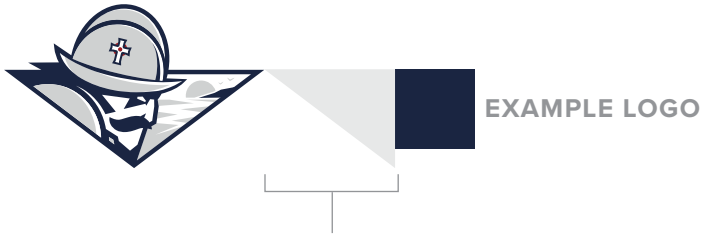
White



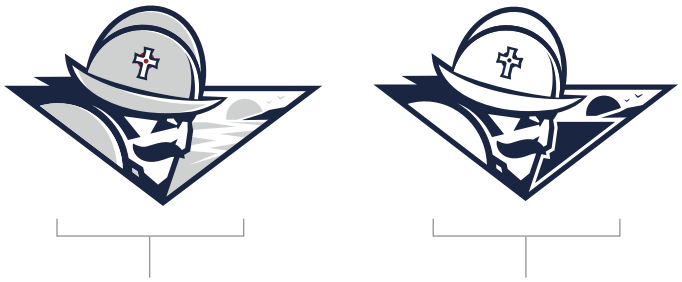
Usage: Black & White version to be used in Black & White treatments with previous marketing department approval.

SIZE RESTRICTIONS Explorer A





Half of Triangle in between.



2 inches (50.8 mm)

1.5 inch (38.1 mm)

SAFE AREA

The protected area around the Columbus Explorer mark, ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the size of the triangle within the mark, split in half.

COMBINING LOGOS

When the Columbus Explorer mark is used in conjunction with other logos, the protected area between the logos, is equivalent to the size of the triangle within the mark, split in half.

Other brands sharing affiliation should have their logos listed to the right side of the mark.

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the explorer should never be reduced to less than 2 inches when in full color, or 1.5 inches when in one color.

UNACCEPTABLE EXECUTIONS Explorer A

Explorer A





Don’t add shadows, strokes, or other effects.



Don’t rotate, make vertical, or flip.



Don’t change aspect ratio, stretch, or squeeze.



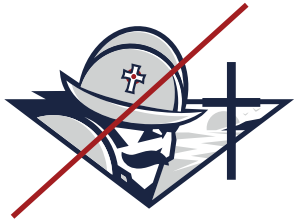
Don’t reproduce low resolution.



Don’t make the logo into an outline or change the background.



Don’t change any color given or the order.



Don’t insert anything on the mascot.



Don’t alter mascot version.

3 COLOR VARIATION Explorer B

4 Colors (Gray, Blue & Red)



3 Colors (Blue, Red & White)



3 Colors (Gray, Red & White)



1 COLOR VARIATION Explorer B

1 Colors (Blue)



1 Colors (Blue)

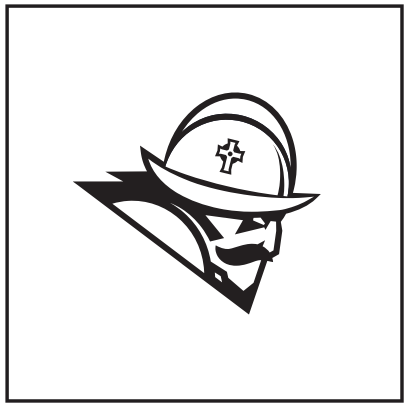


1 Colors (White)



BLACK & WHITE Explorer B

Black



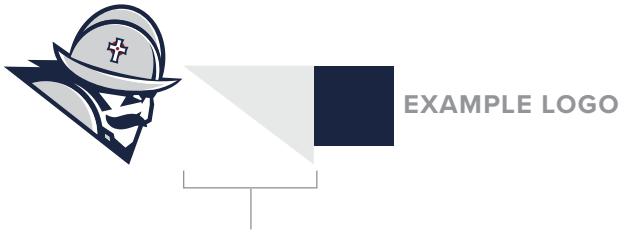
White

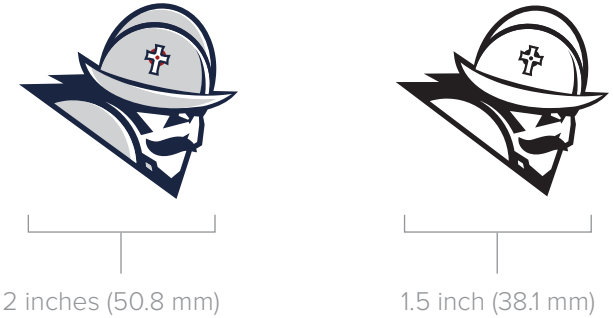


Usage: Black & White version to be used in Black & White treatments with previous marketing department approval.

SIZE RESTRICTIONS Explorer B







SAFE AREA

The protected area around the Columbus Explorer mark, ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the size of the triangle within the mark.

COMBINING LOGOS

When the Columbus Explorer mark is used in conjunction with other logos, the protected area between the logos, is equivalent to the size of the triangle within the mark.

Other brands sharing affiliation should have their logos listed to the right side of the mark.

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the explorer should never be reduced to less than 2 inches when in full color, or 1.5 inches when in one color.

UNACCEPTABLE EXECUTIONS Explorer B

Explorer B





Don’t add shadows, strokes, or other effects.



Don’t rotate, make vertical, or flip.



Don’t change aspect ratio, stretch, or squeeze.



Don’t reproduce low resolution.



Don’t make the logo into an outline or change the background.



Don’t change any color given or the order.



Don’t insert anything on the mascot.



Don’t alter mascot version.

Explorers Lockup

This is the approved Explorers word mark for athletics only.

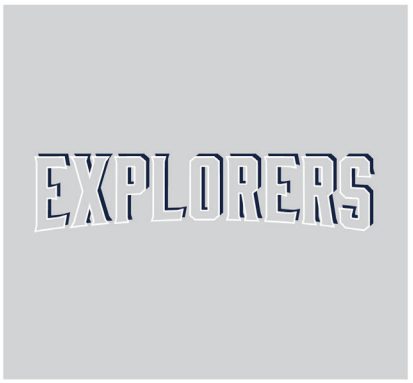


3 COLOR VARIATION

2 Colors (Gray & Blue)



2 Colors (White & Blue)



2 Colors (White & Red)



1 COLOR VARIATION

1 Colors (Blue)



1 Colors (Blue)



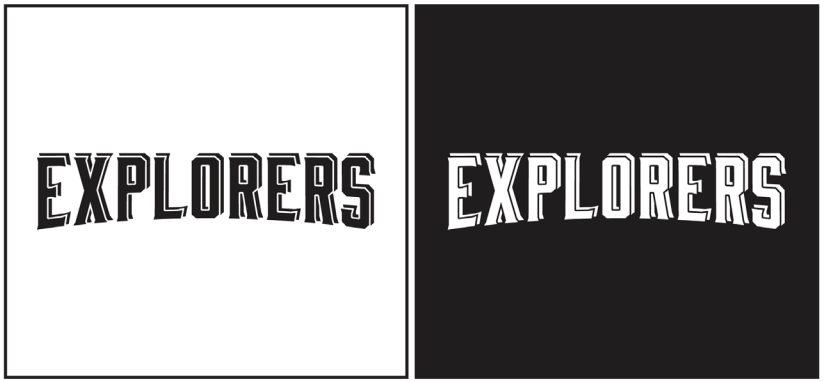
1 Colors (White)



BLACK & WHITE

Black

White



Usage: Black & White version to be used in Black & White treatments with previous marketing department approval.

SIZE RESTRICTIONS



SAFE AREA

The protected area around the Explorers word mark ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

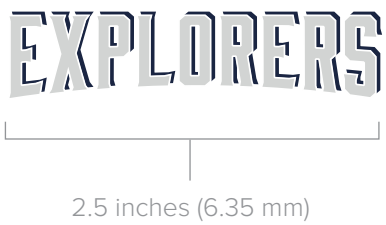
The depth of the protected area is equivalent to the width of the first three letters in the mark.



COMBINING LOGOS

When the Explorers word mark is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the first three letters in the mark.

Other brands sharing affiliation should have their logos listed to the right side of the mark.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the athletic mark should never be reduced to less than 2.5 inches when in full color.

UNACCEPTABLE EXECUTIONS

Athletic Mark





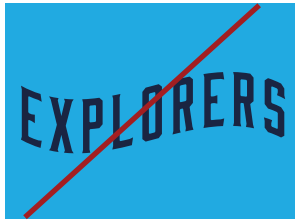
Don't add shadows, strokes, or other effects.



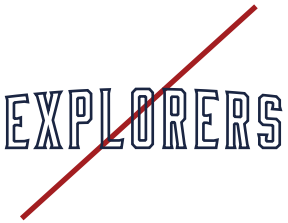
Don't rotate, make vertical, or flip.



Don't change aspect ratio, stretch, or squeeze.



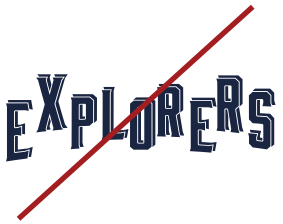
Don't alter letters or background.



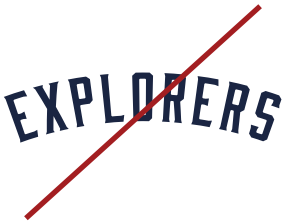
Don't make the logo into an outline or change the background.



Don't change any color given or the order.



Don't alter the letters, or spacing in any way.



Don't alter word mark's angle version.

Ship

The Columbus Ship is a secondary athletic mark.

In light of the symbolism of the ship on the school's Seal representing exploration and the discipline to reach new frontiers, a bolder mark was made.

The angles and edges are designed to point forward in the spirit of 'Adelante', along with the crash of waves to bring dynamism and momentum to the image.



SHIP 4 COLOR VARIATION

3 Colors (Gray, Blue & Red)



3 Colors (White, Red & Blue)



3 Colors (Red, White & Gray)



SHIP COLOR VARIATION

1 Color (Blue)



1 Color (Blue)

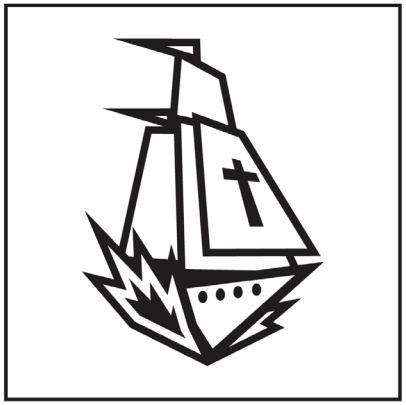


1 Color (White)



SHIP COLOR VARIATION

Black



White



Usage: Black & White version to be used in Black & White treatments with previous marketing department approval.

SIZE RESTRICTIONS





Ship in between.



2 inches (50.8 mm)

1.5 inch (38.1 mm)

SAFE AREA

The protected area around the Columbus Ship mark ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the Ship.

COMBINING LOGOS

When the Columbus Ship mark is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the mark.

Other brands sharing affiliation should have their logos listed to th e right side of the mark.

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the ship should never be reduced to less than 2 inches when in full color, or 1.5 inches when in one color.

UNACCEPTABLE EXECUTIONS

Ship





Don’t add shadows, strokes, or other effects.



Don’t rotate, make Vertical, or flip.



Don’t change aspect ratio, stretch, or squeeze.



Don’t reproduce low resolution.



Don’t make the logo into an outline or change the background.

.



Don’t change any color given or the order.



Don’t insert anything on the ship.



Don’t alter ship version.

4.7 ATHLETICS LOCKUPS

Club Logos

The ‘C’ logo should be adapted in any of the approved color formats.

The Athletics teams lockups name should be adapted in Bourbon typeface.













The athletics teams lockups are structured with the following elements:
- Graphic: Blue C logo
- Title: Bourbon Typeface
- Subtitle: Bourbon Typeface

4.8 CLUB LOGO STANDARDS

Club Logos

The ‘C’ logo should be adapted in any of the approved color formats.

The club name should be adapted in Proxima Nova Bold typeface, and club written in Museo Slab typeface.

The clubs may or may not include proprietary visual icons.



The Club Logos are structured with the following elements:
- Graphic: White, Blue & Red C Logo
- Title: Proxima Nova Bold
- Subtitle: Museo Slab

Mas Program Logo

Centered within the contour of the academic crest, lies the shape of a cross. A plus symbol is anchored at its core to denote advanced study.

The palm branches from the academic seal imitate laurel wreaths in design to symbolize victory, honor, prestige, and wings for the young men to soar.

These elements combine the values and determination symbolic of the MAS student's extraordinary success, and is an aspirational badge of unlimited potential.



Primary Logo



Simplified Logo A



Simplified Logo B

COLOR VARIATION Primary Logo

3 Colors (Blue, White & Light Blue)



1 Color (Blue)



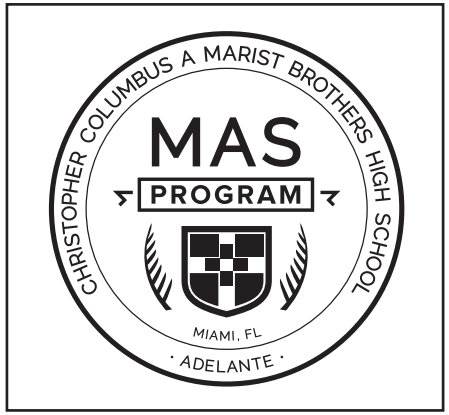
1 Color (White)



Usage: This is the only symbol that can be used across all departments: Academics, Athletics, Alumni, and overall School Communications.

BLACK & WHITE Primary Logo

Black



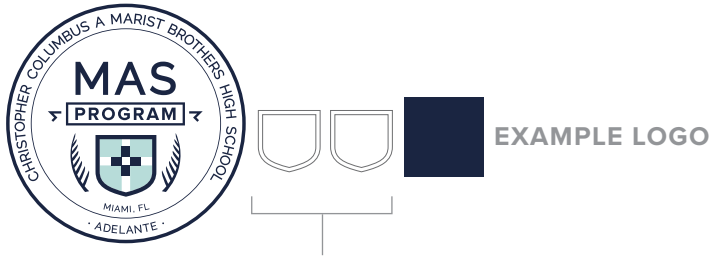
White



Usage: *Black & White version to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS Primary Logo





Double “shield” in between.



1.5 inches (3.81 mm)

SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the Mas Program shield.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the double “shield” of the Mas Program logo.

Other brands sharing affiliation should have their logos listed to the right side of the Mas Program logo.

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Mas Program logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS Primary Logo

Mas Program Logo





Don't add shadows, strokes, or other effects.



Don't rotate, make vertical, or flip.



Don't change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



Don't make the logo into an outline.



Don't change any color given or the order.



Do not insert anything inside the Mas Program logo.



Don't alter the letters, or spacing in any way.

COLOR VARIATION Simplified Logo A

3 Colors (Blue, White & Light Blue)



1 Color (Blue)



1 Color (White)



Usage: This is the only symbol that can be used across all departments: Academics, Athletics, Alumni, and overall School Communications.

BLACK & WHITE Simplified Logo A

Black

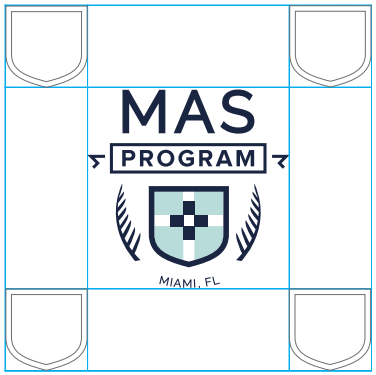


White



Usage: *Black & White version to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS Simplified Logo A





Double “shield” in between.



1.5 inches (3.81 mm)

SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the Mas Program shield.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the double “shield” of the Mas Program logo.

Other brands sharing affiliation should have their logos listed to the right side of the simplified logo A.

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Mas Program logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS Simplified Logo A

Simplified Logo A





Don't add shadows, strokes, or other effects.



Don't rotate, make vertical, or flip.



Don't change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



Don't make the logo into an outline.



Don't change any color given or the order.



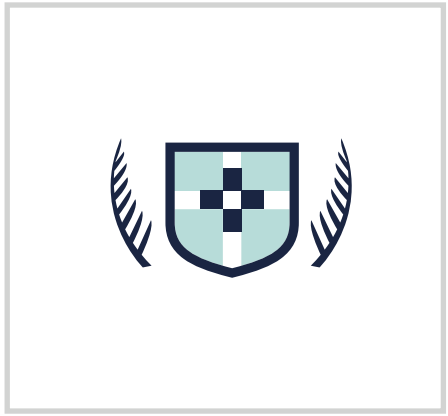
Do not insert anything inside the simplified logo A.



Don't alter the letters, or spacing in any way.

COLOR VARIATION Simplified Logo B

3 Colors (Blue, White & Light Blue)



1 Color (Blue)



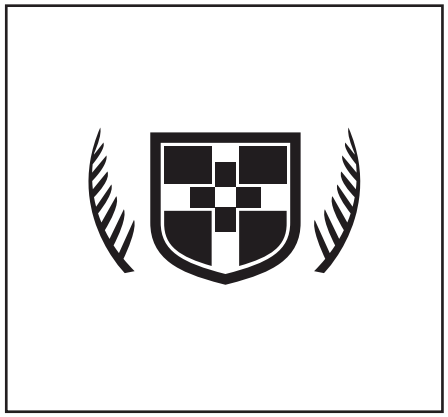
1 Color (White)



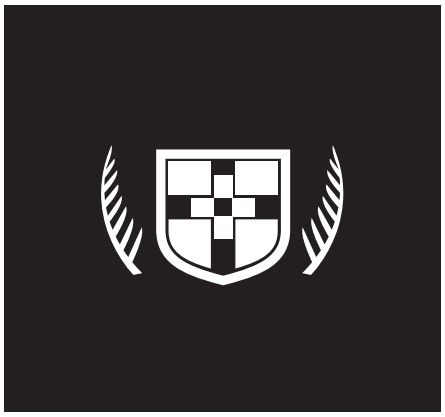
Usage: This is the only symbol that can be used across all departments: Academics, Athletics, Alumni, and overall School Communications.

BLACK & WHITE Simplified Logo B

Black

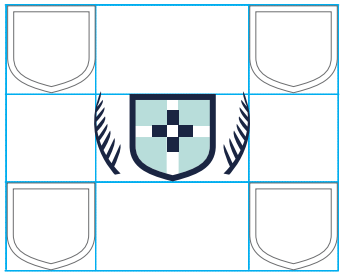


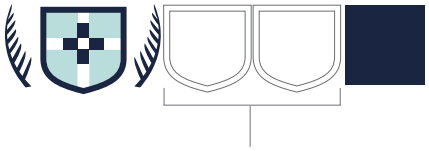
White



Usage: *Black & White version to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS Simplified Logo B





Double “shield” in between.



1.5 inches (3.81 mm)

SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the Mas Program shield.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the double “shield” of the simplified logo B.

Other brands sharing affiliation should have their logos listed to the right side of the simplified logo B.

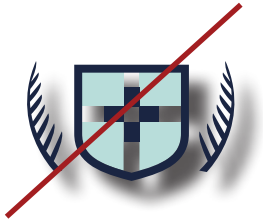
MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Mas Program logo should never be reduced to less than 0.35 inches when in full color.

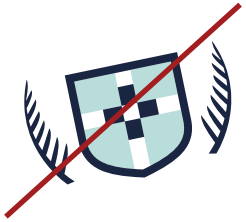
UNACCEPTABLE EXECUTIONS Simplified Logo B

Simplified Logo B

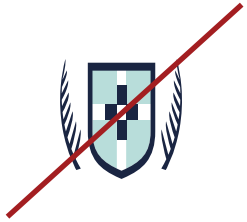




Don’t add shadows, strokes, or other effects.



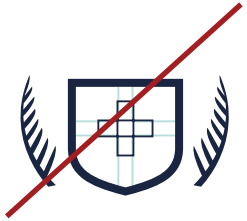
Don’t rotate, make vertical, or flip.



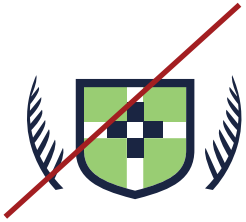
Don’t change aspect ratio, stretch, or squeeze.



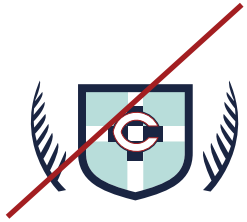
Do not reproduce low resolution.



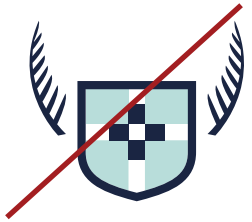
Don’t make the logo into an outline.



Don’t change any color given or the order.



Do not insert anything inside the simplified logo B.



Don’t alter any element of the logo.

