



DISTRICT STYLE GUIDE

OUR DISTRICT STYLE GUIDE

We have developed this style guide to provide a solid framework through which we can communicate a consistent message to our audiences. It serves as a practical reference guide that ensures all District communication remains cohesive and aligned with our educational mission.

Consistent use of this guide will build brand awareness. Over time, that awareness and consistency will build trust.

Please help us protect the strength and value of our school identity by following this style guide.



BRAND IDENTITY

PRIMARY LOGO



LOGO MARK

Comet

LOGO TYPE

Clinton Font
Adidas Hlaf Block 2016

Central School Font
Varsity Regular

IDENTITY TERMINOLOGY

BRAND IDENTITY

A consistent approach in communicating the mission of the Clinton CSD.

PRIMARY LOGO

The official graphic arrangement of the symbol and logotype.

SECONDARY LOGO

An alternative arrangement to be used in certain types of layouts.

LOGO MARK

A graphic identifier, one that uniquely represents the Clinton CSD and promotes immediate identification.

LOGO TYPE

The Clinton CSD's logo-specific typeface.

SUFFICIENT SPACE

Space around the logo is required so that it stands apart from surrounding visual elements.

BRAND IDENTITY

PRIMARY LOGO

FULL COLOR LOGO



TWO COLOR LOGO



ONE COLOR LOGO
CLINTON RED



ONE COLOR LOGO
BLACK



BEST USE PRACTICE

Our full and two-color logo options are always appropriate to use on digital District items: website graphics, digital flyers, etc.

KEEP IN MIND

Multiple-color printed materials can increase production prices.
Consider a one or two-color alternative when necessary.

BRAND IDENTITY

PRIMARY
TYPEFACE

VERSION 1

CLINTON
CENTRAL SCHOOL

VERSION 2

CLINTON
COMETS

VERSION 3

CLINTON
CENTRAL SCHOOL

VERSION 4

CLINTON
CENTRAL SCHOOL

DARK BACKGROUND

CLINTON
CENTRAL SCHOOL

CLINTON
COMETS

CLINTON
CENTRAL SCHOOL

CLINTON
CENTRAL SCHOOL

BRAND IDENTITY

PRIMARY LOGOMARK

FULL COLOR LOGOMARK



TWO COLOR LOGOMARK



ONE COLOR LOGOMARK
CLINTON RED



ONE COLOR LOGOMARK
BLACK



COLOR VALUE

The official color of the Clinton Central School District is PMS 202U (Clinton Red).
The use of this color creates a visual impact that reinforces our brand.

OFFICIAL DISTRICT
COLOR

PANTONE
202

PRESS
INK

CMYK
C36 | M97 | Y87 | K57

FOUR-COLOR PROCESS
PRINTING

RGB
R91 | G13 | B18

DIGITAL
GRAPHICS

HEX
5b0d12

CMS FOR
WEB

BRAND IDENTITY

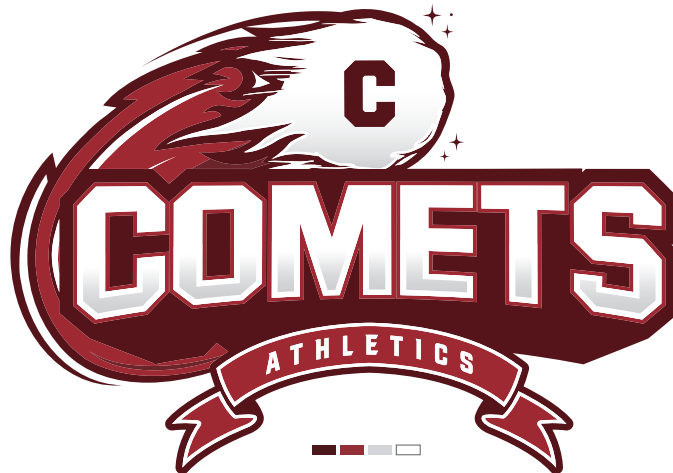
ATHLETICS TYPEFACE & LOGO

INDIVIDUAL SPORTS LOGOMARK

ATHLETICS TYPEFACE & LOGOMARK



ATHLETICS TYPEFACE



INDIVIDUAL SPORTS LOGOMARK



BRAND IDENTITY

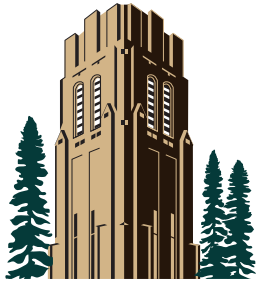
SCHOOL CLUB / ACTIVITY

LOGOMARK



BRAND IDENTITY

SECONDARY
LOGO



CLINTON

CENTRAL SCHOOL DISTRICT

LOGO MARK

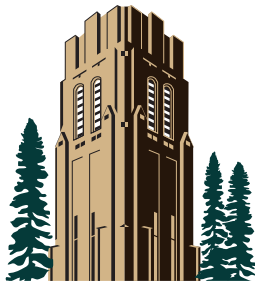
LOGO TYPE

CSD Font
Avenir Regular

LOGO TYPE

Font
Bohemian Soul

ALTERNATIVE VERSION

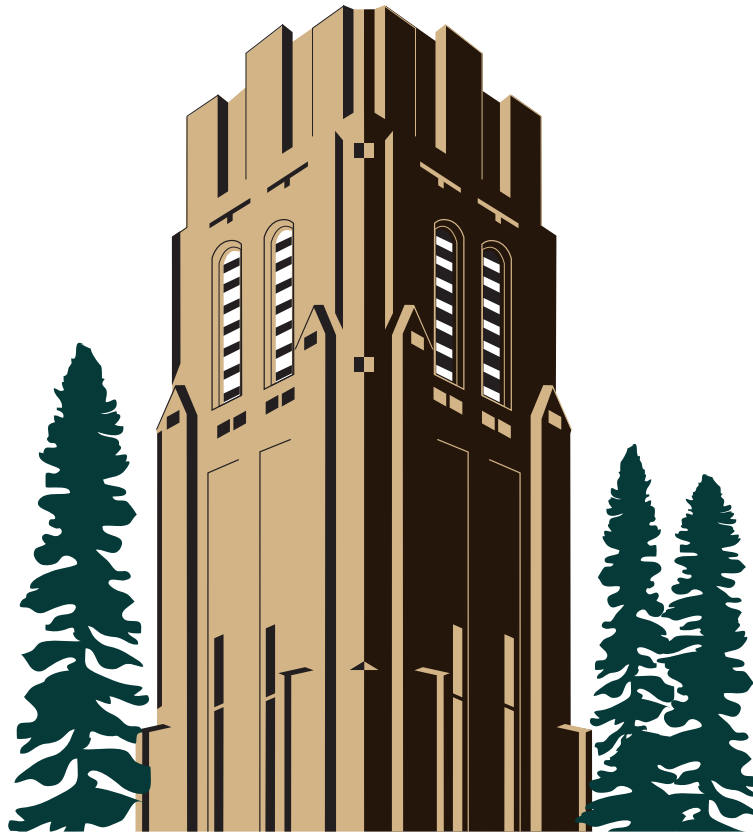


CLINTON

CENTRAL SCHOOL DISTRICT

BRAND IDENTITY

SECONDARY LOGOMARK



HISTORICAL LOGO

LOGO TYPE

Typeface
Georgia

Clinton Font
Georgia Bold

CSD Font
Georgia Regular



LOGO MARK

Tower
Illustration

BRAND IDENTITY

HISTORICAL LOGO

FULL COLOR LOGO



TWO COLOR LOGO



ONE COLOR LOGO
CLINTON RED



ONE COLOR LOGO
BLACK



ALTERNATE LOGO VARIANTS



LOGO USAGE

PRIMARY LOGO



CORRECT USAGE

Ensuring maximum legibility is our primary goal, which requires providing sufficient space and sizing the design appropriately. Be sure to scale the logo proportionately so it does not skew.

