

BRAND SYSTEM

OFFICIAL USAGE & STYLE GUIDE

Cedar Rapids
Community School District

Every Learner. Future Ready.

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ABOUT THIS GUIDE

Cedar Rapids Community School District

Every Learner. Future Ready.

INTRODUCTION

At the Cedar Rapids Community School District we steadfastly deliver on the promise of *Every Learner. Future Ready.* We believe in Innovation; equity; leadership as a collaborative action; student ownership; a safe, engaging, growth-oriented, and diverse culture and climate; and high quality instruction which profiles academic, social, and emotional learning to all students.

WHY IT'S IMPORTANT TO BE CONSISTENT

Your brand is your identity – it stands for what you believe in and how you want the world to perceive your organization. This brand standards guide was created to give Cedar Rapids Community School District a resource for how to properly apply your brand to all types of applications: merchandise, fliers, web, signage and more. A brand standards guide helps you stay true to the investment you made in your logo and provides consistency and professionalism to your identity.

A highly-recognized brand can become a valuable asset. That's why keeping logos and trademarks consistent will help promote Cedar Rapids Community School District's success.

This guide can be used as an internal document, and also shared with vendors who may need access to such information as Pantone® colors, guidance on allowable clearance and proper placement of the logo. It puts best practices of design into a format that will serve as a reference point for all applications. As Cedar Rapids Community School District grows, staying true to the initial design will help create a consistent brand image.

District logo files are available on www.crschools.us or may be requested from Graphics and Printing at 319.558.2200 or graphics@crschools.us.

If you have questions regarding specific use or need more information, feel free to contact Community Relations at 319.558.2124.

PERMISSIONS AND USAGE GUIDELINES

To ensure consistency and protect the integrity of the CRCSD brand, only authorized personnel are permitted to create official designs and materials for external district-wide publication. The communications team and graphic designers in the Graphics and Printing office are the primary contacts for any official design or branding requests.

DISTRICT-WIDE PUBLICATIONS:

To request the design or updating of materials for external district-wide publication email community relations at communityrelations@crschools.us. This includes but is not limited to brochures, flyers, banners, event invitations, mass mailings/emails, etc. All requests should be submitted a minimum of 2 weeks prior to the deadline. All materials for external district-wide publication must first be approved by the Dir. of Brand Communications and then the Superintendent. Include the following information in your email:

- Name, Title, School/Department, type of publication, target audience, key messages, graphics and images to include, & the due date.

SCHOOL-WIDE PUBLICATIONS:

To request the design or updating of materials for external school-wide publication email graphics and printing at graphics@crschools.us. All requests should be submitted a minimum of 2 weeks prior to the deadline. All materials for external schoolwide publication must first be approved by the school's principal. Include the following information in your email:

- Name, Title, School, type of publication, target audience, key messages, graphics and images to include, & the due date.

LOGO USAGE:

The CRCSD logo and other brand assets are valuable intellectual property and must be used in accordance with the guidelines outlined in this style guide.

- **Internal Use:** All staff, departments, and authorized personnel are permitted to use the logo for district-related communications, following the approved brand usage guidelines.
- **Third-Party Use:** External organizations, media, or individuals seeking to use the CRCSD logo or other brand assets must submit a request to the communications department for approval by emailing communityrelations@crschools.us. Approval will be granted based on alignment with district goals and brand guidelines.
    - Requests should include details on how the logo or assets will be used (e.g., promotional materials, website, events).
    - CRCSD's name or language used alongside the logo should not appear as an endorsement of any product, service, or organization.
    - CRCSD reserves the right to deny requests that do not align with the district's values or branding standards.

By adhering to these guidelines, we ensure the consistent and professional use of our brand assets across all materials and communications.

WHO WE ARE

Whenever possible, our communications should incorporate our mission, vision, and values (MVV) to reinforce this commitment and strengthen our connection with the community.

OUR PROMISE:

Our promise to the Cedar Rapids community is "*Every Learner. Future Ready.*" Our students are equipped, empowered, and engaged upon graduation. They possess more than just a high school diploma; they are prepared for the workforce from day one and are actively involved in civic duties. The success of our students is directly tied to the success of the community, and when they thrive, the Cedar Rapids community thrives. "*Every Learner. Future Ready.*" is not just a commitment to our students but a pledge to the entire community to ensure a prosperous future.

MISSION:

To ensure all learners experience a rigorous and personalized learning experience so they have a plan, a pathway and a passion for their future.

VISION:

Ever Learner. Future Ready.

CORE VALUES:

EVERYONE
We celebrate and value the unique gifts, identities, and perspectives of all individuals in our diverse CRCSD family,

EQUIPPED
We provide the tools, knowledge, and resources necessary for every member of our district to ignite their potential.

EMPOWERED
We foster an environment where all are encouraged to spark their passions, voice their ideas, and take initiative.

ENGAGED
We actively participate in fueling our school district and beyond, fostering unity through shared growth and collaborative efforts.

EXCEL
We strive for excellence in all endeavors, believing that as individuals ignite their potential, our entire educational community thrives.

BRAND VOICE

EASY TO UNDERSTAND:

We ensure our messages are clear, easy to understand, and inclusive for everyone. We write at a 4th-grade reading level, avoiding jargon, acronyms, and complex terms. By using plain language, we make information understandable and build trust with our community.

