



Columbus City Schools  
**Brand & Style Guide**

# Table of Contents

Contact Us.....	2
Our Story and Mission .....	2-3
Logos and Usage.....	4-11
Colors & Fonts .....	12-17
Photography & Resources .....	18-25
Communications Toolkit.....	22
School Logos .....	23-25

The information contained in this style guide has been compiled as a resource for all staff members as you work with vendors, ensuring that each element is reproduced correctly. The Communications Department is available to help.

Contact us with questions!

**Graphic Design:**

Ali Wade [awade2@columbus.k12.oh.us](mailto:awade2@columbus.k12.oh.us)

**Website Design:**

Tia Wahl [twahl@columbus.k12.oh.us](mailto:twahl@columbus.k12.oh.us)



## The Columbus City Schools Mission

Each student is highly educated, prepared for leadership and service, and empowered for success as a citizen in a global community.

# Communicating Our Story

Every great story has a hero, and we are not it.

Our staff, students and community are the heroes; we are their guide. We offer leadership, direction, and serve as a bridge to celebrate our diverse communities through transparent and engaging messaging. Together, we are dedicated to fostering a learning environment where communication catalyzes academic achievement, unity, and empowerment within the District.

With this in mind, our branding has three goals:

**To Clarify** Columbus City Schools' unique characteristics.

**To Ensure** Key themes are present in all communications.

**To Encourage** Vibrant internal and external communication.





# Logos & Usage



**COLUMBUS**  
CITY SCHOOLS

## Primary & Secondary Logos

Our logo is a visual representation of our brand. It is designed to conjure an immediate, positive perception by the viewer. It also functions as a reminder of the culture we strive to build and maintain as we pursue our mission. In other words, the logo goes hand-in-hand with our district brand, so proper use is paramount.

To download the logos, visit [www.ccsok.us/branding](http://www.ccsok.us/branding)

### Primary Horizontal Logo:



**COLUMBUS  
CITY SCHOOLS**

The primary logo is the horizontal version.

When available space is taller than it is wide, the secondary stacked logo may be better suited.

When using Columbus City Schools brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all uses must adhere to the specifications in this guide. Never place any graphics or text on top of any version of the logos. Never change any of the logo colors.

Please see page 24 for campus-specific colors and logos.

## Secondary Stacked Logo:



**COLUMBUS**  
CITY SCHOOLS

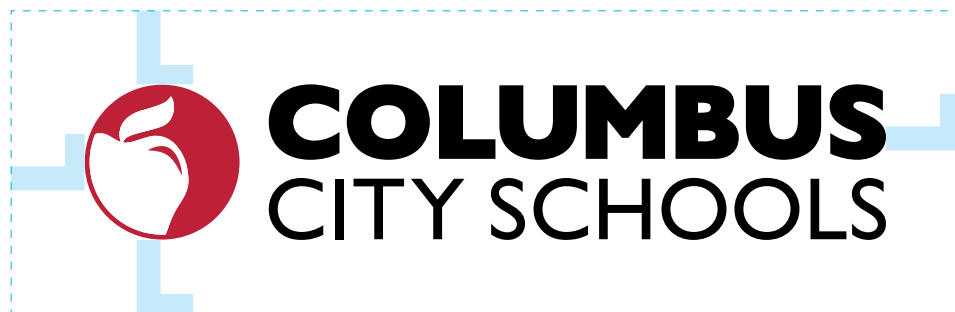
### Size



In print applications, do not make any version of the logo so small that the text can't be read. For very small applications, the circular apple icon alone is best. See page 8.

### Spacing

Give any version of the logo room to breathe. Use the height of the "L" in Columbus as a guide to avoid overcrowding the logo.



## Alternate Colorways

There are times when our traditional red and black doesn't work. This page includes the only acceptable alternatives for the Columbus City Schools logo.



## Icon Only Logos

For use when "Columbus City Schools" is stated in text nearby, when the text would be too small to read on the full logo, or as an accent. Do not put anything on top of this logo.

Use the apple logo as a decorative element in communications with audiences who are already familiar with Columbus City Schools. The rules for this logo are more flexible, it can be bled off of a page or used as a design element. If you have any questions about its use, please contact the CCS Communications Department.

