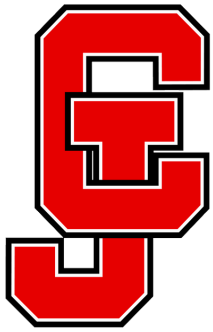
CARL JUNCTION SCHOOLS
BRANDING GUIDE

OFFICIAL LOGO - INTERLOCKING CJ



The Interlocking CJ logo is the District official logo and should be the primary logo used. The logo may be used in the variations shown with a 2x3 ratio. The logo should never be less than 1/2" tall with appropriate margins.

COLOR PALETTE

OFFICIAL COLORS

P - ALARM
RGB 233, 0, 3
CMYK 0%, 100%, 99%, 9%
#E90003

P - WHITE
RGB 225,225, 225
#FFFFF

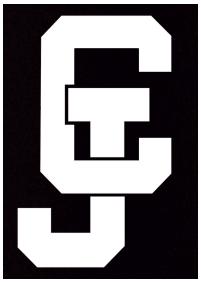
ACCENT COLORS

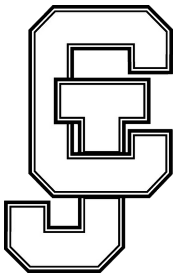
P - BLACK
RGB 0, 0, 0
#000000

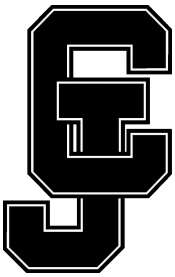
P - NIMBUS CLOUD
RGB 213, 213, 215
CMYK 1%, 1%, 0%, 16%
#D5D5D7

-ADA Compliance- Color contrast: Use high-contrast colors, like dark words on a white background. Avoid pastel or neon colors.

INTERLOCKING CJ VARIATIONS







TYPOGRAPHY

Aa Aa

Roboto Poppins

HEADLINES - ROBOTO
Subheading - Roboto
BULLDOGS - Impact - All Caps
Bulldogs - Rumble Brave Script - Upper and Lower Case

-ADA Compliance-
Body Text is Poppins.
Text spacing: Use proper text spacing and wide margins.
Text size: Use a minimum of 12pt (16px) font size. 14pt font for key points

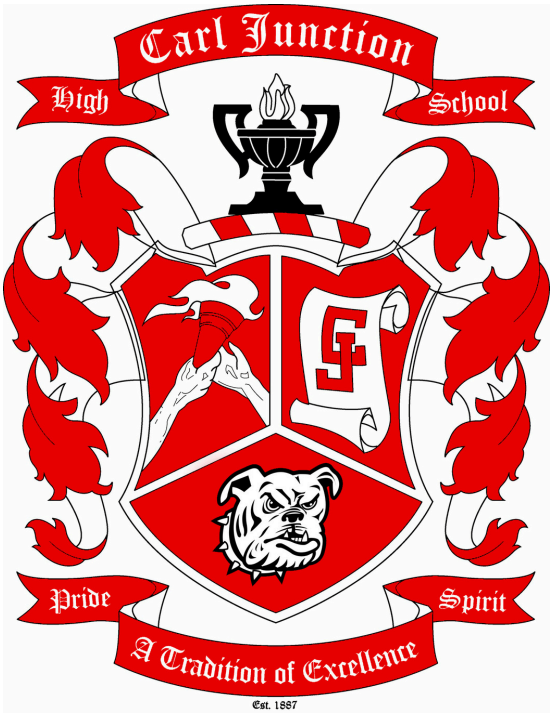
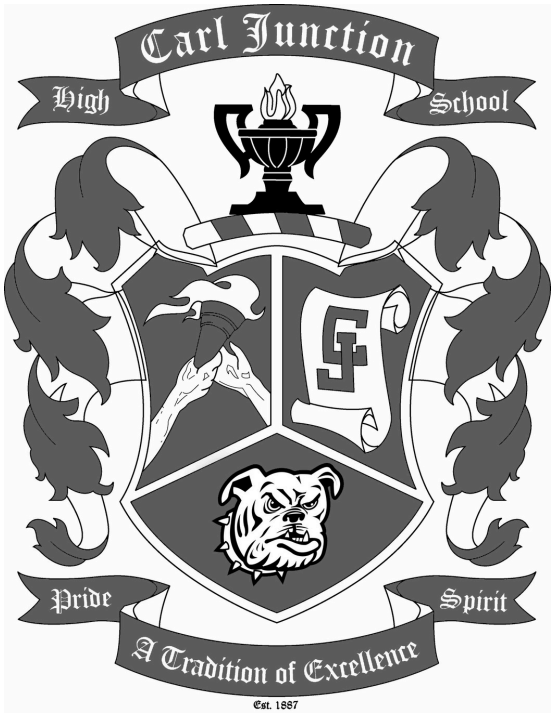
ALTERNATE LOGO

BULLDOGS

SCHOOL DISTRICT VARIATIONS

CARL JUNCTION
SCHOOL DISTRICT

CARL JUNCTION
SCHOOL DISTRICT

CARL JUNCTION
SCHOOL DISTRICT

HIGH SCHOOL CREST