INCLUSIVE & COMMUNITY-FOCUSED:

Our communication reflects our commitment to inclusivity by recognizing and supporting each person's unique contributions, knowing they drive our community's greatness. We foster a culture of belonging, collaboration, and opportunity, creating a vibrant environment where every individual is equipped to thrive.

SUPPORTIVE & STUDENT-CENTERED:

Students are at the heart of everything we do. Our communication emphasizes how decisions, programs, and initiatives directly benefit and impact students. Our voice reflects our unwavering commitment to empowering every student to thrive.

PROFESSIONAL & TRUSHWORTHY:

CRCSD's brand voice is clear, reliable, and consistent. We communicate with professionalism, ensuring accuracy and transparency in all messages. Our commitment to trust is reflected in the integrity of our content, maintaining a high standard of quality and accountability. This approach fosters confidence in our community and strengthens our reputation as a dependable and credible source of information.

COLOR PALETTE SPECIFICATIONS

PRIMARY COLOR PALETTE

Green
SPOT: PMS 367
CMYK: 41/0/100/0
RGB: 164/205/57
HEX: A4CD39

Teal
SPOT: PMS 7473
CMYK: 80/10/45/0
RGB: 0/167/157
HEX: 00A79D

Purple
SPOT: PMS 2623
CMYK: 45/100/0/55
RGB: 86/0/78
HEX: 56004E

SECONDARY COLOR PALETTE

Red
SPOT: PMS 186
CMYK: 15/100/90/0
RGB: 210/35/51
HEX: D22333

Orange
SPOT: PMS 144
CMYK: 0/50/100/0
RGB: 247/148/29
HEX: F7941D

Gray
SPOT: PMS Cool Gray 4
CMYK: 25/20/20/0
RGB: 191/191/191
HEX: C0BFBF

The consistent use of these colors will create recognition and strengthen the brand identity.

Cedar Rapids Community School District has standards for reproducing colors so they will always look consistent, no matter where they appear. For example, the logo should be reproduced in full color whenever possible.

These colors should be employed throughout Cedar Rapids Community School District communications and are equivalent to the Pantone® Matching System numbers listed in the table below. For four-color process printing (also known as full-color printing), refer to the CMYK values shown. For desktop publishing, such as Google Docs or Google Slides, refer to the RGB (print/on-screen) values. For web applications, refer to the RGB (print/on-screen) values or Hexadecimal web values.

The Pantone and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible. For applications in color systems not included here, use the Pantone values for color matching.

TYPOGRAPHY

Print and Digital typographic suggestions for Cedar Rapids Community School District.

GOOGLE FONTS

Primary: Georgia

Subhead Font: Montserrat

Body Font: Calibri

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Montserrat Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Montserrat Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Montserrat Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Montserrat Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Montserrat Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

TYPOGRAPHY

Print and Digital typographic suggestions for Cedar Rapids Community School District.

ADOBE FONTS

Primary: Minion Pro

Subhead Font: Avenir

Body Font: Arial

Minion Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Minion Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Minion Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Avenir Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&,.

LOGO - CONCEPT



Cedar Rapids
Community School District

Every Learner. Future Ready.

ICON

The Cedar Rapids Community School District logo represents the District's best attributes. Its colors symbolize diversity (of students, staff and community) and inclusivity.

The stylized star symbolizes illumination; excellence; and boundless, dynamic energy.

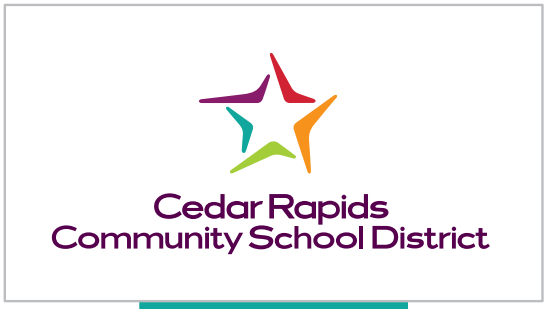
FONT

The font is strong and decisive. Deep purple intersects the calm stability of blue with fierce energy of red, evoking both grounded energy and ambition.

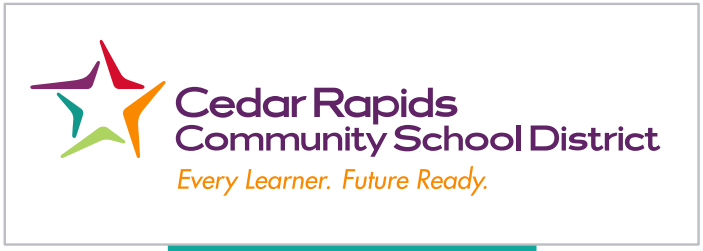
LOGO - VARIATIONS



Logo - Vertical Lock-up w/tagline



Logo - Vertical Lock-up



Logo - Horizontal Lock-up w/tagline



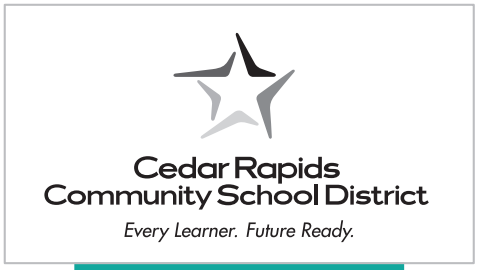
Logo - Horizontal Lock-up

The logo may be used with or without the vision statement "*Every Learner. Future Ready.*"

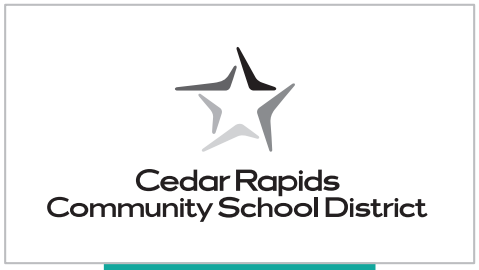
When the vision statement is included it must appear in the font, color and design as shown.

