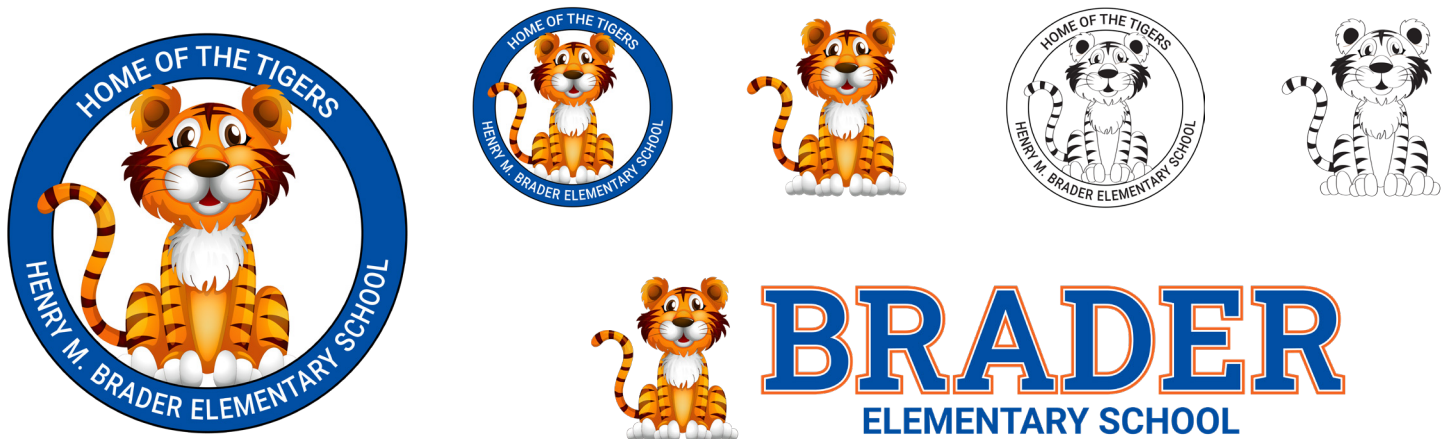


BRADER ELEMENTARY SCHOOL BRAND GUIDELINES

Consistent and unified use of the individual school's and program's logos and colors are equally as important as the District's brand identity. When all elements are used in conjunction, it provides a streamlined appearance that strengthens the Christina School District Community.

The Public Information Office (PIO) requires that all collateral (ie. flyers, posters, building wraps, graphics, signs, apparel, etc.) containing the Christina School District logo receive approval by the PIO department before production or distribution. Requests can be submitted by filling out the Marketing Request Form. If you have any questions about the District brand or would like to use the Christina logo, please contact LaTasha Johnson at latasha.johnson@christina.k12.de.us.

LOGO AND LOGO VARIATIONS



SCHOOL COLORS



CSD BLUE
HEX: #004FA3
CMYK: 100, 79, 0, 0
RGB: 0, 79, 163



CSD WHITE
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



CSD ORANGE
HEX: #FF6600
CMYK: 0, 74, 100, 0
RGB: 242, 103, 34

CONTACT US

LaTasha Johnson | Chief Communications & Marketing Officer
latasha.johnson@christina.k12.de.us

TYPOGRAPHY

Aa **ROBOTO**
ABCDEFGHIJKLMNO
abcdefghijklmno

Fonts used in building communication should be Roboto font if Roboto is not available please use a similar font (ie. Arial, Calibri).

Alyssa Armstrong | Communications & Multimedia Specialist
alyssa.armstrong@christina.k12.de.us