



CINCINNATI PUBLIC SCHOOLS

Identity Essentials

Revised April 2024
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The CPS symbol is a circle of hands that celebrates inclusiveness and diversity as the star of achievement and the way to the future.

This unique symbol reflects the educational objectives, direction and basic philosophy of the organization:

- National leadership in school reform.
- Commitment to quality, integrated education.
- Commitment to active learning.
- Pride in involved citizenry.
- Commitment to collaboration — students, teachers, administrators, staff, parents, partners and community — as the foundation for success.

Use only logos provided by
CPS Design Department.

For logo files and any questions
you may have about how they
should be used, please contact:

**Cincinnati Public Schools
Design Department**

513-363-0027

LOGO



CPS logo_2728-Blue



CPS logo_Black



CPS logo_White

The colors for the CPS logo are PMS 2728 blue, black, or white (reversed out from a background color). To maintain the integrity of the brand, which is our diversity, **do not recreate or alter the CPS logo**. Page 3 has links to these options in different formats.

COLOR

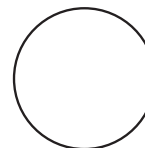


PMS 2728

HEX : #0047BB
RGB : 0,71,187
CMYK: 100 62 0 27



Black



White

FONT

Avenir

Light	<i>Light Oblique</i>
Book	<i>Book Oblique</i>
Roman	<i>Oblique</i>
Medium	<i>Medium Oblique</i>
Black	<i>Black Oblique</i>
Heavy	<i>Heavy Oblique</i>

If you are using a PC to produce print publications for CPS, please install the font on your computer.

In the case that Avenir is not available, the universal default font for print and digital applications, Arial, is acceptable.



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CLEAR SPACE & VIOLATIONS

Proper spacing around the CPS logo promotes legibility and maintains the integrity of the CPS brand identity.

Minimum spacing around the logo is approximately one hand length on all sides.

Do not place typography, graphics, photos or images within the clear space.



The logo correctly reflects the diversity of our district.



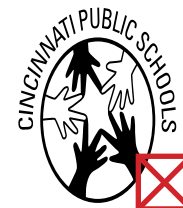
DO NOT do not recreate or alter the CPS logo.



DO NOT alter the color, font style/location, proportion or add elements in the clear space.



Cincinnati Public Schools





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LOGO FILES

Use only logos provided by CPS Design Department. The different formats can be accessed with the links listed to the right of the logos on this page.

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What are the different file types?

png

Most universally usable and viewable format but will get pixelated and blurry if printed/viewed larger than about 5".

Usage examples:

- web
- social media
- Word, Powerpoint and other digital documents

eps, svg and pdf

Most scalable format that will not get pixelated or blurry when printed at any size.

Usage examples:

- signage
- banners
- t-shirts
- promotional items
- printed/viewed large



CPS logo_2728-Blue

[png](#)
[eps](#)
[svg](#)
[pdf](#)



CPS logo_Black

[png](#)
[eps](#)
[svg](#)
[pdf](#)



CPS logo_White

[png](#)
[eps](#)
[svg](#)
[pdf](#)