Logos must not be altered in any way other than to adjust the size proportionally. When used on branding, co-branded materials, or other items such as garments or commodities, it may be necessary to print the logo on a color background. It is never acceptable to change the color of the logo, but the logo may be overprinted on light shades of color or lightly colored and textured backgrounds that do not make it illegible.

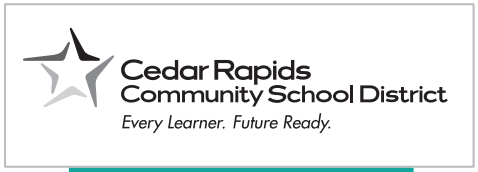
LOGO - VARIATIONS



Grayscale Logo - Vertical Lock-up w/tagline



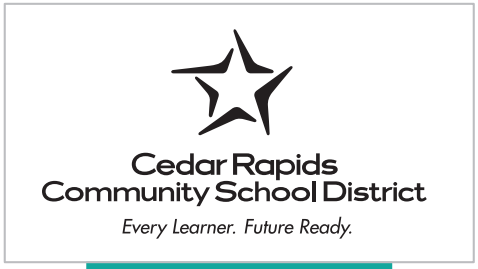
Grayscale Logo - Vertical Lock-up



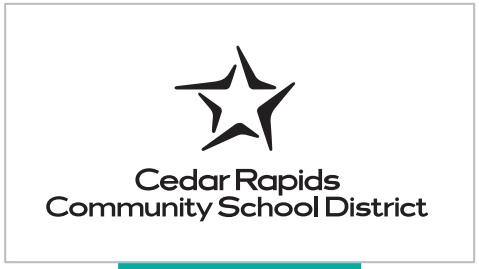
Grayscale Logo - Horizontal Lock-up w/tagline



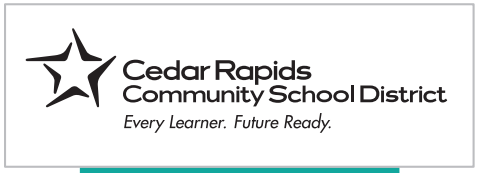
Grayscale Logo - Horizontal Lock-up



Black Logo - Vertical Lock-up w/tagline



Black Logo - Vertical Lock-up



Black Logo - Horizontal Lock-up w/tagline



Black Logo - Horizontal Lock-up

ONE-COLOR LOGO

When the full-color and reversed-out logos are not options, the logo should be printed in 100% black.

Grayscale and black logos should be used only as needed.

The logo can be made available with the vision "*Every Learner. Future Ready.*"

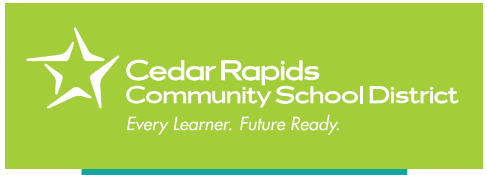
LOGO - VARIATIONS



Reverse Logo - Vertical Lock-up w/tagline



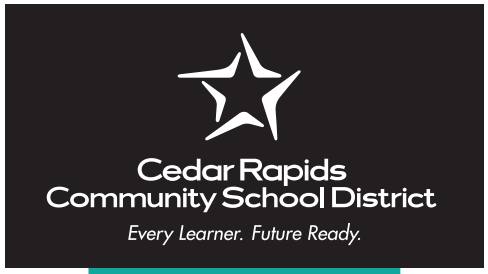
Reverse Logo - Vertical Lock-up



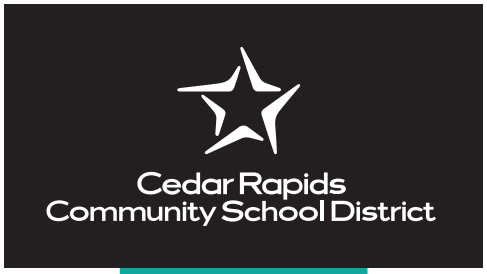
Reverse Logo - Horizontal Lock-up w/tagline



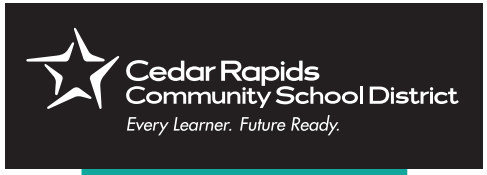
Reverse Logo - Horizontal Lock-up



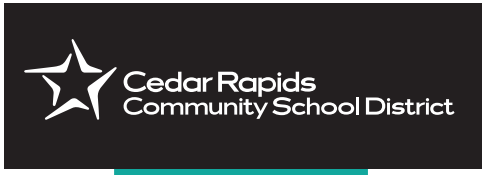
Reverse Logo - Vertical Lock-up w/tagline