4.10 BRAND ONE SHEET

VERBIAGE

- CHRISTOPHER COLUMBUS, A MARIST BROTHERS HIGH SCHOOL 1958
- CHRISTOPHER COLUMBUS HIGH SCHOOL
- COLUMBUS BROTHERHOOD
- MARIST BROTHERS HIGH SCHOOL MARIST
- MARIST BROTHERS
- COLUMBUS
- COLUMBUS EXPLORERS
- EXPLORERS
- ADELANTE

PRIMARY COLORS

C 94% M 80% Y 49% K 55% R 16 G 36 B 59 #10243B	C 24% M 100% Y 100% K 19% R 163 G 30 B 34 #A31E22	C 0% M 0% Y 0% K 20% R 209 G 211 B 212 #D1D3D4

SECONDARY COLORS

C 31% M 2% Y 16% K 0% R 175 G 21 7 B 21 5 #AFD9D7	C 18% M 0% Y 31% K 0% R 21 1 G 232 B 19 2 #D3E8C0	C 4% M 25% Y 42% K 0% R 241 G 19 5 B 15 1 #F1C397	C 2% M 28% Y 7% K 0% R 244 G 19 4 B 205 #F4C2CD

SCHOOL MARK

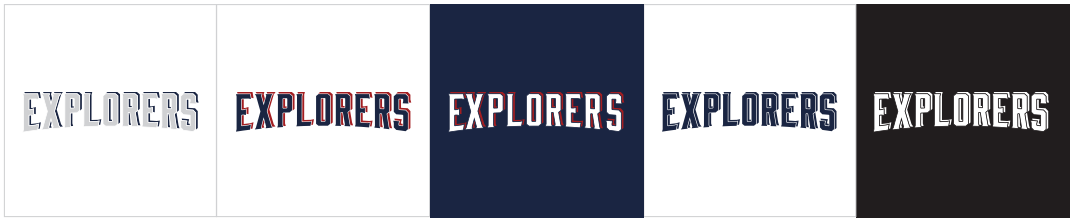


ATHLETIC MARKS



BRAND ONE SHEET

ATHLETIC WORD MARK



ATHLETIC LOCKUP



INSTITUTIONAL MARK



SCHOOL SEAL

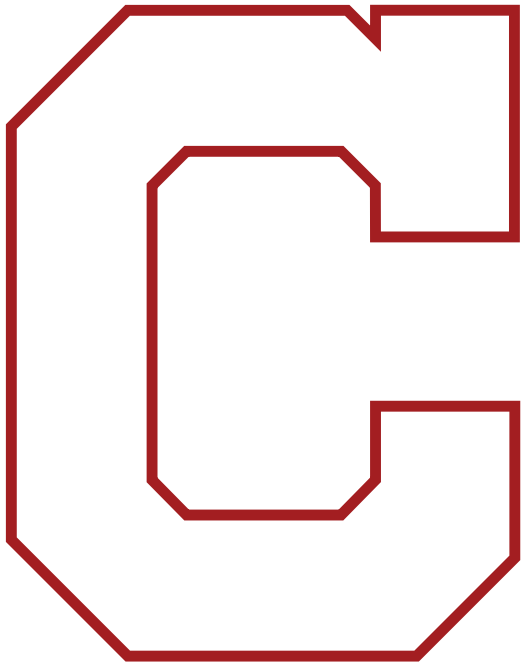


MAS PROGRAM SEAL



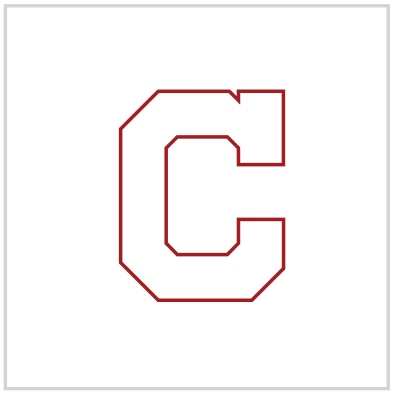
Varsity C

This is the approved mark used exclusively on varsity jackets. For questions or clarifications, please seek permission and approval from Melissa Marti, at: mmarti@columbushs.com or 305-223-5650 ext. 2297.

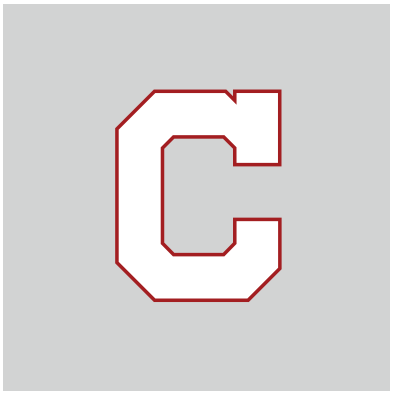


PRIMARY COLOR VARIATION

2 Colors (White & Red)



2 Colors (White & Red)



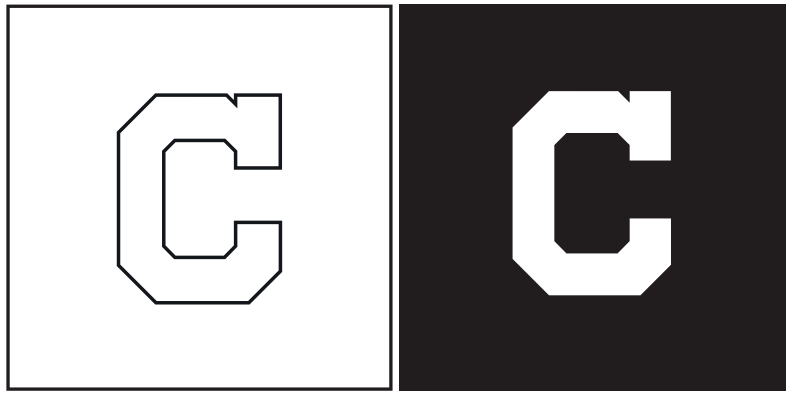
2 Colors (White & Red)



BLACK & WHITE

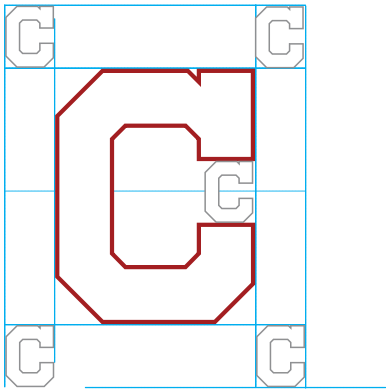
Black

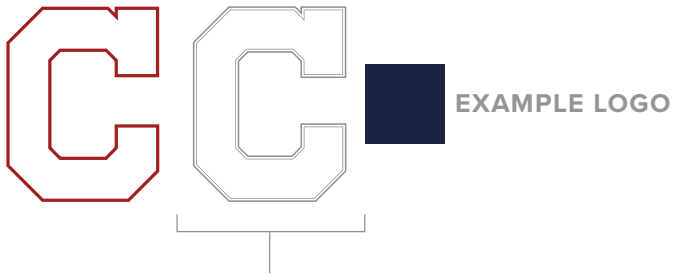
White

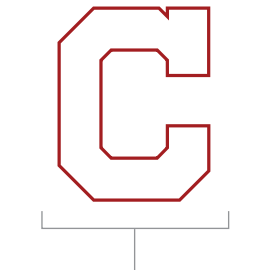


Usage: *Black & White version to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS







SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the Varsity ‘C’.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the Varsity ‘C’.

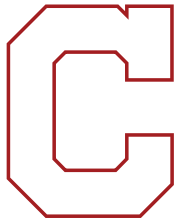
Other brands sharing affiliation should have their logos listed to the right side of the Varsity ‘C’.

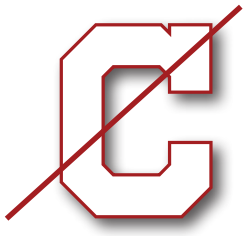
MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the main logo should never be reduced to less than 0.35 inches when in full color.

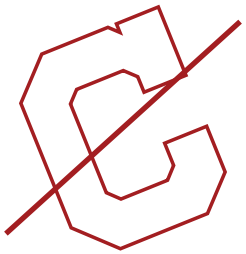
UNACCEPTABLE EXECUTIONS

Varsity C

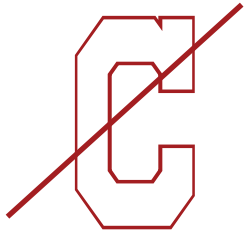




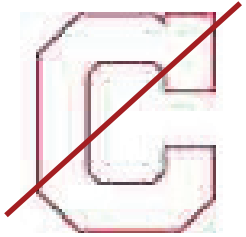
Don’t add shadows, strokes, or other effects.



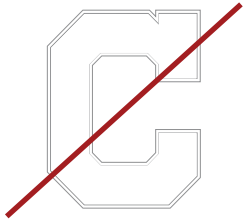
Don’t rotate, make vertical, or flip.



Don’t change aspect ratio, stretch, or squeeze.



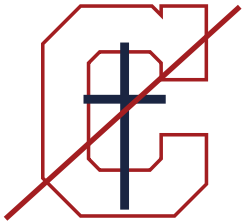
Do not reproduce low resolution.



Don’t make the logo into an outline.



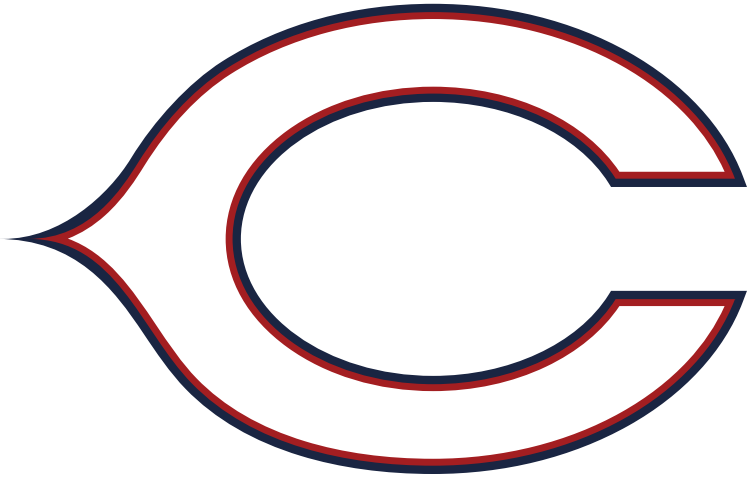
Don’t change any color given or the order.



Do not insert anything inside the “C” logo.

Historical C

This is the approved mark used exclusively on special occasions commemorating the school's heritage. For questions or clarifications, please seek permission and approval from Melissa Marti, at:
mmarti@columbushs.com or 305-223-5650 ext. 2297.



PRIMARY COLOR VARIATION

3 Colors (Blue, White & Red)



3 Colors (Blue, White & Red)



3 Colors (Blue, White & Red)



SECONDARY COLOR VARIATION

2 Colors (Blue & Gray)



2 Color (Blue)



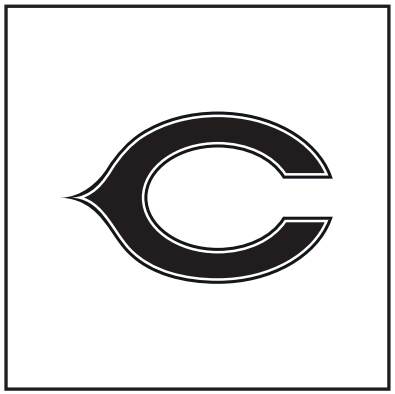
3 Colors (Blue, White & Red)



Usage: This is the only symbol that can be used across all departments: Academics, Athletics, Alumni, and overall School Communications.

BLACK & WHITE

Black

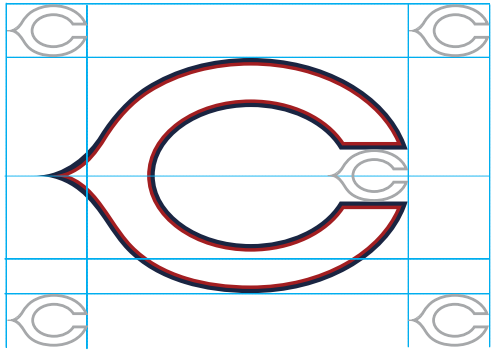


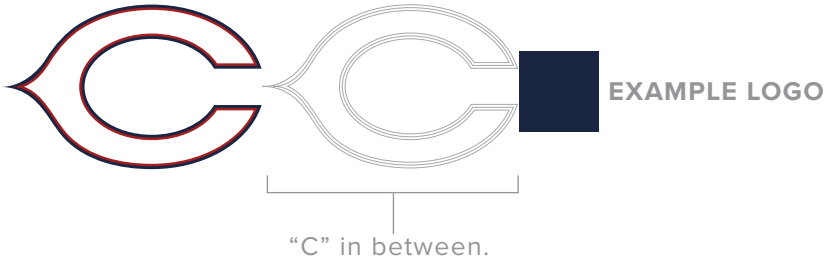
White

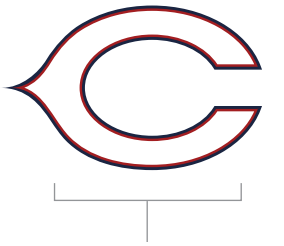


Usage: *Black & White version to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS







SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the historical ‘C’.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the Historical C.

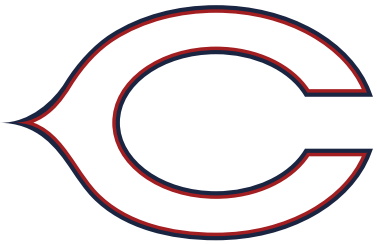
Other brands sharing affiliation should have their logos listed to the right side of the Historical C.

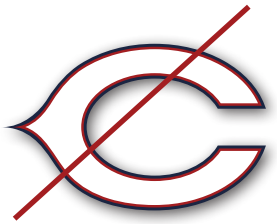
MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Historical C should never be reduced to less than 0.35 inches when in full color.

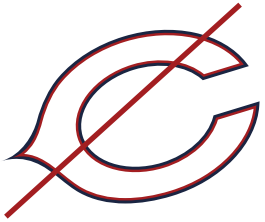
UNACCEPTABLE EXECUTIONS

Historical C

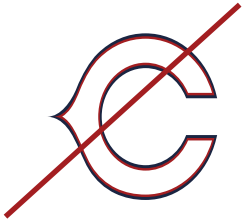




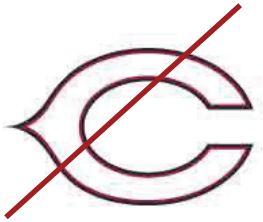
Don’t add shadows, strokes, or other effects.



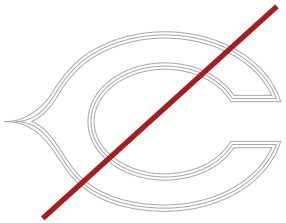
Don’t rotate, make vertical, or flip.



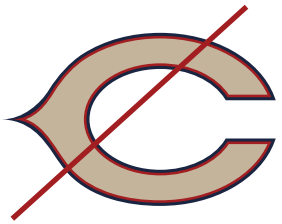
Don’t change aspect ratio, stretch, or squeeze.



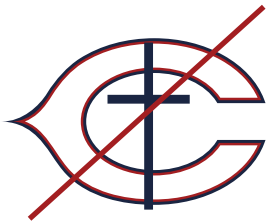
Do not reproduce low resolution.



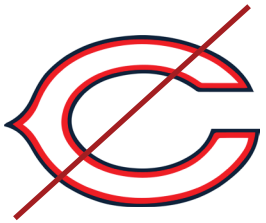
Don’t make the logo into an outline.



Don’t change any color given or the order.



Do not insert anything inside the ‘C’ logo.



Don’t use old versions of Historical C.

CCNN Live Logo

The Christopher Columbus News Network (CCNN) is a student-run broadcast news program. The students gain experience producing live television broadcasts by writing and reporting every day - covering topics from school and national news, to features, entertainment, and sports.

CCNN Live is the only high school in South Florida to be the recipient of two National Academy of Television Arts and Sciences (NATAS) Student Production Emmy Awards. The Emmy Awards are the most exclusive award given in television production.



PRIMARY COLOR VARIATION

3 Colors (Blue, White & Red)



3 Colors (Blue, White & Red)



3 Colors (Blue, White & Red)



Usage: This is the only symbol that can be used across all departments: Academics, Athletics, Alumni, and overall School Communications.

BLACK & WHITE

Black

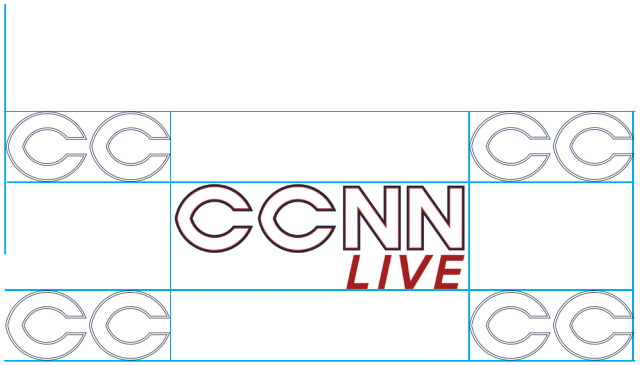


White



Usage: *Black & White version to be used in Black & White treatments with previous marketing department approval.*

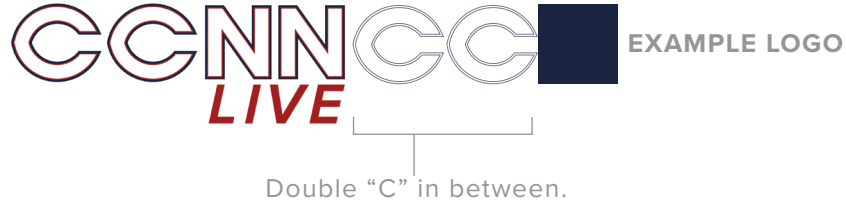
SIZE RESTRICTIONS



SAFE AREA

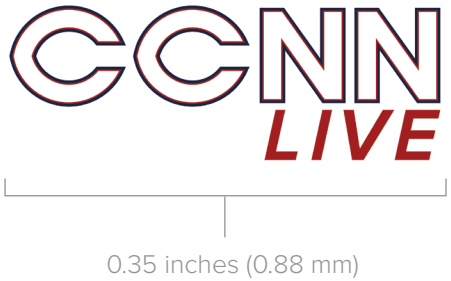
The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the CCNN Live logo.



COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the double “C” of the CCNN Live logo.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the CCNN Live logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

CCNN Live Logo





Don't add shadows, strokes, or other effects.



Don't rotate, make vertical, or flip.



Don't change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



Don't make the logo into an outline.



Don't change any color given or the order.



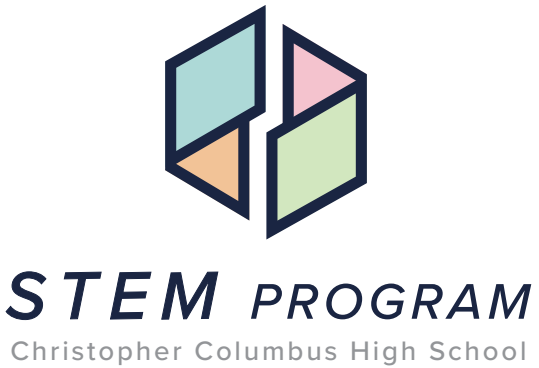
Do not insert anything inside the logo.



Don't alter the letters, or spacing in any way.

STEM Program Logo

STEM is an interdisciplinary program that teaches students important skills for the current and future workforce. The variety of courses offered fall within the areas of Science, Technology, Engineering and Mathematics. Through this program students develop problem solving, critical thinking, data interpretation, flexibility, creativity & innovation, communication and collaboration skills.

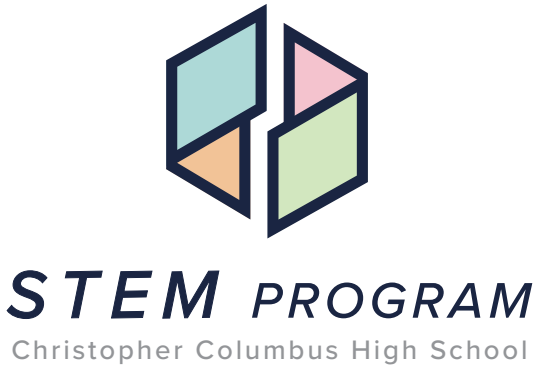


PRIMARY COLOR VARIATION

Horizontal 5 Colors
(Blue, pink, orange, green and light blue)

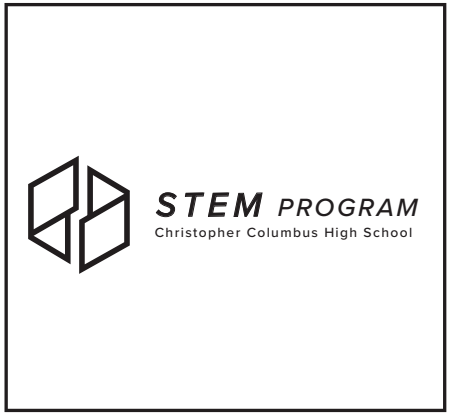


Vertical 5 Colors
Blue, pink, orange, green and light blue)



BLACK & WHITE HORIZONTAL

Black



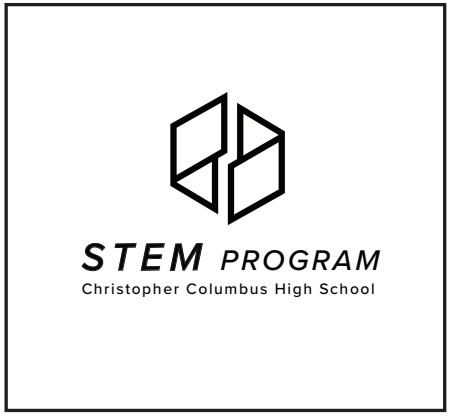
White



Usage: *Black & White versions are to be used in Black & White treatments with previous marketing department approval.*

BLACK & WHITE VERTICAL

Black

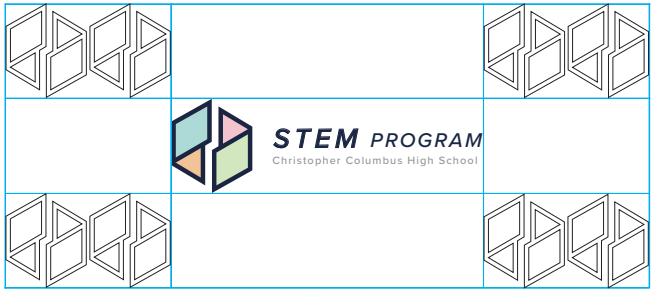


White



Usage: *Black & White versions are to be used in Black & White treatments with previous marketing department approval.*

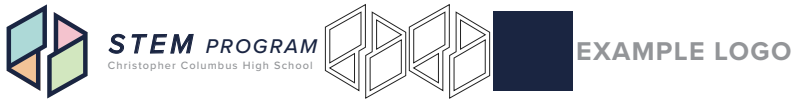
SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the “cube” from the STEM Logo.



Double “Cube” in between.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the double ‘cube’ from the STEM logo.

Other brands sharing affiliation should have their logos listed to the right side of the logo.



0.35 inches (0.88 mm)

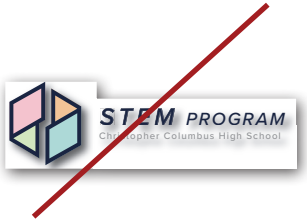
MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the STEM logo should never be reduced to less than 0.35 inches when in full color.

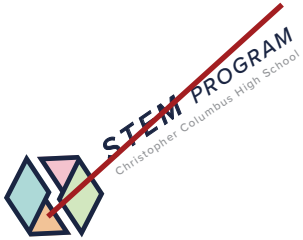
UNACCEPTABLE EXECUTIONS

STEM Program Logo

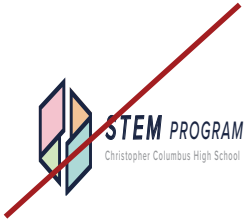
STEM PROGRAM
Christopher Columbus High School



Don't add shadows, strokes, or other effects.



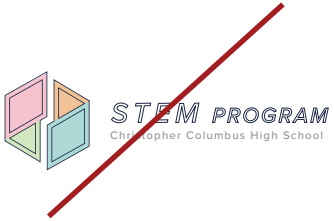
Don't rotate, make vertical, or flip.



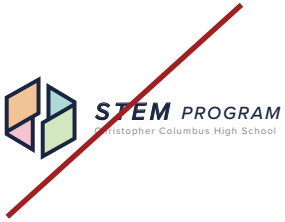
Don't change aspect ratio, stretch, or squeeze.



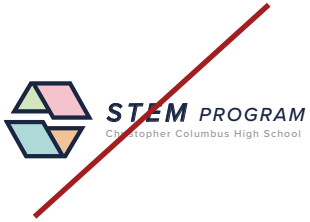
Do not reproduce low resolution.



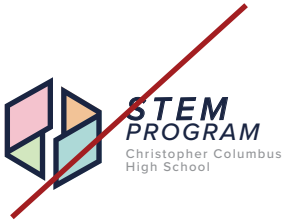
Don't make the logo into an outline.



Don't change any color given or the order.

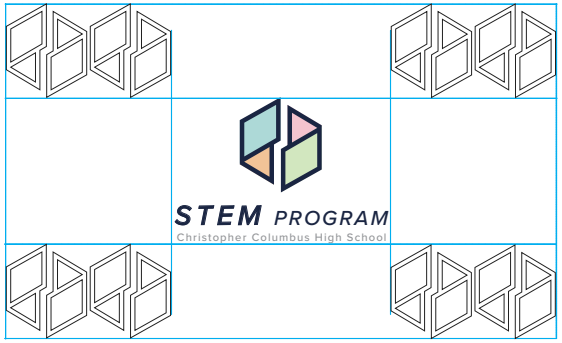


Do not move icon.



Don't alter the letters, or spacing in any way.

SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

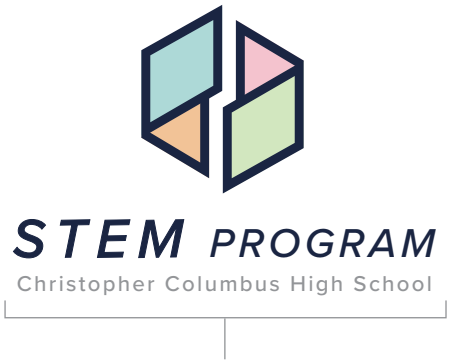
The depth of the protected area is equivalent to the height of the “cube” from the STEM Logo.



Double “Cube” in between.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the double ‘cube’ from the STEM logo.



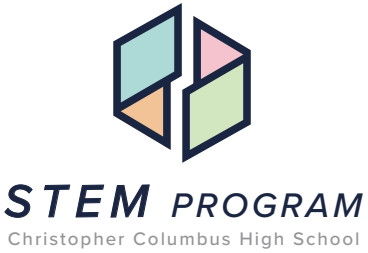
0.35 inches (0.88 mm)

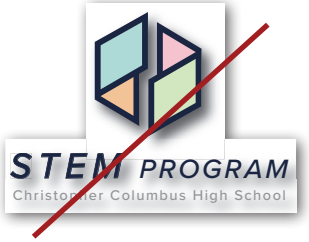
MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the STEM logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

STEM Program Logo





Don't add shadows, strokes, or other effects.



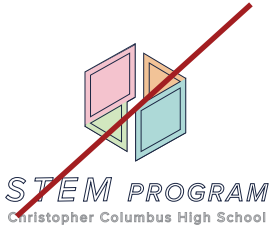
Don't rotate, make vertical, or flip.



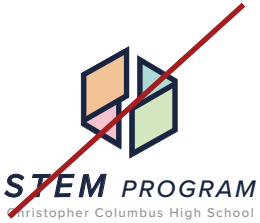
Don't change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



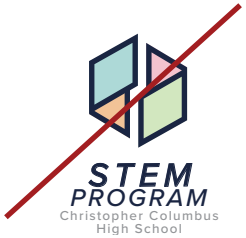
Don't make the logo into an outline.



Don't change any color given or the order.



Do not move icon.



Don't alter the letters, or spacing in any way.

LOCKUP ADAPTATION HORIZONTAL

STEM Logos



STEM *PROGRAM*
Christopher Columbus High School



STEM *INNOVATION HUB*
Christopher Columbus High School



STEM *INNOVATORS*
Christopher Columbus High School



STEM *MATHEMATICS*
Christopher Columbus High School



STEM *COMPUTING*
Christopher Columbus High School



STEM *SCIENCE*
Christopher Columbus High School



STEM *TECHNOLOGY*
Christopher Columbus High School



STEM *ENGINEERING INNOVATORS*
Christopher Columbus High School



STEM *ENGINEERING*
Christopher Columbus High School



STEM *EDUCATOR*
Christopher Columbus High School

LOCKUP ADAPTATION VERTICAL

STEM Logos



STEM PROGRAM
Christopher Columbus High School



STEM EDUCATOR
Christopher Columbus High School



STEM MATHEMATICS
Christopher Columbus High School



STEM INNOVATORS
Christopher Columbus High School



STEM INNOVATION HUB
Christopher Columbus High School



STEM SCIENCE
Christopher Columbus High School



STEM COMPUTING
Christopher Columbus High School



STEM
INNOVATION HUB



STEM
ENGINEERING INNOVATORS
Christopher Columbus High School



STEM TECHNOLOGY
Christopher Columbus High School



INNOVATION HUB
Christopher Columbus High School



ENGINEERING
INNOVATORS
Christopher Columbus High School



STEM ENGINEERING
Christopher Columbus High School



INNOVATION HUB



ENGINEERING
INNOVATORS

Columbus Connects Logo

Columbus Connects is a program offered by Christopher Columbus High School and its alumni association to provide the CCHS community with opportunities to learn about professional and timely topics of interest by industry and community leaders, while providing occasions to network and socialize.



PRIMARY COLOR VARIATION

3 Colors (Blue, White & Red)



3 Colors (Blue, White & Red)



3 Colors (Blue, White & Red)



Usage: This is the only symbol that can be used across all alumni activities and overall School Communications.

BLACK & WHITE HORIZONTAL

Black



White



Usage: *Black & White versions are to be used in Black & White treatments with previous marketing department approval.*

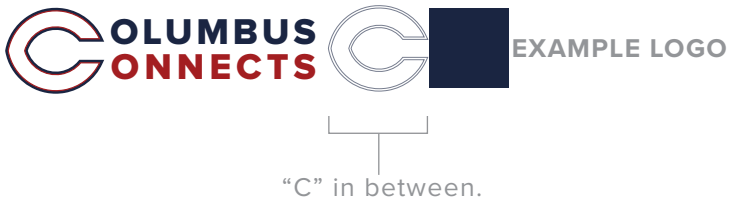
SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the “C” from the Columbus Connects logo.



COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the ‘C’ from the Columbus Connects logo.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Columbus Connects logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

Columbus Connects Logo





Don't add shadows, strokes, or other effects.



Don't rotate, make vertical, or flip.



Don't change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



Don't make the logo into an outline.



Don't change any color given or the order.



Do not move icon.

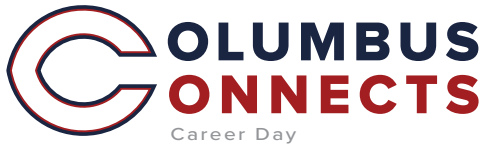


Don't alter the letters, or spacing in any way.

LOCKUP ADAPTATION HORIZONTAL

Columbus Connects Logos



















Br. Kevin Adelante Fund Logo

The Br. Kevin Adelante Fund Logo is inspired from a traditional portrait. At once Brother Kevin can be identified as looking out to the viewer with encouragement, while the illustration style and brush strokes add personality and warmth. The palm branches from the academic seal that imitate laurel wreaths are included in the design to symbolize victory, honor, prestige, and wings for the young men to soar. Color accents are used to keep the logo fresh, modern, and appealing.



PRIMARY COLOR VARIATION

3 Colors (Blue, White & Gray)



3 Colors (Blue, White & Gray)



1 Color (Gray)



Usage: *MISSING USAGE*

BLACK & WHITE

Black

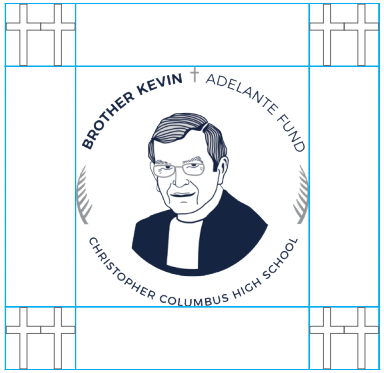


White



Usage: *Black & White version to be used in Black & White treatments with previous marketing department approval.*

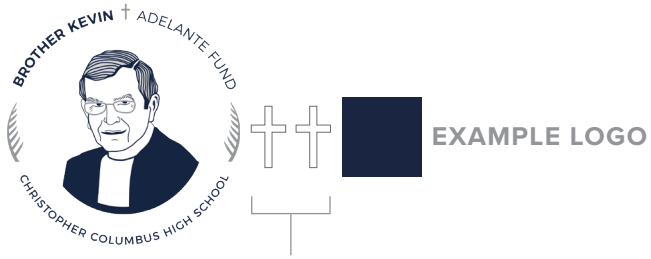
SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the Br. Kevin Adelante Fund cross.