INCORRECT USAGE



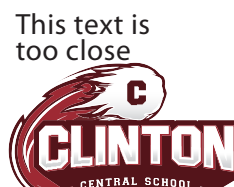
Avoid Chaotic
Background Images



Do Not Skew
or Rotate



Do Not Outline
or Alter



Always Allow
Sufficient Space

SECONDARY LOGO, ATHLETIC LOGO & LOGOMARK

CORRECT USAGE

Our secondary logo and logomark are the best choice for certain layouts, especially in situations where our primary logo might appear cumbersome. Example: Stationary or other printed materials where space is limited, the alternative logo's simplified design allows for greater flexibility and easier readability.

INCORRECT USAGE

The same standards that apply to our Primary Logo apply to these logos as well.

DISTRICT GUIDELINES

OUR MISSION STATEMENT

The Clinton Central School District proudly educates and empowers all students to realize their potential in becoming thoughtful, empathetic and contributing members of a global society.

PHOTOGRAPHY & DESIGN

The District should appoint a communications liaison who is responsible for vetting/approving photo coverage requests on a basis consistent with District want/need. Once approval is received by the requesting party, that individual is free to submit the photo request to School Communications.

Through this process, the requester will only receive correspondence if the School Communications office is not able to accommodate the request. Otherwise, they can expect photo coverage. The requester also serves as the point of contact for additional information leading up to/following the event.

The District liaison will also be responsible for vetting/approving all marketing materials prior to being requested through schoolcomm@oneida-boces.org. Projects will be distributed appropriately, and a designer will be in touch with any questions and with a draft of the project once complete.

NAME

Our official name is Clinton Central School District. After a first reference to the Clinton Central School District, Clinton CSD is acceptable as a second reference.

E-MAIL SIGNATURE

E-mail signatures need to include the Clinton CSD logo. For brevity and ease of use, the following format is recommended. To edit your signature in Gmail click the gear icon, settings, scroll down to the signatures section then type in your signature. If you are unsure of your official Clinton CSD job title, please contact the Human Resources Office to find out what title to include in your email signature. Staff members are welcome to include their pronouns in their email signature, but are not required to do so. If you choose to include your pronouns, please place them in parentheses immediately following your name.*



Sam A. Sample
Physical Education Instructor
Clinton CSD Elementary
www.ccs.edu

Phone: 315.000.0000 | Email: ssample@ccs.edu

WEB COMMUNICATIONS & DESIGN

As web communicators, we have one chance to make a first impression – on every page of the Clinton CSD website. Finalsite is the web content management system for Clinton. It allows website contributors to update their own web content.

We would recommend limiting the number of people who have access to edit sections and pages throughout the website. Teacher pages are designed to be updated and maintained by the individual teachers, however, content beyond that should be updated by a limited number of individuals vetted by the District.

The following guidelines are based on the Clinton's identity standards to ensure a consistent user experience and to project our brand.

The OHM BOCES School Communications office is also available to make any necessary changes/updates to the website. These can be sent to schoolcomm@oneida-boces.org.

Visual Hierarchy

To help build the Clinton CSD brand, high quality photography is essential. This photography should be used on main imagery within any medium. Whether the subject is the environment, still life or a person, the quality and lighting reflect the quality and tone of our brand.

Text

All text is pre-set in our current web template for ADA compliancy. For consistency purposes, when copying and pasting content into the web editor, be sure you are using Arial font.

Color

All body text should be in black on white background. Headings can be in black or Clinton Red on a white background. Avoid white text on any color background.

Font Styles

Refrain from overusing italics and underline in text. Italics should be used when identifying titles or names. Do not underline the headings.

Photographs, Web Graphics & Image Sizing

Any photographs posted to the website or social media with students in them must have signed photo releases. **(See social media policy for more information.)**

Image sizing throughout the website should be consistent, easy to view and include an appropriate amount of white space surround the image or graphic.

If posting items in the News section on the homepage of the website, icons should be sized at 80x80 pixels to fit best within the current template.



PLEASE REFER QUESTIONS TO

Clinton CSD Athletics Office

315-557-2397

rbentley@ccs.edu