Reverse Logo - Vertical Lock-up



Reverse Logo - Horizontal Lock-up w/tagline



Reverse Logo - Horizontal Lock-up

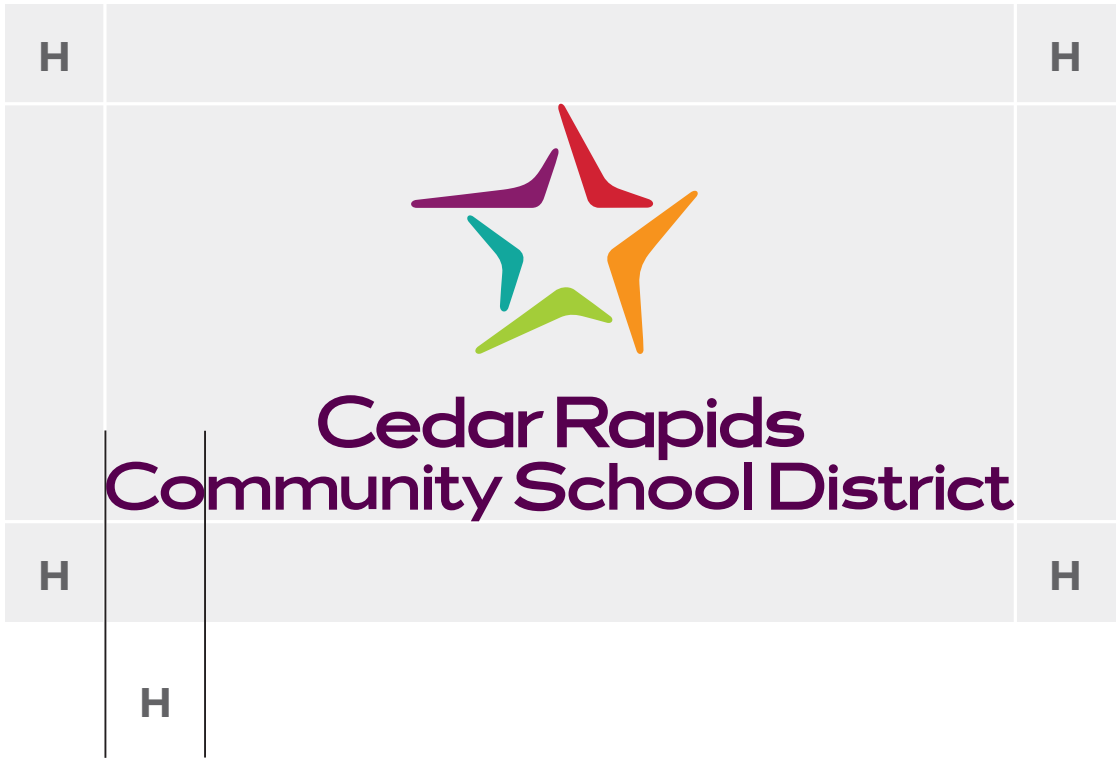
REVERSED-OUT LOGO

The logo can also be used in a reversed-out manner if background color or background photography does not allow the full-color logo to appear clearly.

Reverse logos should be used only as needed.

The logo can be made available with the vision "*Every Learner. Future Ready.*"

LOGO - SURROUNDING SPACE



A minimum area surrounding the logo must be kept clear of any other company names, symbols and/or logos by a minimum of 1 H heights. More than the minimum clear space is encouraged if the application provides the opportunity.

Minimum clear space on all sides is equal to the width of the “Co” in Community.

When viewed electronically (i.e. website, electronic newsletters), logos must be separated from any other company names, symbols and/or logos by a minimum of 40 pixels or 1 H heights, whichever is greater.

H = Width of the “Co” in Community.

LOGO - INCORRECT USAGE









Do not distort, crop or “jazz up” the brand mark. Ever.

Do not use the logo as a headline. It should be used for support, not to get attention.

Do not use the logo in text. Always use the company name instead.

Always use the correct typefaces and relative positioning and size of all elements.

The examples on this page illustrate some unacceptable displays:

- Do not distort any part of the logo.
- Do not crop any portion of the logo.
- Do not tilt the logo.
- Do not rotate the logo.
- Do not apply an effect to the logo.
- Do not modify the color of the logo.
- Do not add images or other icons that obscure or alter the logo.
- Do not make any other distortions just because they aren’t listed or portrayed on this page.

COLLEGE & CAREER PATHWAYS LOGO



IMAGERY:

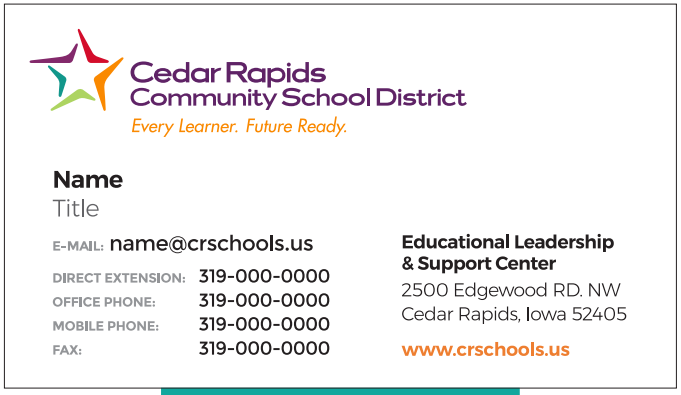
PHOTOS & VIDEOS

When using photos and videos, always feature high-quality, real images of CRCSD schools, students, and staff that are engaging, dynamic, and fun. Ensure all visuals are in full color, never black and white, to reflect the vibrancy of our community. Images should showcase the rich diversity of our district to promote inclusivity and represent the varied backgrounds, abilities, and experiences of our students, staff, and families. Stock images should be avoided, as we aim to showcase authentic moments and experiences that truly represent our district.