On Most Backgrounds:



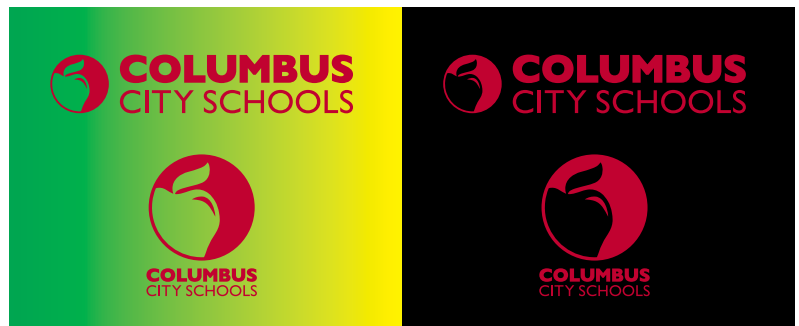
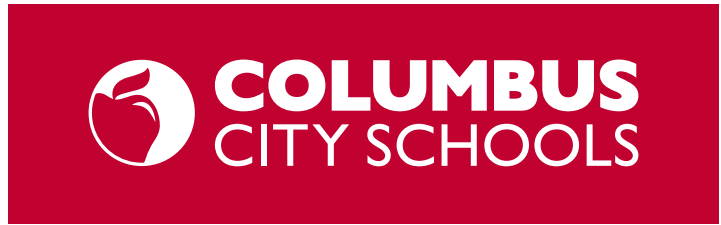
On Red Backgrounds:



# One-Color Logos

Some applications require a one-color logo. Use these carefully. The apple on these logos is negative space, and it is important to pay attention to the background color. Do not put the one-color logo on backgrounds that aren't red or white.

The apple in the logo should always be red or white.



Here the apples in the logo are the green gradient and black- the apple should always be red or white.

# Logo Don'ts:

A. Squish the logo



B. Stretch the logo

C. Rearrange the logo



D. Change the logo colors

E. Retype or change the logo fonts



F. Remove the apple icon

G. Reverse the apple icon



H. Change the opacity of the logo

I. Rotate or skew the logo



J. Add elements to the logo

K. Change the logo's proportions



L. Outline any part of the logo

M. Crop the logo



N. Warp or distort the logo

O. Place other graphics on top of the logo



P. Use an old logo

# Departmental Logos

Standard department text & CCS logo lockup

When part of the department name can be emphasized, do so using Poppins ExtraBold & Poppins Light.

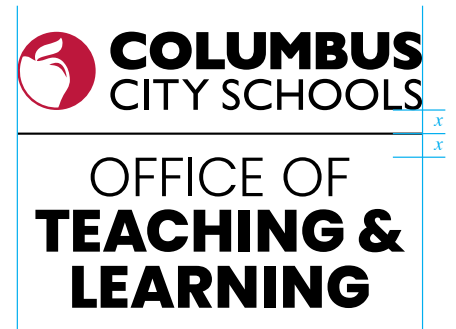
When the title is of equal emphasis, use Poppins SemiBold.

Where possible, make the two lines equal in width.

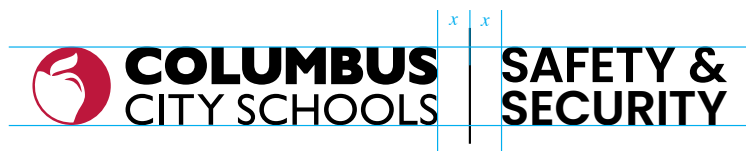
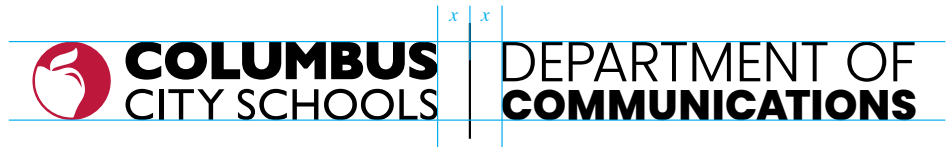
Where lines need to be unequal in length, center justify the text in stacked versions and left justify the text in horizontal versions.

Please contact the Communications Department to have a Departmental logo made and sent to you.

Stacked Versions:



Horizontal Versions:



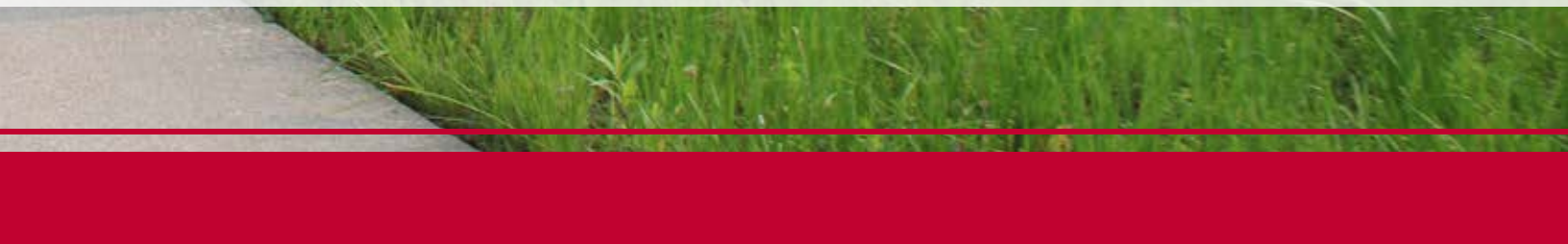


# Colors & Fonts





**COLUMBUS**  
CITY SCHOOLS



# CCS Colors

The color red plays an important role in Columbus City Schools' identity, currently and historically. Red is our primary color, representing the strength, passion, and confidence that imbues Columbus City Schools at every level. Where possible, our specific red should be present in some capacity in all of our communications, if only the logo.

The blues are secondary colors. They convey tranquility, integrity, imagination, and reliability. Use them as an accent to our red to lend your composition both visual and emotional balance. Never make our logo one of these blues, or any other color.

Consistent use of these colors together on District communications makes for an instantly recognizable, cohesive identity across all media. Layouts should lean heavily on these colors, but that does not mean that other colors are prohibited. Columbus City Schools is a broadly diverse and intentionally inclusive school district.

**The full spectrum of color can and should be at your disposal when creating for Columbus City Schools.**

Please see page 23 for school-specific colors and logos.



## CCS Red

Pantone (PMS) color: 200C

CMYK value: 9/100/71/16

RGB value: 189/23/60

Hex Color: #BE2036



## CCS Blue

Pantone (PMS) color: 2945C

CMYK value: 100/46/5/18

RGB value: 0/100/157

Hex Color: #00649D



## CCS Light Blue

Pantone (PMS) color: 291C

CMYK value: 35/5/1/0

RGB value: 159/239/238

Hex Color: #9FD1EE



## CCS Navy

Pantone (PMS) color: 539C

CMYK value: 100/91/38/36

RGB value: 25/39/81

Hex Color: #192751

## Special Considerations

Do not use CCS Red and CCS Blue in a manner that visually vibrates.

CCS Red and CCS Navy make for a professional pairing for more serious subject matter.

CCS Red and CCS Light Blue pair well for playful or youthful applications.

Do not hesitate to use school colors or others for visual impact and freedom.



**this vibrates.**

**Professional.**

***Playful!***



**COLUMBUS  
CITY SCHOOLS**

# Typefaces

Poppins is the primary typeface for Columbus City Schools. It has a wide range of weights suitable for any layout and offers a great deal of flexibility for the layout of headings, body copy, and captions throughout a variety of media. It is available for download for free from Google Fonts, Adobe Fonts, and for use in Canva.

If you are in need of a serif font, Noto Serif or Roboto Slab are preferred. Both are also available on Google Fonts, Adobe Fonts, and for use in Canva.

Poppins Thin

*Poppins Thin Italic*

Poppins ExtraLight

*Poppins ExtraLight Italic*

Poppins Light

*Poppins Light Italic*

Poppins Regular

*Poppins Italic*

Poppins Medium

*Poppins Medium Italic*

Poppins SemiBold

*Poppins SemiBold Italic*

Poppins Bold

*Poppins Bold Italic*

Poppins ExtraBold

*Poppins ExtraBold Italic*

Poppins Black

*Poppins Black Italic*

Noto Serif Regular

*Noto Serif Italic*

**Noto Serif Bold**

***Noto Serif Bold Italic***

Roboto Slab Thin 100

Roboto Slab ExtraLight 200

Roboto Slab Light 300

**Roboto Slab Regular 400**

**Roboto Slab Medium 500**

**Roboto Slab Semibold 600**

**Roboto Slab Bold 700**

**Roboto Slab ExtraBold 800**

**Roboto Slab Black 900**

If you are unable or unwilling to download fonts to your computer, please use Avenir, Helvetica, Tahoma, or Georgia.