Double “cross” in between.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the double “cross” of the Br. Kevin Adelante Fund logo.

Other brands sharing affiliation should have their logos listed to the right side of the Br. Kevin Adelante Fund logo.



1.2 inches (30.48 mm)

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Br. Kevin Adelante Fund logo should never be reduced to less than 1.2 inches when in full color.

UNACCEPTABLE EXECUTIONS

Br. Kevin Adelante Fund Logo





Don't add shadows, strokes, or other effects.



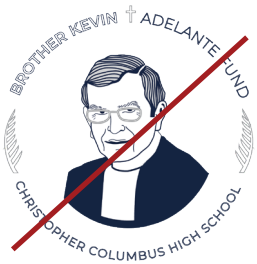
Don't rotate, make vertical, or flip.



Don't change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



Don't make the logo into an outline.



Don't change any color given or the order.



Do not insert anything inside the Mas Program logo.



Don't alter the letters, or spacing in any way.

Carricate Program Logo

In life and business, guiding lights in form of mentors that function as guidance can make all the difference. This concept seeks to establish Carricarte as Columbus' student north star for Business, Entrepreneurship and Leadership.



CARRICARTE

BUSINESS, LEADERSHIP
& ENTREPRENEURSHIP

PRIMARY COLOR VARIATION

Horizontal 3 Colors
(Blue, light blue, and white)



Vertical 3 Colors
(Blue, light blue, and white)



BLACK & WHITE VERTICAL

Black



White



Usage: *Black & White versions are to be used in Black & White treatments with previous marketing department approval.*

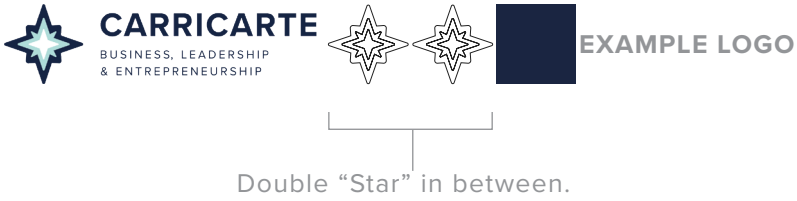
SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the “star” from the Carricarte logo.



COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the double “star” from the Carricarte logo.

Other brands sharing affiliation should have their logos listed to the right side of the logo.



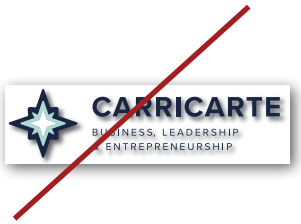
MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Carricarte logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

Carricarte Program Logo

CARRICARTE
BUSINESS, LEADERSHIP
& ENTREPRENEURSHIP



Don’t add shadows, strokes, or other effects.



Don’t rotate, make vertical, or flip.



Don’t change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



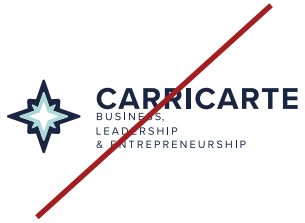
Don’t make the logo into an outline.



Don’t change any color given or the order.



Do not move icon.



Don’t alter the letters, or spacing in any way.

SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the “star” from the Carricarte logo.



Double “Cube” in between.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the double “star” from the Carricarte logo.



0.35 inches (0.88 mm)

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Carricarte logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

Carricarte Program Logo

CARRICARTE
BUSINESS, LEADERSHIP
& ENTREPRENEURSHIP



Don’t add shadows, strokes, or other effects.



Don’t rotate, make vertical, or flip.



Don’t change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



Don’t make the logo into an outline.



Don’t change any color given or the order.



Do not move icon.



Don’t alter the letters, or spacing in any way.

LOCKUP ADAPTATIONS

Carricarte Program Horizontal Logos







Carricarte Program Verticle Logos







Lemonis Sueiras Logo

The Lemonis Sueiras logo is inspired on the building's architectural structure. The intention is to simulate the building's silhouette by using subtle curved lines and geometric shapes that represent unique elements from the facade. It incorporates the use of the secondary colors and adds other elements of design to complete the overall representation of the building.



MARCUS LEMONIS & MARIO SUEIRAS
CENTER FOR SCIENCE & THE ARTS

PRIMARY COLOR VARIATION

Horizontal 2 Colors
(Blue and light blue)



Vertical 2 Colors
(Blue and light blue)



PRIMARY COLOR VARIATION

2 Colors (Blue & Light Blue)



1 Color (Blue)



1 Color (White)



BLACK & WHITE VERTICAL

Black



White



Usage: *Black & White versions are to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the “building” from the Lemonis Sueiras logo.



COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the “building” from the Lemonis Sueiras logo.

Other brands sharing affiliation should have their logos listed to the right side of the logo.



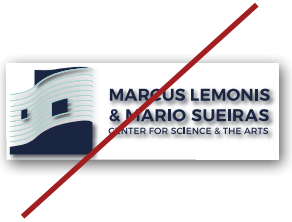
MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Lemonis Sueiras logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

Lemonis Sueiras Logo

MARCUS LEMONIS
& MARIO SUEIRAS
CENTER FOR SCIENCE & THE ARTS



Don’t add shadows, strokes, or other effects.



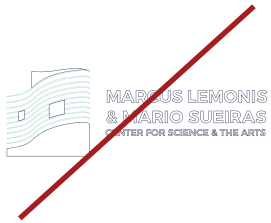
Don’t rotate, make vertical, or flip.



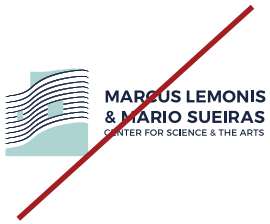
Don’t change aspect ratio, stretch, or squeeze.



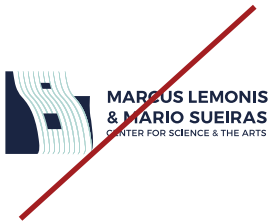
Do not reproduce low resolution.



Don’t make the logo into an outline.



Don’t change any color given or the order.



Do not move icon.



Don’t alter the letters, or spacing in any way.

SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the “building” from the Lemonis Sueiras logo.



COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the “building” from the Lemonis Sueiras logo.

Other brands sharing affiliation should have their logos listed to the right side of the logo.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Lemonis Sueiras logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

Lemonis Sueiras Logo



MARCUS LEMONIS & MARIO SUEIRAS
CENTER FOR SCIENCE & THE ARTS



Don’t add shadows, strokes, or other effects.



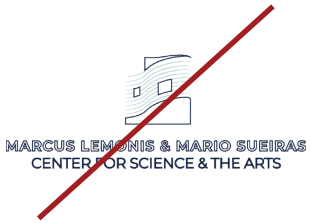
Don’t rotate, make vertical, or flip.



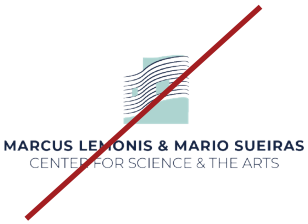
Don’t change aspect ratio, stretch, or squeeze.



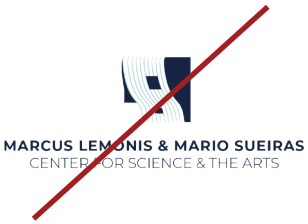
Do not reproduce low resolution.



Don’t make the logo into an outline.



Don’t change any color given or the order.



Do not move icon.



Don’t alter the letters, or spacing in any way.

The Desmond Family Sueccess Center Logo

The Desmond Family Success Center logo seeks to illustrate a student with open arms/hands that subtly signifies their willingness to accept the program's help and resources.

Our objective is to symbolize how this program provides the proper support to students with greater challenges.

THE DESMOND FAMILY
Success Center

PRIMARY COLOR VARIATION

Horizontal 2 Colors
(Blue and light blue)



Vertical 2 Colors
(Blue and light blue)



BLACK & WHITE

Black

White



Usage: *Black & White versions are to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS







SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the “student” from the Desmond Family logo.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the “student” from the Desmond Family logo.

Other brands sharing affiliation should have their logos listed to the right side of the logo.

MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Desmond Family logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

The Desmond Family Logo

THE DESMOND FAMILY
Success Center



Don’t add shadows, strokes, or other effects.



Don’t rotate, make vertical, or flip.



Don’t change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



Don’t make the logo into an outline.



Don’t change any color given or the order.



Do not move icon.



Don’t alter the letters, or spacing in any way.

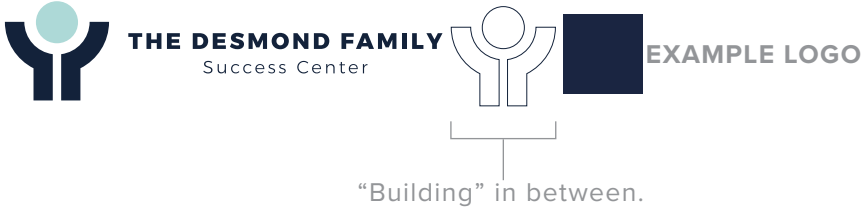
SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the “student” from the Desmond Family logo.



COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the “student” from the Desmond Family logo.

Other brands sharing affiliation should have their logos listed to the right side of the logo.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of the Desmond Family logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

The Desmond Family Logo

THE DESMOND FAMILY
Success Center



Don’t add shadows, strokes, or other effects.



Don’t rotate, make vertical, or flip.



Don’t change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



Don’t make the logo into an outline.



Don’t change any color given or the order.



Do not move icon.

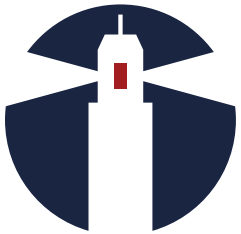


Don’t alter the letters, or spacing in any way.

Center for College and Career Guidance

The Center for College and Career Guidance logo illustrates an undeniable element that corresponds to the purpose of the program:
a guide and orientation for students on the path to the unexplored.

A lighthouse, a signal tower with a great presence and a powerful light that illuminates a route, symbolizes guidance for students facing new challenges.



