



CLEAR CREEK AMANA COMMUNITY SCHOOL DISTRICT
MASCOT & ACTIVITY LOGOS STYLE GUIDE

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CONTACT

If you would like to request artwork, have questions regarding specific use or need more information, feel free to contact:

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www.ccaschools.org

Specific software is needed to open certain files. The Director of Communications will work directly with vendors regarding requests for vector-based files and approval process. This guide is intended for use with the Clear Creek Amana Community School District. If you are not with a CCA program, and wish to use the logos, contact the Director of Communications for directions on how to apply for a TM Licensed agreement.

RELATED POLICIES

905.04 Use of District and School Logos
713 & 713-R(1) Responsible Technology Use/Social networking

APPROVED PRINT VENDORS LISTED ON THE WEBSITE:

<https://www.ccaschools.org/departments1/communications/logo-use>

INTRODUCTION

CONCEPT

The Clear Creek Amana Community School District is progressive, with a focus on advanced learning and continuous improvement. The Clipper ship mascot embodies the spirit of the district as clipper ships are sharp-lined and built for speed; meant to lead the way for others. The Clipper logo represents the intensity, pride and tradition of a Clear Creek Amana Clipper.

BRAND STANDARDS

These guidelines describe the visual and verbal elements that represent the CCA Clippers identity. This includes our name, logo and other elements such as color, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our district.

These guidelines reflect the CCA Clippers commitment to quality, consistency and style.

Each of us is responsible for protecting the district's interests by preventing unauthorized or incorrect use of the CCA Clipper name and marks. To maintain the brand integrity of the Clear Creek Amana Community School District, it is mandatory that all logos be applied as indicated in this style guide **without modification or alteration**. All artwork should be approved by the Director of Communications before printing.

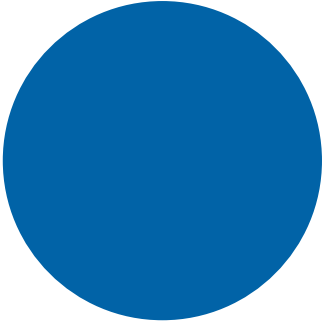
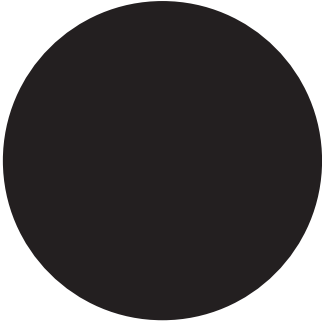
Since many organizations, clubs, activities, extra-curriculars, groups, etc. would not exist without the Clear Creek Amana Community School district, all print products, not just apparel, produced FOR ANY CCA program, activity, club, etc. must have approval prior to printing regardless if a logo is used or not.

Approved print vendors have logo and word mark files and have a good understanding of how to use the files and it is their job to design according to the style guide. New vendors must speak with the Director of Communications. Once a design is created, the CCA staff person is responsible for attaining appropriate approval to proceed with printing.

COLOR PALETTE

This is the primary color palette for Clear Creek Amana. Only use combinations of these colors. Do not introduce other colors into the Clipper color family.

Use the CMYK color equivalencies for print applications (flyers, posters, etc.), use RGB for web applications and use the PMS colors when requested as necessary.

PRIMARY		PRIMARY	ACCENT ONLY
			
Pantone C	300C	White	Black
CMYK	99.50.0.0	0.0.0.0.	60.40.40.100
RGB	0.94.184	255.255.255	0.0.0
HEX	005EB8	#FFFFFF	#000000

COLOR EXCEPTIONS

CHARITY OR SPEVENT

Special approval can be obtained for temporarily changing the color of a logo or wordmark to support a one time fundraiser or charity event, i.e. a cancer awareness event, “Pink Out”. All documentation during sales clearly states the purpose for the fundraiser.

- The fundraiser must get approval through CCA fundraising first.
- The color of the shirt or design should be the official color representing the charity.
- The design and colors would follow the same approval process as outlined in the style guide.

Example:



STATE TOURNAMENT STUDENT PARTICIPANT TEE SHIRTS

If customary to make a special state tournament team tee shirt for the student participants, coaches may request approval to print the logo/art design on a non-customary color of tee shirt for only the team student participants to purchase. The logo and art design colors will follow the style guidelines as indicated on page 4 of the style guide.

- The color of tee shirt must be requested well in advance to allow time for approval and printing.

TYPOGRAPHY

Use the Kulturista font family for headline text and the Proxima Nova font family for body copy text. Both fonts can be synced from typekit.com.

HEADLINE FONTS

KULTURISTA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KULTURISTA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KULTURISTA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KULTURISTA SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY FONTS

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

ADDITIONAL HEADLINE FONTS

When fonts are limited in applications like Powerpoint or Microsoft word, use the Gill Sans font family for headlines and body copy.

HEADLINE FONTS

GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FACET HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY FONTS

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GILL SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

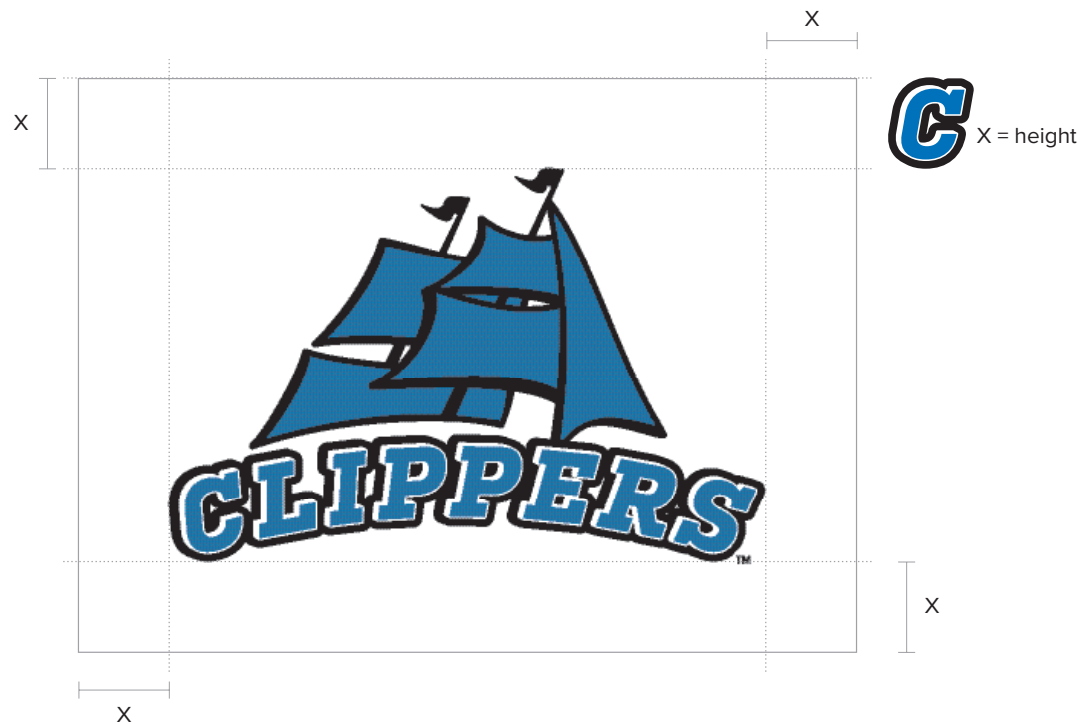
DOLLIE SCRIPT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

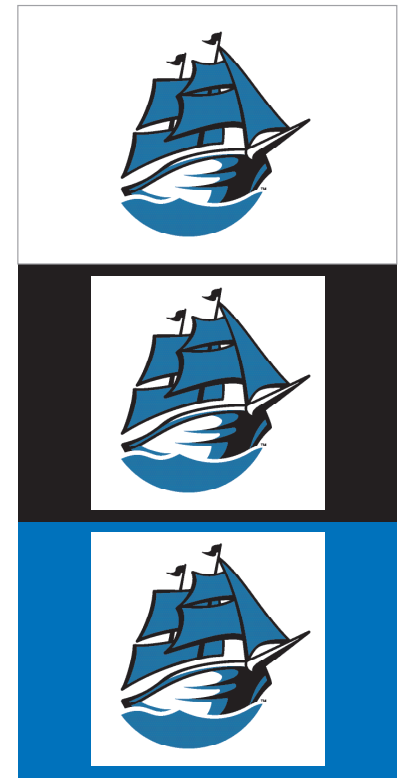
PRIMARY MASTER MARK // CLIPPERS WITH SAILS

Each logo is an art file and should not be taken apart or manipulated and only use as intended.

Each logo has an established safe zone. This safe zone is the height of the C and is intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element should fall within the safe zone shown below.



PRIMARY MASCOT LOGOMARK // CLIPPER SHIP

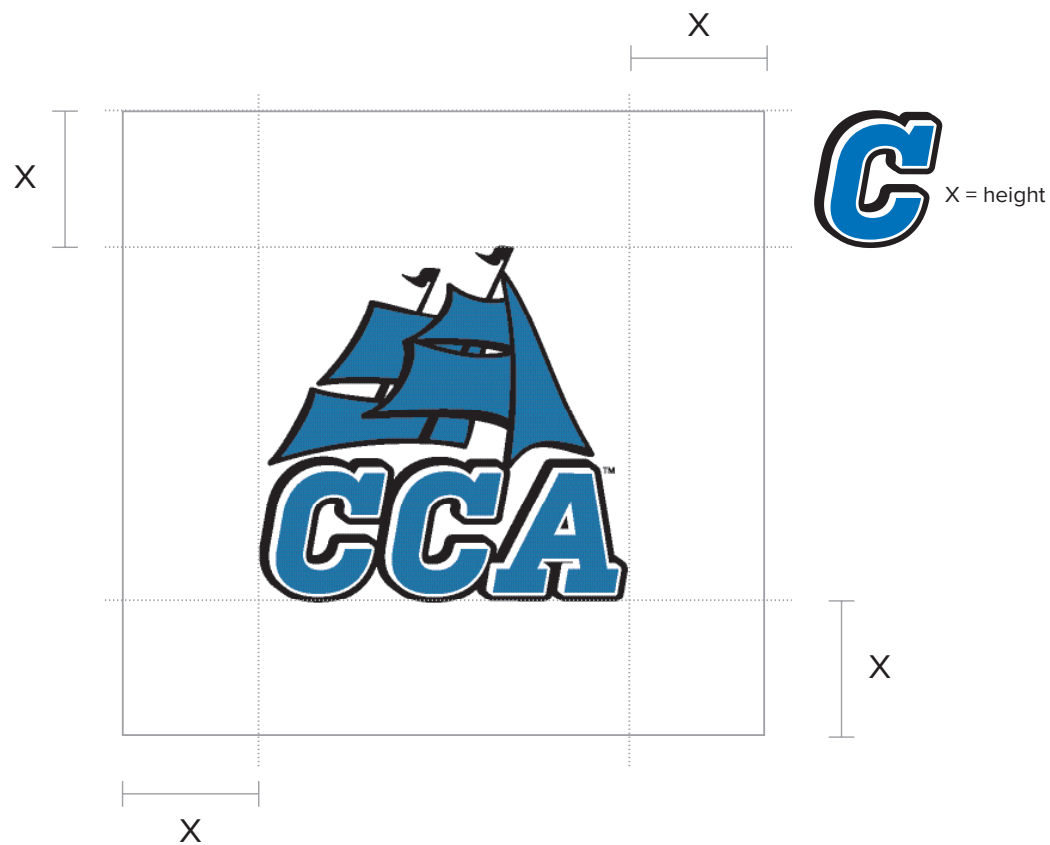


PRIMARY MARK // CLIPPERS LOGOMARK

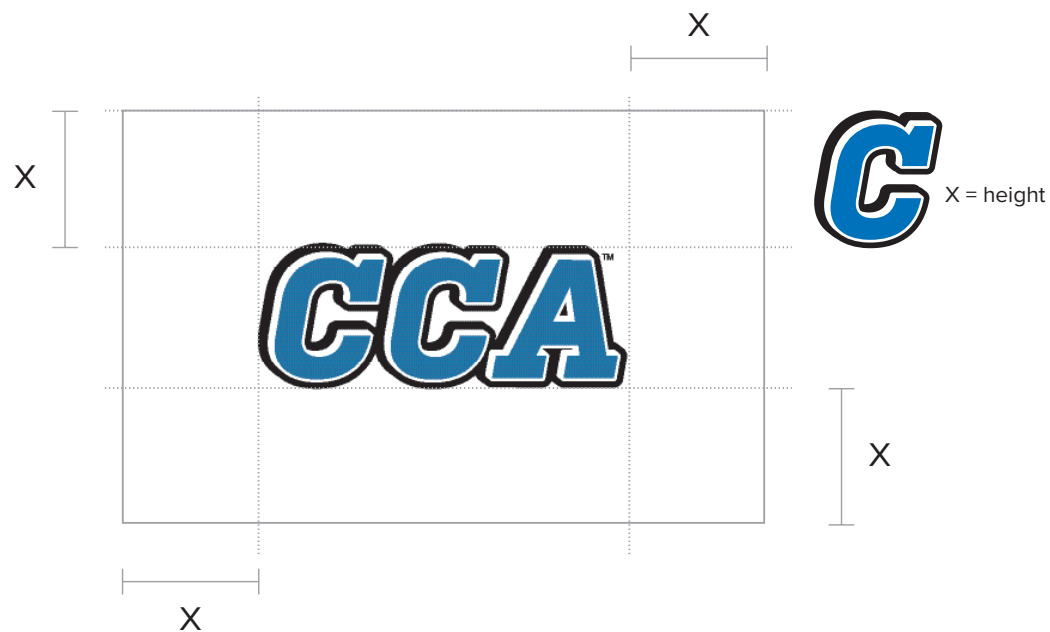
Can be used in singular TM form.



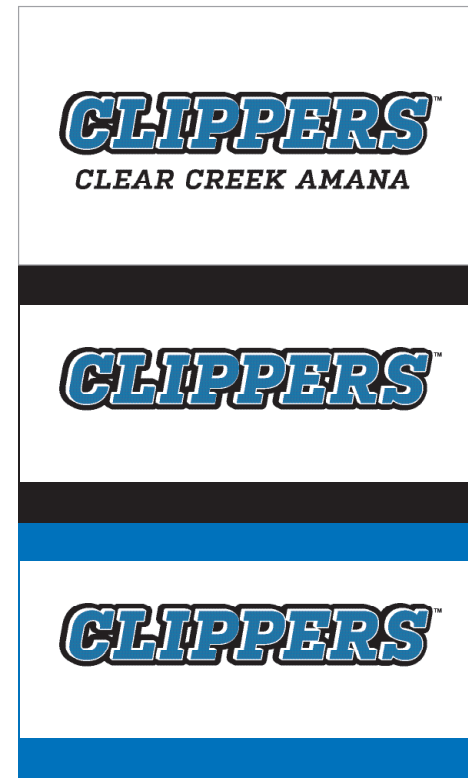
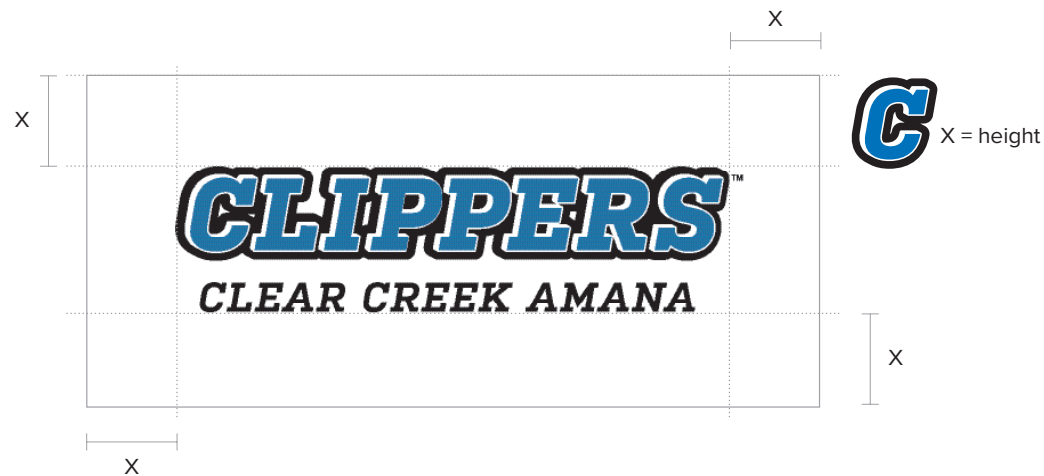
SECONDARY MARK // CCA LETTERMARK WITH SAILS



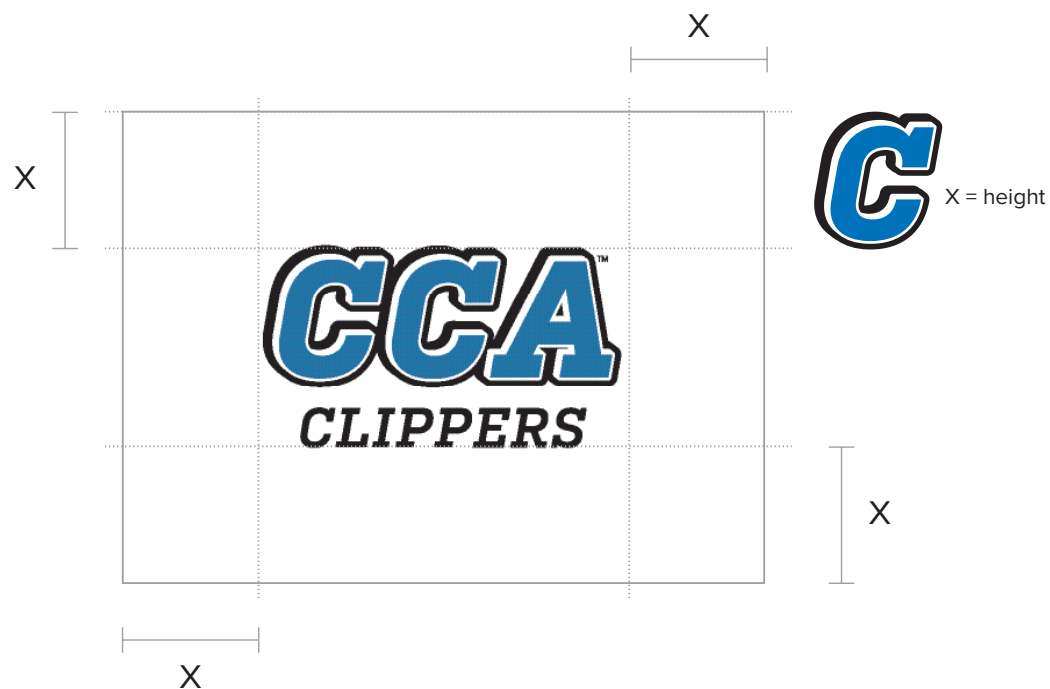
SECONDARY MARK // CCA LETTERMARK



SECONDARY MARK // CLIPPERS CCA LOGOMARK



SECONDARY MARK // CCA CLIPPERS LOGOMARK



SECONDARY MARK // TM RAISE THE SAILS WORDMARK

Black



Reversed out



Royal



White



Full Color



SECONDARY MARK // LETTER C WITH RESTRICTED USE



FONT = FACET HEAVY

The letter “C” for CLIPPERS can be used for caps, i.e. baseball caps.

LOGO COLOR VARIATIONS

	Full Color	One Color	Black & White	Reversed
CLIPPERS with CCA tagline				
CLIPPERS				
CCA with Clippers tagline				
CCA				
SAILS + CLIPPERS				
SAILS + CCA				
SHIP				

LOGO VIOLATIONS

For CCA Schools to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied, **without modification**, according to the guidelines in this manual.



DO NOT create your own Clippers mascot.



DO NOT add a texture or pattern to any logo.



DO NOT change the typeface in any logo.



DO NOT distort any logo.



DO NOT remove the wave from the Clipper ship.



DO NOT rotate any part of the logo.



DO NOT scale any part of the logo.



DO NOT use an unapproved color palette in any logo.

APPLICATION EXAMPLES

Approved examples of the brand system in use.



PROFESSIONALISM // STAFF DIGITAL SIGNATURE STYLE

APPROVED FORMAT FOR EMAIL SIGNATURES

Customize the signature below with your contact information to add to Gmail. Follow the instructions to use the template.

For the signature line include, in this order, the District logo as shown, your name, title, along with some combination of your physical address, phone number and/or district web or social media site addresses.

SET-UP INSTRUCTIONS:

Step 1: Open Gmail.

Step 2: In the top right, click Settings “See all settings”.

Step 3: In the “Signature” section, **copy (Ctrl + C)** and paste the signature example with logo below into the gmail signature box. Check to make sure signature follows the specs as shown below. Gmail does not have district fonts, use the Sans Serif font
Delete any extra spaces between logo and signature body if needed.

Step 4: Under Default Signature, select the signature.

Step 5: At the bottom of the page, click “Save Changes”.

Spec information in Sans Serif Font in Gmail:

12 pt	Joe Smith (in bold and blue)
10 pt	Building or Department Title
10 pt	Building/Department address City, IA Zip
10 pt	P: building phone F: optional fax number
10 pt	www.ccaschools.org

Copy and paste the signature below by following the instructions above.



Name

Building and/or department | Title

Building or Dept Address | City, IA Zip

P: XXX-XXX-XXXX | F: XXX-XXX-XXXX

facebook.com/ccaclippers | instagram.com/ccaclippers

www.ccaschools.org