GRAPHICS & ICONS

When photos are not available, graphics and icons can be used to complement the message. Choose simple, clean, and relevant visuals that align with our brand's professional and approachable tone. Avoid overly complex or abstract designs that could confuse the audience. Ensure all graphics and icons are consistent in style, color, and tone with other brand elements. Use them sparingly and purposefully to enhance communication, not overwhelm it. Always aim for clarity and simplicity, ensuring the visuals support the content and resonate with the community.

BUSINESS CARD - DISTRICT



Business Card - Front



Business Card - Back

Please use the following specifications when creating our standard district business cards.

DISTRICT BUSINESS CARD LAYOUT - FRONT

Logo should appear in the top left corner .137" from the left side and .185" from the top. The length of the logo should be 2.28". Contact name should be set in 9pt Montserrat Semibold in 100% black. Title should be set in 9pt Montserrat Light in 75% black. E-mail and phone number descriptors should be set in 5pt Montserrat Bold with all caps in 75% black. E-mail address should be set in 8pt Montserrat Regular in 100% black. Phone numbers should be set in 7pt Montserrat Semibold in 100% black. "Educational Leadership & Support Center" should be set in 7pt Montserrat Semibold in 100% black. Address should be set in 7pt Montserrat Light in 100% black. URL should be set in 7pt Montserrat Bold in Cedar Rapids Community School District orange. All text should be set with a -25 tracking.

DISTRICT BUSINESS CARD LAYOUT - BACK

Background is white. The "All Star" icon should be placed .195" from the left and .466" from the top. Icon should measure .541" w x .473" h. "Mission" should be set in 14pt Montserrat Bold with Cedar Rapids Community School District purple. Mission text should be set in 10pt Montserrat Light with an 11pt leading and a color of white. All text should be set with a -25 tracking.

PRINTING

The Cedar Rapids Community School District print shop can layout and print your business cards. Their phone number is 319.558.2200.

BUSINESS CARD - SCHOOL



Please use the following specifications when creating our standard school business cards.

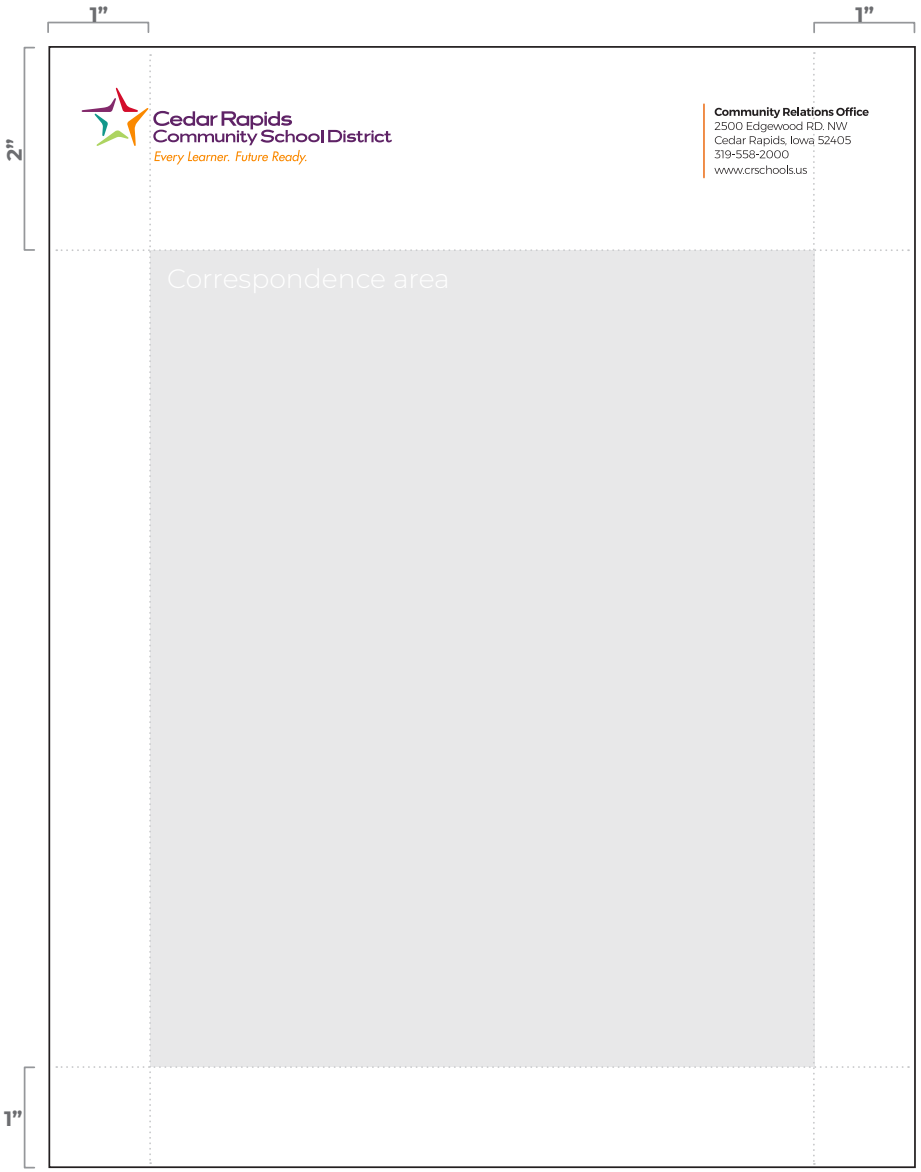
SCHOOL BUSINESS CARD LAYOUT - FRONT

Logo should appear in the area that measures 2.2" w x .625" h and is .318" from the left and .158" from the top of the card. School logo should NOT venture outside of this area. Contact name should be set in 9pt Montserrat Semibold in 100% black. Title should be set in 9pt Montserrat Light in 75% black. E-mail and phone number descriptors should be set in 5pt Montserrat Bold with all caps in 50% black. E-mail address should be set in 8pt Montserrat Medium in 100% black. Phone numbers should be set in 7pt Montserrat Semibold in 100% black. School address should be set in 7pt Montserrat Light with 9pt leading in 100% black. School URL should be set in 6pt Montserrat Bold and color can be chosen from your school's color palette. "Cedar Rapids Community School District" should be set in 4pt Montserrat Bold in 100% Cedar Rapids Community School District purple. All text should be set with a -25 tracking.

PRINTING

The Cedar Rapids Community School District print shop can layout and print your business cards. Their phone number is 319.558.2200.

LETTERHEAD - DISTRICT



Please use the following specifications when creating our standard district letterhead.

DISTRICT LETTERHEAD LAYOUT

Logo should appear in the top left corner .3” from the left side and .4” from the top. The dimensions for the logo should be 3” w x .755” h. Section title should be set in 8pt Montserrat Semibold in 100% black. Address, phone number and URL should be set in 8pt Montserrat Light with 10pt leading in 100% black. Text should be left justified and be placed .584” from the top and .5” from the right side of the page. All text should be set with a -25 tracking. Correspondence area measures 1” from right, left and bottom sides and 2” from the top of the page.

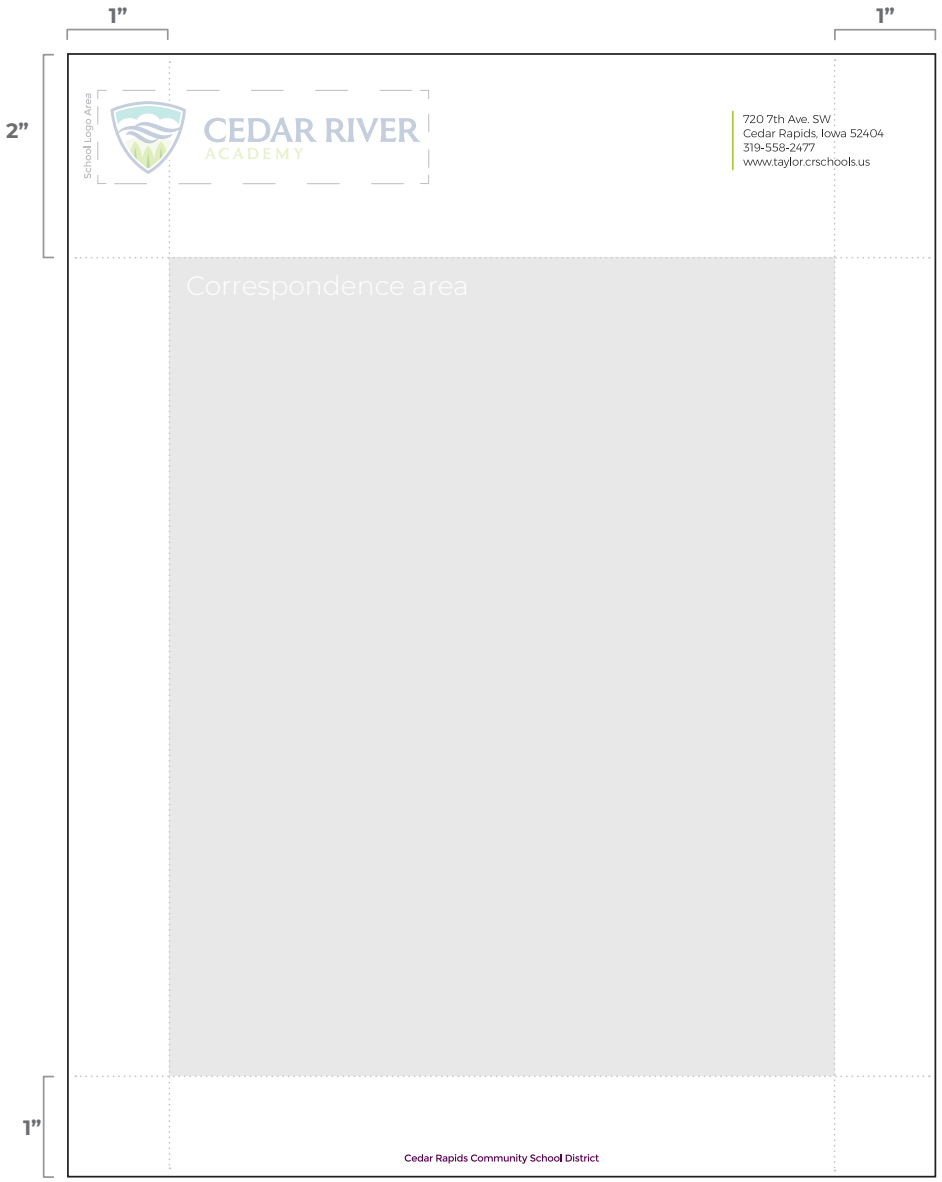
PRINTING

The Cedar Rapids Community School District print shop can layout and print your letterhead. Their phone number is 319.558.2200.

DIGITAL LETTERHEAD

The Cedar Rapids Community School District print shop can layout a digital letterhead for you in Microsoft Word or Google Docs. Their phone number is 319.558.2200.

LETTERHEAD - SCHOOL



Please use the following specifications when creating our standard district letterhead.

SCHOOL LETTERHEAD LAYOUT

Logo should appear in the area that measures 3.25” w x .914” h and is .3” from the left and .36” from the top of the card. School logo should NOT venture outside of this area. Address, phone number and URL should be set in 8pt Montserrat Regular with 10pt leading in 100% black. Text should be left justified and be placed .6” from the top and .6” from the right side of the page. A 1pt rule should be placed .125” to the left of the address information and color can be chosen from your school’s color palette. All text should be set with a -25 tracking. Correspondence area measures 1” from right, left and bottom sides and 2” from the top of the page. “Cedar Rapids Community School District” should be set in 7pt Montserrat Regular in 100% Cedar Rapids Community School District purple centered and within .25” of the bottom of the page.

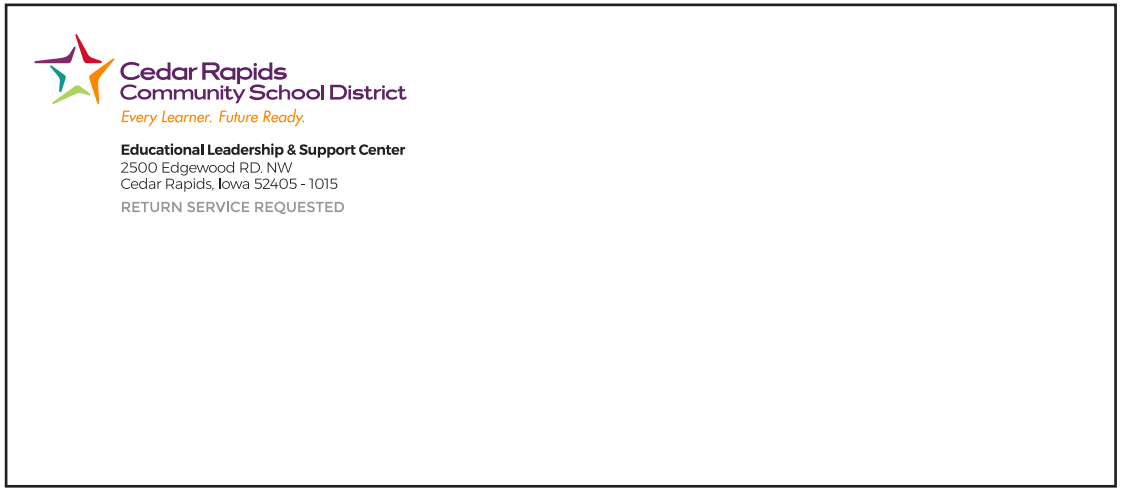
PRINTING

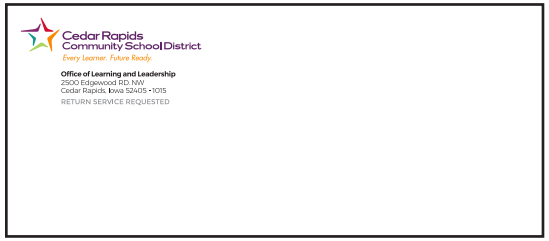
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DIGITAL LETTERHEAD

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ENVELOPES - DISTRICT









Please use the following specifications when creating our standard district envelopes.

DISTRICT ENVELOPE LAYOUT

Logo should appear in the top left corner .3" from the left side and .3" from the top. The dimensions for the logo should be 3.2" w x .807" h. Section title should be set in 9pt Montserrat Semibold with 10pt leading in 100% black. Address should be set in 9pt Montserrat Light with 10pt leading in 100% black. "RETURN SERVICE REQUESTED" should be set in 9pt Montserrat Regular all caps in 50% black. Text should be left justified and be placed 1" from the left side of the page. All text should be set with a -25 tracking.

PRINTING

The Cedar Rapids Community School District print shop can layout and print your envelopes. Their phone number is 319.558.2200.

ENVELOPES - DISTRICT
(#10 - BLACK & WHITE)

Cedar Rapids
Community School District
Every Learner. Future Ready.

Educational Leadership & Support Center
2500 Edgewood Road NW
Cedar Rapids, Iowa 52405-1015

RETURN SERVICE REQUESTED

ENVELOPES - DISTRICT

(#10 - BLACK & WHITE BULK)

Cedar Rapids
Community School District

Every Learner. Future Ready.

Educational Leadership & Support Center
2500 Edgewood Road NW
Cedar Rapids, Iowa 52405-1015

RETURN SERVICE REQUESTED

NONPROFIT ORGANIZATION
U.S. Postage Paid
Cedar Rapids, Iowa
Permit No. 147

ENVELOPES - SCHOOL



Please use the following specifications when creating our standard district envelopes.