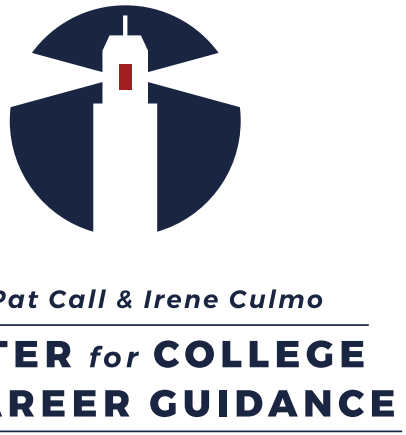
The Pat Call & Irene Culmo
CENTER *for* COLLEGE
***and* CAREER GUIDANCE**

PRIMARY COLOR VARIATION

Horizontal 3 Colors
(Blue, red, and white)



Vertical 3 Colors
(Blue, red and white)



BLACK & WHITE

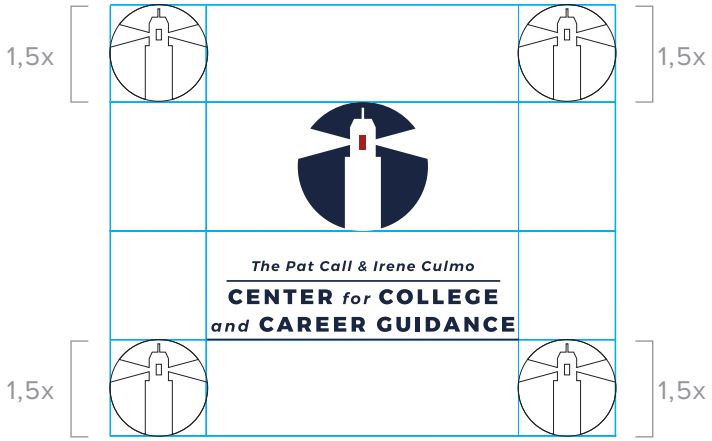
Black

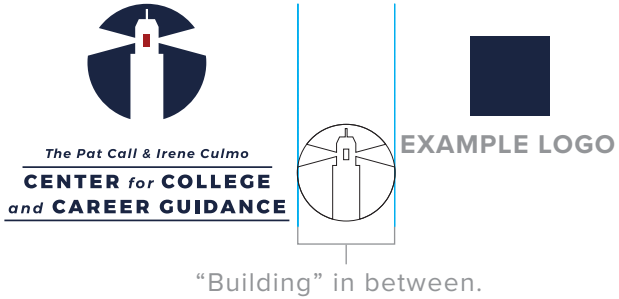
White

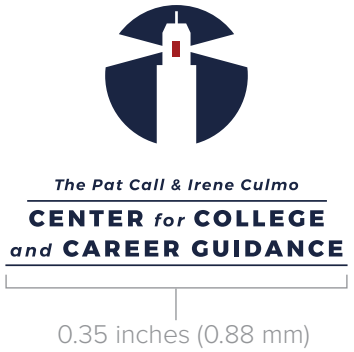


Usage: *Black & White versions are to be used in Black & White treatments with previous marketing department approval.*

SIZE RESTRICTIONS







SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

The depth of the protected area is equivalent to the height of the "lighthouse" from the Center for College and Career Guidance logo.

COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the "lighthouse" from the Center for College and Career Guidance logo.

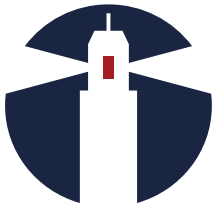
Other brands sharing affiliation should have their logos listed to the right side of the logo.

MINIMUM SIZE

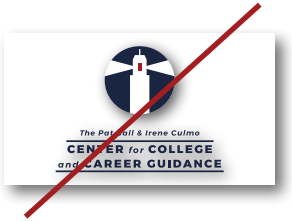
To ensure legibility, clarity, and brand consistency, the width of theCenter for College and Career Guidance logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

Center for College
and Career Guidance



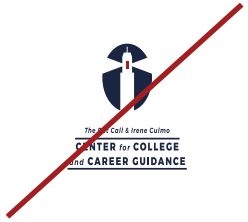
The Pat Call & Irene Culmo
CENTER *for* COLLEGE
***and* CAREER GUIDANCE**



Don't add shadows, strokes, or other effects.



Don't rotate, make vertical, or flip.



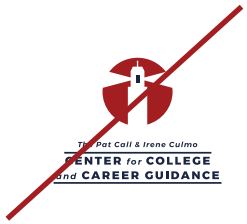
Don't change aspect ratio, stretch, or squeeze.



Do not reproduce low resolution.



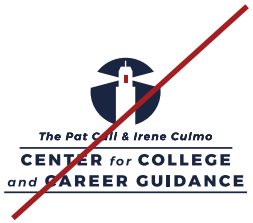
Don't make the logo into an outline.



Don't change any color given or the order.

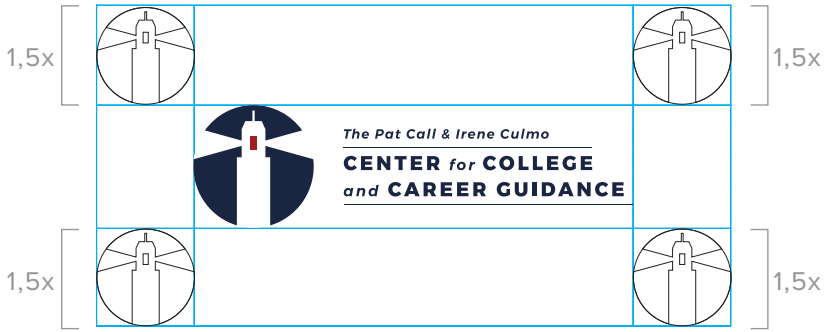


Do not move icon.



Don't alter the letters, or spacing in any way.

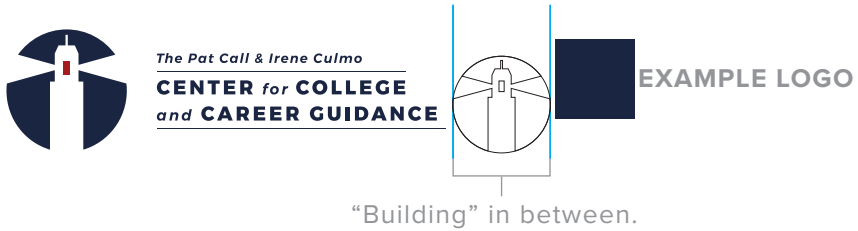
SIZE RESTRICTIONS



SAFE AREA

The protected area around the logo ensures that no other graphic elements interfere with its visual impact, clarity, and integrity.

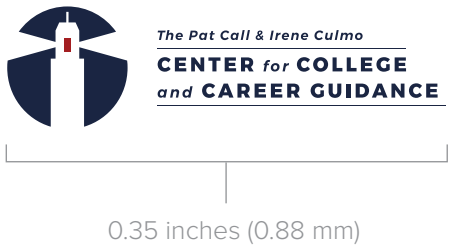
The depth of the protected area is equivalent to the height of the “lighthouse” from the Center for College and Career Guidance logo.



COMBINING LOGOS

When the logo is used in conjunction with other logos, the protected area between the logos, is equivalent to the width of the “lighthouse” from the Center for College and Career Guidance logo.

Other brands sharing affiliation should have their logos listed to the right side of the logo.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of theCenter for College and Career Guidance logo should never be reduced to less than 0.35 inches when in full color.

UNACCEPTABLE EXECUTIONS

Center for College
and Career Guidance

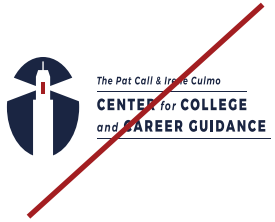
The Pat Call & Irene Culmo
CENTER for COLLEGE
and CAREER GUIDANCE



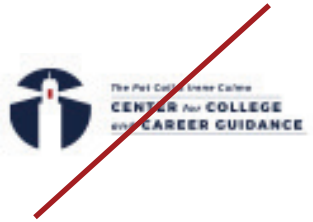
Don't add shadows, strokes, or other effects.



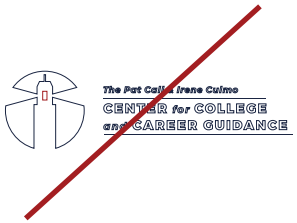
Don't rotate, make vertical, or flip.



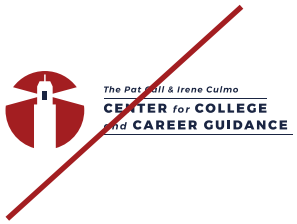
Don't change aspect ratio, stretch, or squeeze.



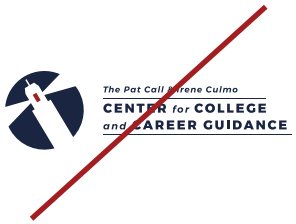
Do not reproduce low resolution.



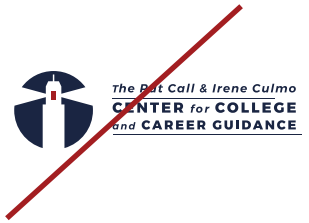
Don't make the logo into an outline.



Don't change any color given or the order.



Do not move icon.



Don't alter the letters, or spacing in any way.

5

COLOR & TYPOGRAPHY

5.1 Primary Color Palette
5.2 Supplementary Color Palette
5.3 Primary Typography
5.4 Secondary Typography

5.1 PRIMARY COLOR PALETTE

Christopher Columbus High School is identified by three main colors:

	PANTONE 289 C	PANTONE 447 C	PANTONE 201 C
C 0% R 225	C 94% R 16	C 0% R 209	C 24 % R 163
M 0% G 225	M 80% G 36	M 0% G 211	M 100% G 30
Y 0% B 225	Y 49 % B 59	Y 0% B 212	Y 100% B 34
K 0%	K 55%	K 20%	K 19%
#ffffff	#10243B	#D1D3D4	#A31E22

Pure White

This represents clarity, selflessness, purity of heart, and a dedication to the Christian values and heritage of the school.

Columbus Blue

This is the brand's main color. It represents discipline, loyalty, service, humility, and commitment.

Columbus Gray

This represents integrity, stability, and character.

Explorer True Red

This represents passion, focused will, vigor, and is used to complement the blue.

5.2 SUPPLEMENTARY COLORS

Opportunities arise to utilize an expanded color palette outside of the core palette. In staying locally relevant, the secondary colors are derived from the Miami skyline.

These colors offer a softer complement, and give the core palette flexibility.

PANTONE 566 C		PANTONE 7485 C		PANTONE 473 C		PANTONE 699 C	
C 31 %	R 175	C 18 %	R 21 1	C 4%	R 241	C 2%	R 244
M 2%	G 21 7	M 0%	G 232	M 25 %	G 19 5	M 28%	G 19 4
Y 16 %	B 21 5	Y 31 %	B 19 2	Y 42 %	B 15 1	Y 7%	B 205
K 0%		K 0%		K 0%		K 0%	
#AFD9D7		#D3E8C0		#F1C397		#F4C2CD	

5.3 TYPOGRAPHY

5.3 Some of the most powerful brands have highly identifiable typography and branding elements. Whether glimpsed through the corner of your eye or seen on a sign as you walk past; we usually see and identify the brands even before we read the message.

When used thoughtfully and carefully, typography becomes a powerful brand tool that can convey meaning to what is communicated visually. The right typeface, used consistently, builds character and personality.

