OFFICIAL DISTRICT LOGO

The full color district logo is the preferred usage. Except where specified below, the full color logo with color text should always be used when using a white or light background.

When <u>only</u> one-color printing is available, and you are printing on a white or light background, please use the black district logo.

The full color district logo is the preferred usage. Except where specified below, the full color logo with white text should always be used when using a navy or dark background.

When <u>only</u> one-color printing is available, and you are printing on a black or dark background, please use the white district logo.

When vertical space does <u>not</u> allow you to use the full stacked logo above, please use the horizontal full color logo. The one-color printing rules above also apply to all horizontal logos used on light and dark backgrounds.

BRAND FONTS

Crimson Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Crimson Pro font should be used for main headers and titles.

Mona Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Mona Sans font should be used for sub-headers, subtitles and body text.

COLOR PALETTE

Primary Color Palette:

CLAYTON NAVY	CLAYTON BLUE	CLAYTON GRAY	SUPERINTENDENT GOLD
HEX: #051D40	HEX: #004987	HEX: #DBDBDB	HEX: #C3964C
RGB: 5, 29, 64	RGB: 0, 73, 135	RGB: 219, 219, 219	RGB: 195, 150, 76
CMYK: 92, 55, 0, 75	CMYK: 100, 46, 0, 47	CMYK: 0, 0, 0, 14	CMYK: 0, 23, 61, 24

Secondary Color Palette:

ACCENT TEAL	DISTRICT COOL GRAY	COUNTY NEUTRAL	WHITE
HEX: #03989E	HEX: #A4ADB9	HEX: #F2F0EA	HEX: #FFFFFF
RGB: 3, 152, 158	RGB: 164,173,185	RGB: 242, 240, 234	RGB: 255, 255, 255
CMYK: 98, 4, 0, 38	CMYK: 11, 6, 0, 27	CMYK: 0, 1, 3, 5	CMYK: 0, 0, 0, 0

USAGE NOTES

- The CCPS full lockup logo should not be altered in color or size, stretched, outlined or reformatted in any other layouts beside the ones defined in this guide.
- The color rings in the seal should also not be altered in color or size, stretched, outlined or reformatted.
- The only time the seal may be used on its own is if space doesn't allow for the full lockup and should always be placed in the header or footer of any marketing material.
- The blank area around the logo is called clear space or breathing room, and it's equal to the height of the capital "C" in "CLAYTON".
- The CCPS logo shall never be reproduced smaller than 1.25 inches on the longest side. This does <u>not</u> include required clear space.
- Hold the "shift" key down when scaling logos to maintain the proper proportions of the logo.
- Do not add graphics to the logo. There must also be ample room around the logo to set it off from any other text or visual elements.
- Regardless of division, department, location, etc, the logo must contain the seal and the wordmark. Do not personalize or alter the district logo specific to any school or department. Utilitze your school logo when necessary.

Please contact us at ccpscommunications@clayton.k12.ga.us with any questions or concerns: