

# 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, 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 questions about the district brand or would like to use the Christina logo, please contact LaTasha Johnson at [latasha.johnson@christina.k12.de.us](mailto:latasha.johnson@christina.k12.de.us).

## OFFICIAL KEENE ELEMENTARY SCHOOL LOGO & VARIATIONS

Attached are the official Keene Elementary School logos and logo variations. Altering or recreating the logos or logo variations are prohibited. Vector artwork may be requested by contacting the Public Information Office.



Primary Logo



Primary Logo



Full Color Mascot



Black/White Logo



Black/White Mascot



Horizontal Logo

## OFFICIAL KEENE ELEMENTARY SCHOOL COLORS

### CSD TEAL

HEX: #000808  
CMYK: 100, 0, 0, 50  
RGB: 0, 128, 128

### CSD GOLD

HEX: #FFCC00  
CMYK: 0, 20, 100, 0  
RGB: 255, 204, 0

### CSD WHITE

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

## CONTACT US

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