Community Consolidated School District 15

BRAND GUIDE

COMMUNICATIONS DEPARTMENT

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CCSD15



VERTICAL LOGOMARK



JOHN G. CONYERS
LEARNING ACADEMY

REVERSED



JOHN G. CONYERS
LEARNING ACADEMY

SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 99, 94, 5, 1
RGB 44, 54, 145
PMS 2746 C
HEX #2c3691
Websafe #333399

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C
HEX #d1d3d4
Websafe #cccccc

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



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MASCOT



COLORS

CMYK 99, 94, 5, 1
RGB 44, 54, 145
PMS 2746 C
HEX #2c3691
Websafe #333399

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C
HEX #d1d3d4
Websafe #cccccc

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



CENTRAL ROAD
ELEMENTARY SCHOOL

REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 82, 86, 8, 1
RGB 81, 69, 145
PMS 2104 C
HEX #514591
Websafe #663399

CMYK 90, 94, 22, 10
RGB 65, 52, 117
PMS 2112 C
HEX #413475
Websafe #333366

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C
HEX #d1d3d4
Websafe #cccccc

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C
HEX #d1d3d4
Websafe #cccccc

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

CMYK 89, 59, 1, 0
RGB 21 105, 178
PMS 2144 C
HEX #1569b2
WEB #006699

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



GRAY M. SANBORN
ELEMENTARY SCHOOL

REVERSED



GRAY M. SANBORN
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



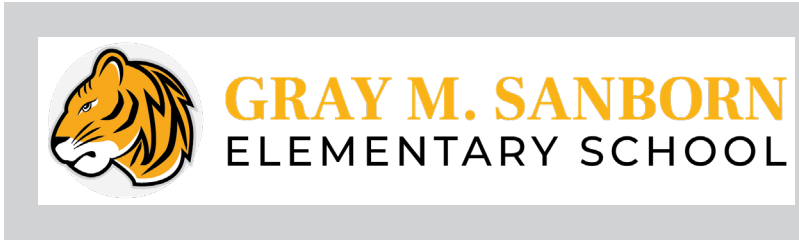
GRAY M. SANBORN
ELEMENTARY SCHOOL

REVERSED



GRAY M. SANBORN
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 1, 38, 100, 0
RGB 247, 168, 27
PMS 137 C
HEX #f7a81b
Websafe: #ff9933

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



HUNTING RIDGE
ELEMENTARY SCHOOL

REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



HUNTING RIDGE
ELEMENTARY SCHOOL

REVERSED



HUNTING RIDGE
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*



HUNTING RIDGE
ELEMENTARY SCHOOL

*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 1, 33, 100, 0
RGB 252, 178, 21
PMS 2010 C
HEX #fcb215
Websafe #ff9900

CMYK 100, 87, 42, 41
RGB 17, 40, 75
PMS 281 C
HEX #11284b
Websafe #003333

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

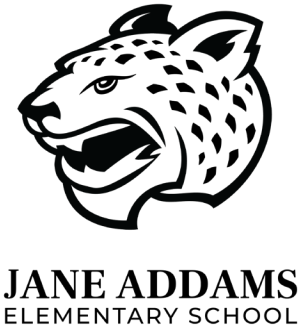
MONTSERRAT MEDIUM

VERTICAL LOGOMARK

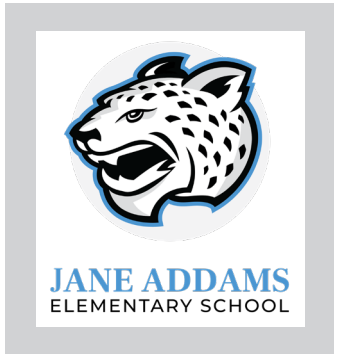


JANE ADDAMS
ELEMENTARY SCHOOL

REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 68, 30, 0, 0
RGB 76, 150, 209
PMS 2915 C
HEX #4c96d1
Websafe #3399cc

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



KIMBALL HILL
ELEMENTARY SCHOOL

REVERSED



SPATIAL GUIDELINES*



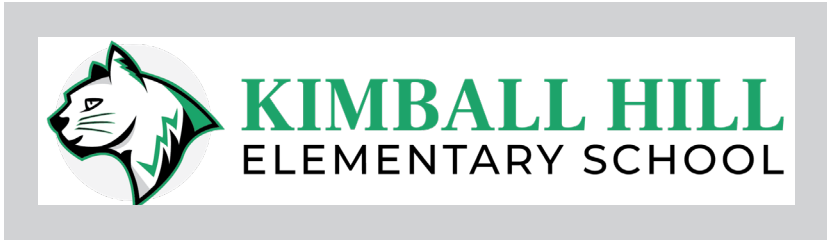
HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 81, 9, 78, 1
RGB 26, 164, 106
PMS 2551 C
HEX #1aa46a
Websafe #339966

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 99, 95, 5, 1
RGB 44, 54, 145
PMS 2746 C
HEX #2c3691
WEB #333399

CMYK 0, 36, 84, 0
RGB 251, 175, 67
PMS 136 C
HEX #fbaf43
WEB #ff9933

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



LINCOLN
ELEMENTARY SCHOOL

REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 1, 33, 100, 0
RGB 252, 178, 21
PMS 2010 C

CMYK 93, 82, 2, 0
RGB 50, 74, 156
PMS 2132 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD
MONTSERRAT MEDIUM

VERTICAL LOGOMARK



MARION JORDAN
ELEMENTARY SCHOOL

REVERSED



SPATIAL GUIDELINES*



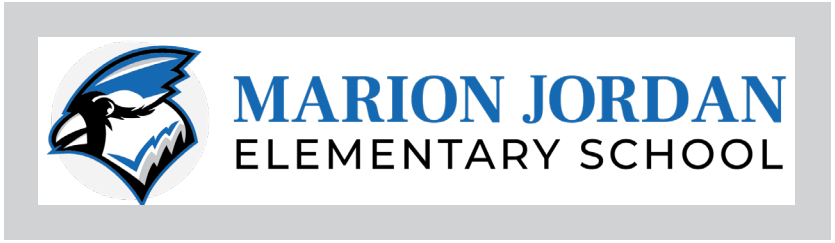
HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 89, 59, 1, 0
RGB 21 105, 178
PMS 2144 C
HEX #1569b2
WEB #006699

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



PLEASANT HILL
ELEMENTARY SCHOOL

REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



PLEASANT HILL
ELEMENTARY SCHOOL

REVERSED



PLEASANT HILL
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*



PLEASANT HILL
ELEMENTARY SCHOOL

*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 16, 100, 87, 6
RGB 196, 18, 48
PMS 186 C
HEX #c41230
WEB #cc0033

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



STUART R. PADDOCK
ELEMENTARY SCHOOL

REVERSED



STUART R. PADDOCK
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*



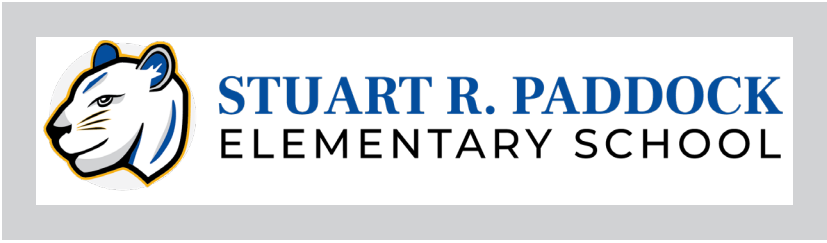
HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 100, 78, 5, 0
RGB 4, 78, 157
PMS 2145 C
HEX #044e9d
Web #006699

CMYK 1, 33, 100, 0
RGB 252, 178, 21
PMS 2010 C
HEX #fcb215
Web #ff9900

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 71, 15, 0, 0
RGB 29, 170, 225
PMS 306 C
HEX #1daae1
WEB 3399cc

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



WILLOW BEND
ELEMENTARY SCHOOL

REVERSED



WILLOW BEND
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



WILLOW BEND
ELEMENTARY SCHOOL

REVERSED



WILLOW BEND
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 16, 100, 87, 6
RGB 196, 18, 48
PMS 200 C
HEX #c41230