# Photography & R



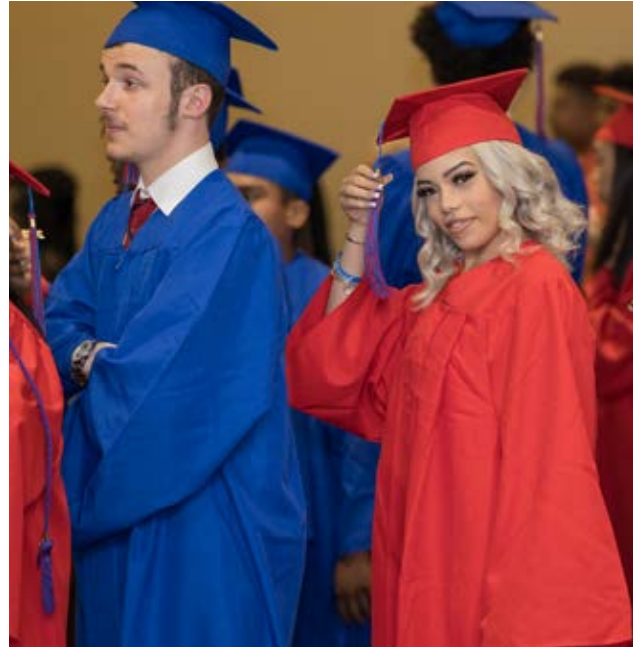
# Resources



# Photography

Eye-catching, people-centric photography is one of the key ways we communicate our brand and position ourselves within our community.

Use current Columbus City Schools photos as much as possible. Stock photos should be reserved for sensitive subject matter. Do not use stolen photos from Google Images in publications. Photos of more than one person should show diversity of any kind- age, race, gender,





# Communications Toolkit

This is a one-stop shop for anything you need for branding. This will grow as we receive feedback and build more capability, so check back often. Resources to look for now and in the future are:








































- Columbus City Schools Logos download
- Poppins font download
- Noto Serif font download
- Roboto font download
- CCS Photo bank
- Business cards - There is one Business Card template for CCS. They are ordered through the Print Shop, and we are not allowed to customize them.
- Letterhead template
- Google Slides - School template
- Google Slides - Profesional template
- Powerpoint - School template
- Powerpoint - Profesional template
- Canva Flyer Templates
- Email Signature logo download:



- Design request form link
- Print shop request form link
- Media Tech request form link
- Apparel & Promotional items - Please send your designs to [awade2@columbus.k12.oh.us](mailto:awade2@columbus.k12.oh.us) for approval by the CCS Communications Department.

[Click here](#) to access the toolkit on the Intranet. You will need to log in with your CCS staff credentials.

# Individual School Branding

	<b>Alpine ES</b> Mountain Climbers Green & Yellow		<b>Cedarwood Alt ES</b> Woodchucks Royal Blue		<b>Cols. Online Academy</b> Chargers Yellow & Black
	<b>Arts Impact MS</b> Mountain Climbers Black & White		<b>Centennial HS</b> Stars Red & Navy Blue		<b>Cols. Scioto 6-12</b> Sharks Blue
	<b>Avalon ES</b> Eagles Hunter Green & Yellow		<b>Champion MS</b> Tigers Orange & Black		<b>Cols. Spanish Immersion</b> Aztecs
	<b>Avondale ES</b> Eagles Purple		<b>Clinton ES</b> Cubs Green & White		<b>Como ES</b> Dragons Green
	<b>Beatty Park ES</b> Bobcats Navy Blue		<b>Colerain ES</b> All Stars Royal Blue		<b>Cranbrook ES</b> Cougars Blue & Red
	<b>Beechcroft HS</b> Cougars Brown & Yellow		<b>Cols. Africentric EC K-12</b> Nubians Purple & Black		<b>Devonshire ES</b> Cheetahs Red
	<b>Berwick Alternative K-8</b> Bulldogs Green		<b>Columbus Alternative HS</b> Pegasus Black & Silver		<b>Dominion MS</b> Polar Bears
	<b>Binns ES</b> Bulldogs Red		<b>Cols. City Prep for Boys</b> Eagles Black & Burgundy		<b>Duxberry Park ES</b> Dragons Green & Yellow
	<b>Briggs HS</b> Bruins Purple & Gold		<b>Cols. City Prep for Girls</b> Pink & Black		<b>Eakin ES</b> Eagles Royal Blue
	<b>Broadleigh ES</b> Bobcats Green & White		<b>Cols. Downtown HS</b> Green & Black		<b>East Columbus ES</b> Eagles Navy Blue & Yellow
	<b>Buckeye MS</b> Panthers Red & Black		<b>Cols. Gifted Academy 3-8</b> Eagles Yellow & Black		<b>East HS</b> Tigers Orange & Black
	<b>Burroughs ES</b> Bees Yellow & Black		<b>Cols. Global Academy 9-10</b> Lions		<b>East Linden ES</b> Eagles Red & Blue
	<b>Cassady ES</b> Cheetahs Red		<b>Cols. International HS</b> Lions Purple		<b>Eastmoor Academy</b> Warriors Blue & Red