The primary typeface family, Proxima Nova, exudes a friendly, warm, open, direct and real voice.

The secondary typefaces incorporate a selection of modern serif and sans serif typeface designs, that are clean, legible, and align nicely with the brand.

5.3 PRIMARY TYPOGRAPHY

PROXIMA NOVA

- Proxima Nova is our primary typeface.

- Proxima Nova should be used in all communication materials.

- Use type size, type style, and type weight to establish a clear hierarchy of information.

- Do not substitute any other typeface for Proxima Nova, unless when using one of a secondary typefaces in the toolkit as a complement.

- Type selections should always be relevant to the particular mood or emotion desired, and supportive of selected brand or product imagery.

Proxima Nova Bold (Christopher Columbus Primary Typeface)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova ExtraBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5.4 SECONDARY TYPOGRAPHY

MONTSERRAT

Montserrat Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

RALEWAY

Raleway Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SLAB

Museo Slab

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA

Proxima Nova Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOURBON

BOURBON

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AUTHENTIC SIGNATURE

Authentic Signature

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

6 WORDMARKS

7.1 Explorers
7.2 Adelante

Explorers Wordmark Typography:

Depending on the context, the words ‘Adelante’ and ‘Explorers’, could be used in any of the approved typefaces.

Proxima Nova Bold

EXPLORERS

Proxima Nova Bold Italic

EXPLORERS

Proxima Nova Light

EXPLORERS

Montserrat Medium

EXPLORERS

Raleway

EXPLORERS

Bourbon

EXPLORERS

Adelante Wordmark Typography:

Depending on the context, the words ‘Adelante’ and ‘Explorers’, could be used in any of the approved typefaces.

Proxima Nova Bold

ADELANTE

Proxima Nova Bold Italic

ADELANTE

Proxima Nova Light

ADELANTE

Montserrat Medium

ADELANTE

Raleway

ADELANTE

Bourbon

ADELANTE

7

STATIONARY SYSTEM

7.1 Letterhead, Business Card, Envelope, Mailing Label
7.2 Email Signature
7.3 Powerpoint/Keynote Template

7.1 LETTERHEAD



CHRISTOPHER COLUMBUS
A Marist Brothers High School 1958

June 19th, 2018 Dear First Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget. Quisque scelerisque sagittis nulla at porttitor.

Sincerely,

Lorem Ipsum

Accredited by AdvancEd and a member of the National Catholic Educational Association

Christopher Columbus
A Marist Brothers High School
3000 SW 87th Avenue Miami, FL 33165

Ph: (305) 223-5650
Fax: 305-559-4306
www.columbushs.com

Letterhead Size:

8.5 x 11 inches

7.1 BUSINESS CARDS

Front



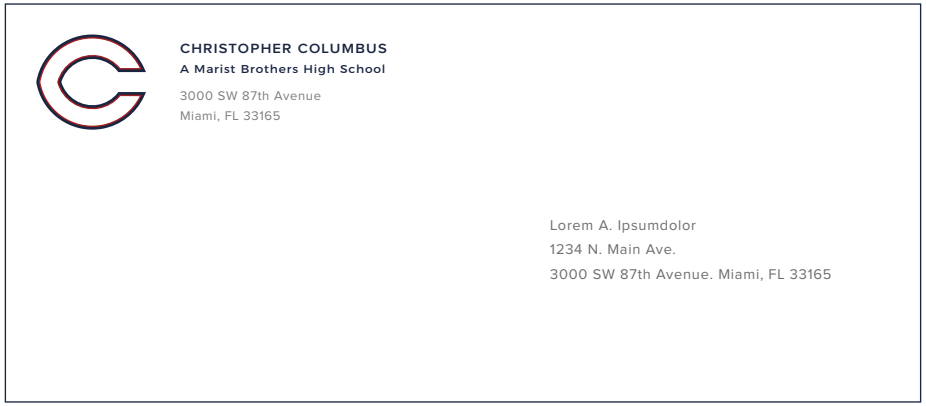
Back



Business Cards Size:

3.5 x 2 inches

7.1 ENVELOPE



Standard Envelope Size:

3.88 x 8.88 inches

7.1 MAILING LABEL



Mailing Label Size:

7 x 5 inches

7.1 BARONIAL ENVELOPE



Standard Envelope Size:

7.14 x 5.14 inches

7.2 EMAIL SIGNATURE



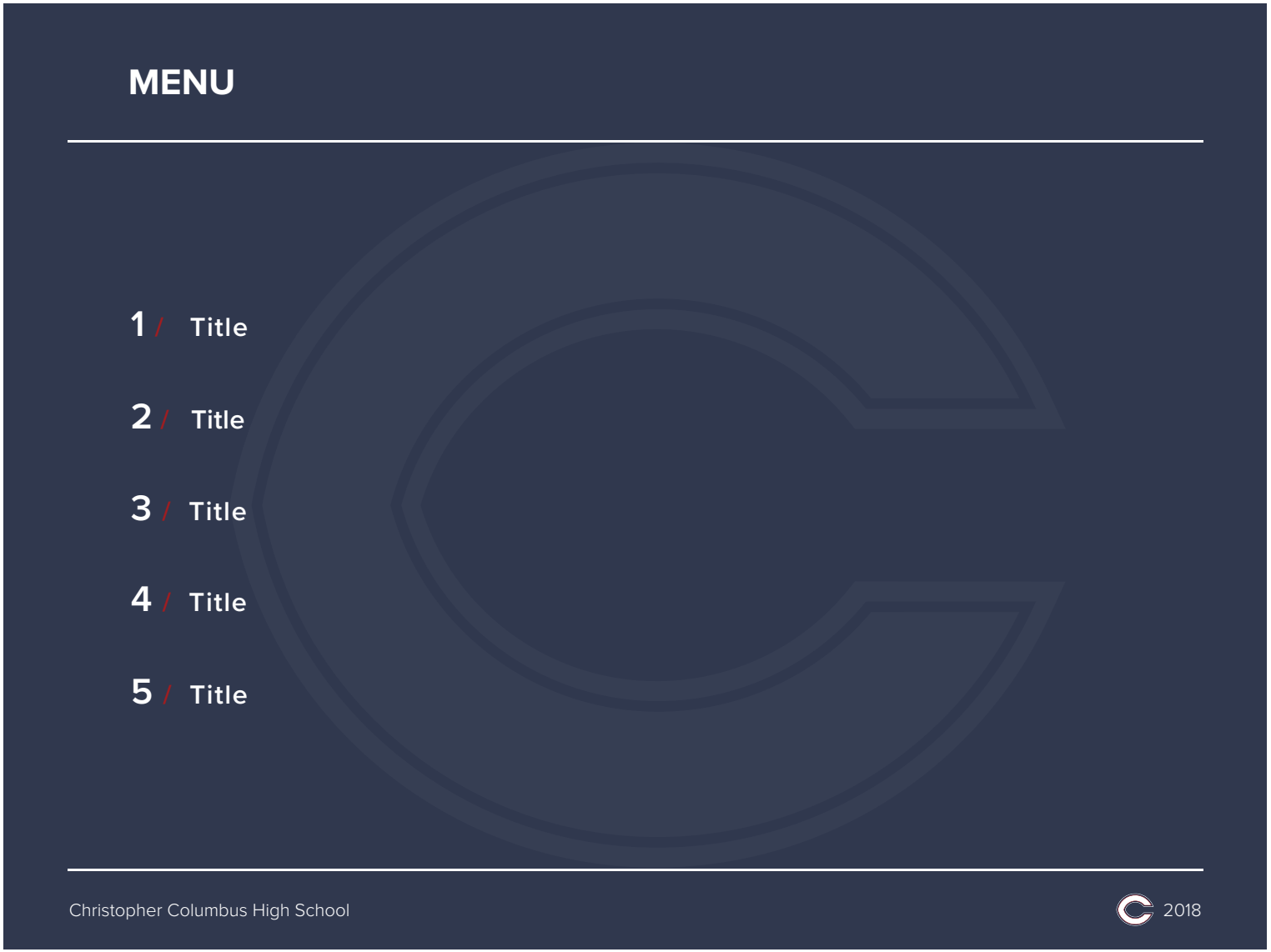
Standard Email Signature Size:

A | W 532px by H 116 px
B | W 342px by H 175 px

7.3 POWERPOINT/KEYNOTE TEMPLATE



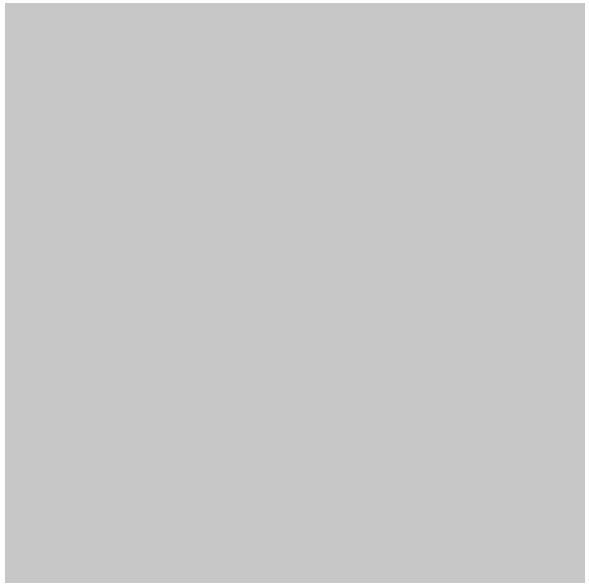
POWERPOINT/KEYNOTE TEMPLATE



POWERPOINT/KEYNOTE TEMPLATE

1 TITLE

Subtitle



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Christopher Columbus High School 2018

POWERPOINT/KEYNOTE TEMPLATE

2 TITLE

Subtitle

Subtitle

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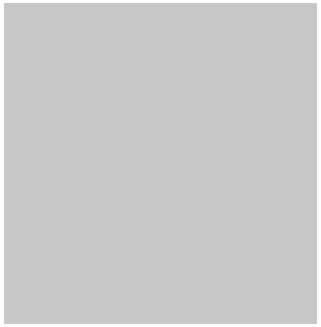
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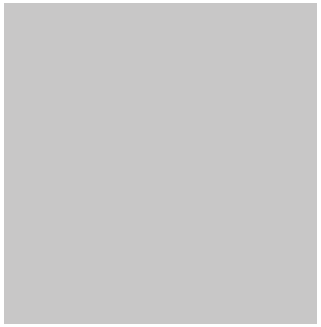


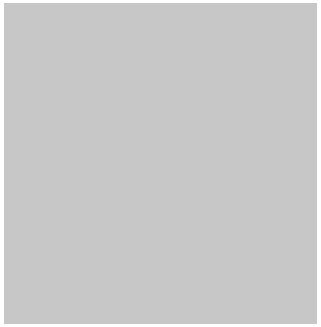
Christopher Columbus High School 2018

3 TITLE

Subtitle







Subtitle

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ADELANTE

BRAND GUIDELINES

Updated 2022