CMYK 89, 77, 1, 0
RGB 55, 82, 163
PMS 2131 C
HEX #3752a3

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD
MONTSERRAT MEDIUM

VERTICAL LOGOMARK



WINSTON CAMPUS
ELEMENTARY SCHOOL

REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



REVERSED



SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 67, 30, 0, 0
RGB 82, 152, 210
PMS 2143 C
HEX #5298d2

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



CARL SANDBURG
MIDDLE SCHOOL

REVERSED



CARL SANDBURG
MIDDLE SCHOOL

SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



CARL SANDBURG
MIDDLE SCHOOL

REVERSED



CARL SANDBURG
MIDDLE SCHOOL

SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 12, 100, 98, 2
RGB 209, 32, 39
PMS 2035 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



PLUM GROVE
MIDDLE SCHOOL

REVERSED



PLUM GROVE
MIDDLE SCHOOL

SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



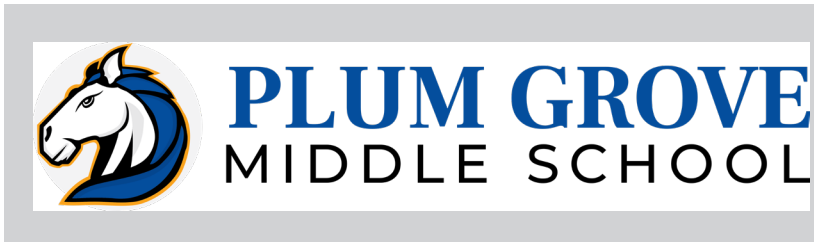
PLUM GROVE
MIDDLE SCHOOL

REVERSED



PLUM GROVE
MIDDLE SCHOOL

SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 100, 78, 5, 0
RGB 4, 78, 157
PMS 2145 C

CMYK 0, 41, 98, 0
RGB 250, 163, 30
PMS 2013 C
HEX #faa31e
WEB #ff9933

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

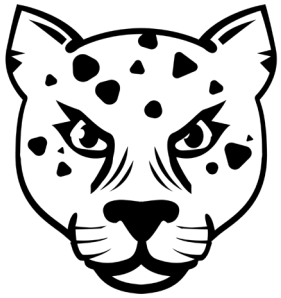
MONTSERRAT MEDIUM

VERTICAL LOGOMARK



THOMAS JEFFERSON
MIDDLE SCHOOL

REVERSED



THOMAS JEFFERSON
MIDDLE SCHOOL

SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



THOMAS JEFFERSON
MIDDLE SCHOOL

REVERSED



THOMAS JEFFERSON
MIDDLE SCHOOL

SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 1, 99, 94, 0
RGB 236, 32, 40
PMS 1788 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



WALTER R. SUNDLING
MIDDLE SCHOOL

REVERSED



WALTER R. SUNDLING
MIDDLE SCHOOL

SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



WALTER R. SUNDLING
MIDDLE SCHOOL

REVERSED



WALTER R. SUNDLING
MIDDLE SCHOOL

SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 93, 82, 2, 0
RGB 50, 74, 156
PMS 2126 C
HEX #324a9c
WEB #33399

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK



WINSTON CAMPUS
MIDDLE SCHOOL

REVERSED



SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK



WINSTON CAMPUS
MIDDLE SCHOOL

REVERSED



WINSTON CAMPUS
MIDDLE SCHOOL

SPATIAL GUIDELINES*



*Gray area represents minimum margin between wordmark and other elements.

MASCOT



COLORS

CMYK 59, 0, 100, 0
RGB 116, 192, 67
PMS 360 C
HEX #74c043

CMYK 89, 34, 100, 27
RGB 16, 103, 53
PMS 349 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD
MONTSERRAT MEDIUM

PLEASE REFRAIN FROM:



Distorting the logos



Adding effects such as drop shadows, gradients, etc.



Tilting the logo



Using the logo at illegible sizes



Changing the colors



Placing the logo on top of an image



Substitute the logotype with any other font



Manipulate the logotype to mascot ratio



Using black and white when color is an option



Letting the logo touch any other element - leave a safety margin



Using the logotype without the logomark



Adding an outline of any kind