# Individual School Branding

	<b>Eastgate ES</b> Mountain Climbers Orange & Black		<b>Hubbard ES</b> Huskies Blue		<b>Linden STEM Academy</b> Leopards Hunter Green
	<b>Easthaven ES</b> Eagles Purple & Yellow		<b>Huy ES</b> Eagles Royal Blue & White		<b>Livingston ES</b> Mountain Climbers Blue & Yellow
	<b>Ecole Kenwood</b> Lions Blue & Red		<b>Independence HS</b> Patriots Red & Blue		<b>Maize ES</b> Mustangs Blue
	<b>Fairmoor ES</b> Bears Red		<b>Indianola Informal K-8</b> Knights Purple		<b>Marion-Franklin HS</b> Red Devils Red & Black
	<b>Fairwood ES</b> Falcons Blue		<b>Indian Springs ES</b> Falcons Green		<b>Medina MS</b> Mustangs Green & White
	<b>Forest Park ES</b> Pandas Red		<b>Innis ES</b> Eagles Red & Blue		<b>Mifflin HS</b> Punchers Blue & Black
	<b>Fort Hayes Arts &amp; Academics</b> Red & Black		<b>Johnson Park MS</b> Panthers Burgundy & Black		<b>Mifflin MS</b> Bulldogs Green
	<b>Fort Hayes Career Center</b> Red		<b>Leawood ES</b> Lions Navy Blue		<b>Moler ES</b> Bulldogs Red
	<b>Gables ES</b> Gators Green		<b>Liberty ES</b> Lions Yellow		<b>Northland HS</b> Vikings Green & Yellow
	<b>Georgian Heights ES</b> Red Tailed Hawks Burgundy & Yellow		<b>Lincoln Park ES</b> Eagles Royal Blue & Yellow		<b>North Linden ES</b> Cheetahs Dark Gray
	<b>Hamilton STEM Academy</b> Hawks Green & Yellow		<b>Lindbergh ES</b> Lions Green & Yellow		<b>Northgate Intermediate</b> Wolves Purple
	<b>Highland ES</b> Wildcats Blue & White		<b>Linden-McKinley STEM</b> Panthers Burgundy & Black		<b>Northtowne ES</b> Knights Burgundy
	<b>Hilltonia MS</b> Eagles Hunter Green		<b>Linden Park ECEC</b> Red		<b>Oakland Park ES</b> Cheetahs Red

# Individual School Branding



**Oakmont ES**  
Owls  
Blue & White



**Ohio Avenue ES**  
Tigers  
Orange



**Olde Orchard ES**  
Pandas  
Red & Black



**Parkmoor ES**  
Panthers  
Gold & Black



**Parsons ES**  
Panthers  
Red & Black



**Ridgeview MS**  
Pirates  
Black & Yellow



**Salem ES**  
Sharks  
Red & Yellow



**Scottwood ES**  
Lions  
Blue



**Shady Lane ES**  
Wildcats  
Red, Black & White



**Sherwood MS**  
Eagles  
Green & Yellow



**Siebert ES**  
Stallions  
Blue



**South HS 7-12**  
Bulldogs  
Blue



**South Mifflin STEM**  
Bears  
Blue



**Southwood ES**  
Eagles  
Blue



**Starling Pre-K-8**  
Spartans  
Blue



**Stewart Alternative ES**  
Eagles  
Red



**Sullivant ES**  
Eagles  
Blue & Yellow



**Trevitt ES**  
Tigers  
Yellow



**Valley Forge ES**  
Patriots  
Red & Blue



**Valleyview ES**  
Vikings  
Purple & Yellow



**Walnut Ridge HS**  
Scots  
Red & Black



**Watkins ES**  
Bees  
Yellow & Black



**Wedgewood MS**  
Warriors  
Blue & White



**Weinland Park ES**  
Stars  
Navy Blue & Yellow



**West HS**  
Cowboys  
Brown & Yellow



**West Broad ES**  
Raptors  
Blue



**Westmoor MS**  
Eagles  
Blue & Yellow



**West Mound ES**  
All Stars  
Red & Blue



**Westgate ES**  
Gators  
Green & White



**Whetstone HS**  
Blue



**Windsor STEM Academy**  
Knights  
Blue



**Winterset ES**  
Wildcats  
Blue



**Woodcrest ES**  
Stars  
Blue & Yellow



**Woodward Park MS**  
Wildcats  
Navy Blue & Yellow



**World Language MS**  
Leopards  
Purple & Black



**Yorktown MS**  
Pirates  
Blue & Yellow