SCHOOL ENVELOPE LAYOUT

Logo should appear in the area that measures 2.67” w x .77” h and is .3” from the left and .25” from the top of the card. School logo should NOT venture outside of this area. Address should be set in 8pt Montserrat Regular with 10pt leading in 100% black. “Member of the Cedar Rapids Community School District” should be set in 6pt Montserrat Semibold in 30% black. Text should be left justified and be placed .427” from the left side of the page. All text should be set with a -25 tracking.

PRINTING

The Cedar Rapids Community School District print shop can layout and print your envelopes. Their phone number is 319.558.2200.

EMAIL SIGNATURE - DISTRICT



Calibri Bold - 12pt - #000000 — **Name**
Calibri Regular - 12pt - #808080 — Title
Calibri Regular - 10pt - #808080 — Direct Extension: 319-000-0000
Office Phone: 319-000-0000
Mobile Phone: 319-000-0000
Fax: 319-000-0000

Calibri Bold - 11pt - #000000 — **Educational Leadership& Support Center**
Calibri Regular - 10pt - #808080 — 2500 Edgewood RD. NW
Cedar Rapids, Iowa 52405
Calibri Bold - 10pt - #ED7D30 — **www.crschools.us**

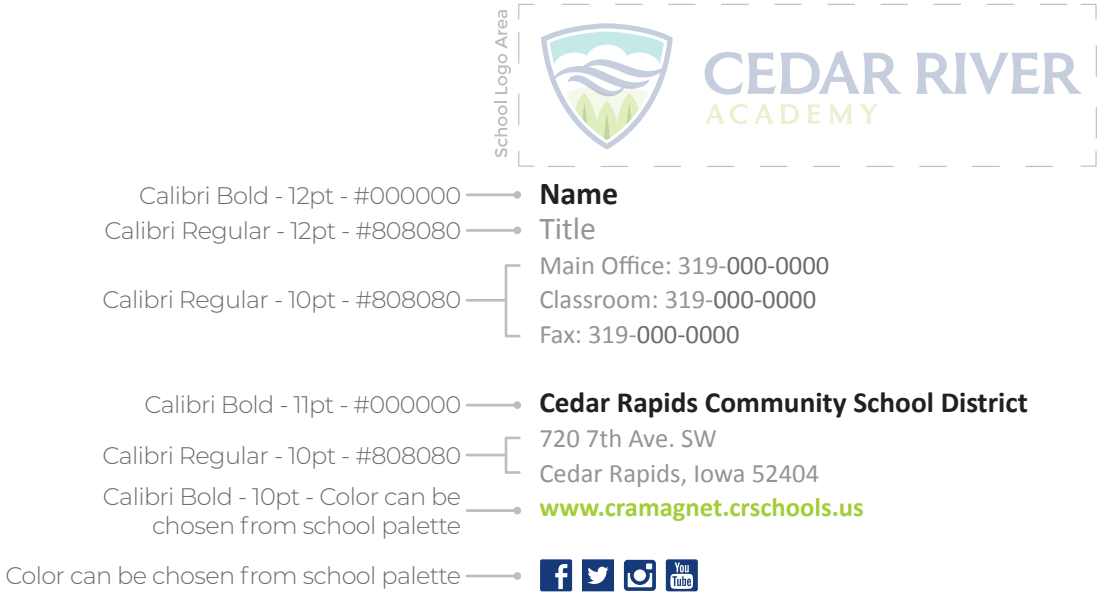
#00A99D —

Please use the following specifications when creating our email signatures.

DISTRICT SIGNATURE

Cedar Rapids Community School District logo should fit within a 300px by 75px box and always be placed above the contact information. URL should be used with Cedar Rapids Community School District orange. Social media icons should be Cedar Rapids Community School District teal.

EMAIL SIGNATURE - SCHOOL



Please use the following specifications when creating our email signatures.

SCHOOL SIGNATURE

School logo should fit within a 300px by 75px box and always be placed above the contact information. URL and social media icon colors can be chosen from your school's color palette.

GOOGLE SLIDES







Please use the following specifications when creating our Slides presentations.

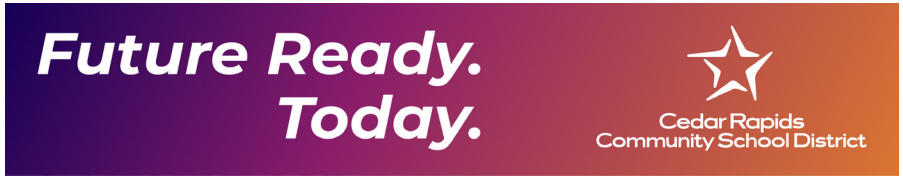
PRESENTATION LAYOUT

Title page heading should be set in 45pt Calibri bold with sub-heading in 29pt - both in CRCSD purple. Content slide title should be set in 34pt Calibri bold in purple.

PRESENTATION TEMPLATE

Templates are available through Slides in Google Suite or may be requested from Graphics and Printing at graphics@crschools.us.

PUBLICATIONS



PUBLICATIONS:

A variety of published materials are generated to communicate to our staff, families, and community each year. These publications reach thousands of people and are a valuable opportunity to develop and maintain an identity as a school district. The Cedar Rapids Community School District logo should appear on all building-specific publications on the front or back cover or on the inside of the front or back cover of brochures, catalogues, and other materials.

Use the provided examples as inspiration for color combinations and layout. The Office of Community Relations and/or Graphics and Printing is available to assist with publication layout and design of district-wide materials.

DEPARTMENTAL TEMPLATE

