



Conestoga Valley
SCHOOL DISTRICT

IDENTITY STANDARDS

**NOVEMBER 2013
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Introduction

In conjunction with Conestoga Valley School District's comprehensive planning process, beginning in the fall of 2012, a committee of administrators, board members, teachers, students and staff conducted a year-long research and exploration process to formalize the Conestoga Valley School District "brand." The committee defined the CVSD brand as the promises made by and expectations of Conestoga Valley School District.

A key goal of the committee was the establishment of updated, consistent and prominent graphics that represent that brand and align with the school district's mission, vision and foundational statements.

The committee believes that keeping the CV brand in front of the public in an appealing and consistent manner is a key method for fostering parental involvement in our schools, promoting school spirit among our students, maintaining pride among our alumni network and nurturing community support for public education.

However, prior to this process, CV never adopted a formal graphic identity and did not present a consistent brand across its programs.

This guide has been designed to provide detailed usage guidelines for Conestoga Valley School District graphics. By following these guidelines, we intend to create uniform recognition and awareness of our logos.

The goal of this guide is to assist the CV community promote our school district and its programs with pride and consistency. However, it merely provides general principles and guidelines while emphasizing the benefits of being consistent in the ways we present Conestoga Valley. It does not attempt to address every possible situation.

About the Identity

The graphic standards set forth in this guide aim to represent the core identity of CVSD, as expressed in our mission and vision statements, our foundations, our positioning statement and our district motto. They are:

Mission: To educate all students to strive for personal excellence, while becoming caring and contributing citizens in a global community.

Vision: To inspire a collaborative learning community where all individuals have equal opportunities to achieve their fullest potential.

We believe in the following foundations:

- Expecting a safe and respectful learning environment
- Sustaining strong school-family relationships
- Delivering a well-rounded educational program
- Cultivating the diverse skills necessary for the 21st Century
- Fostering an appreciation for life-long learning
- Promoting the development of core character traits
- Investing in mutually beneficial community partnerships

Positioning Statement: Nicknamed for the trailblazing "Buckskin" scout in our history, Conestoga Valley School District is proud to provide both intellectual and character growth for a diverse student body through innovative educational programs delivered by exceptional professionals.

Motto: Character. Community. Commitment.

School District Seal

The Conestoga Valley School District seal represents the mission, vision and foundations of the school district, as distilled in the slogan, “Character, Community, Commitment” and represented by the three stars framed by laurel.

The seal, like many formal academic insignia, is complex and is not designed to have a distinct visual presence immediately identifiable to CVSD. The seal also becomes illegible when reduced to small sizes. Therefore, the seal should not be used interchangeably with the school district logo.

Uses for the school district seal should be limited to formal school district documents, such as diplomas, certificates, legal documents and contracts. It may also be used on certain correspondence from the superintendent. The school district public relations office must approve the use of this seal in all circumstances.

Because of the complex detail in the seal, it should not be reproduced smaller than 1.5” across.

Reversing or knocking out the seal on a colored background or embossing or foil stamping requires a modified, one-color version of the seal available through the school district public relations office.



1.5” minimum width

School District Logo



Conestoga Valley
SCHOOL DISTRICT

The Conestoga Valley School District logo is a modern, clear textual and graphic representation of the school district.

The circular emblem takes its shape from the district's seal, which features a series of three concentric circles.

The C and V in the emblem are a nod to the common reference for the school district, recognizable to all our constituencies. The synergy between letters is representative of the district's vision to inspire a collaborative learning community.

The star rising above the V is also drawn from

the district seal, where stars represents the district's motto, "Character, Community, Commitment." The star was chosen representative of these concepts because they are areas where CV's students, teachers and staff excel. The star was given a forward, rising motion because Character, Community, Commitment are also guiding principles as CV moves into the future. Likewise, the upward sweep and forward motion of star invokes the forward trajectory of Conestoga Valley's students and staff.

The Conestoga Valley

text is Rockwell Bold, a font designed to suggest the strength of Conestoga Valley's academic programs and school-family relationships. The school district also provides an foundational identity for a number of diverse communities, which is why the mark places emphasis on the Conestoga Valley text. The school district text is smaller, and uses the capitalized Gotham font to be easily legible.

The simplicity of entire primary mark is designed to represent CV's programs serving students from age four to 18.

School District Emblem

The use of the Conestoga Valley emblem is appropriate in instances where the full primary mark cannot be properly displayed.

Whenever possible, the emblem should be reproduced in Conestoga Valley red and blue. In one-color applications, the logo should appear only in black or reverse, never red OR blue alone.

The positioning of the letters and/or star should never be changed without approval from the school district public relations office.

The emblem should be reproduced smaller than 1/4" in width.



Logo: Primary and Secondary Usage

We have one primary mark. This mark is to be used in most instances to ensure brand consistency. The primary mark should not be reproduced smaller than 1.5” in width.

To accommodate a wider range of applications, the logo can be converted into the secondary marks as shown. The secondary mark should not be reproduced smaller than 1” in width.

These marks may not be altered, modified or changed. Correct usage is detailed on page 8.

When use of these marks is not possible due to space or design, the emblem should be used alone. The text “Conestoga Valley” should never be used without a fill identity (School District, High School, Leola Elementary, etc.)

Whenever possible, they should be reproduced in Conestoga Valley red and blue (see page 10).

Always use approved artwork when reproducing the Conestoga Valley mark.



Primary mark



Secondary mark



Individual school treatment



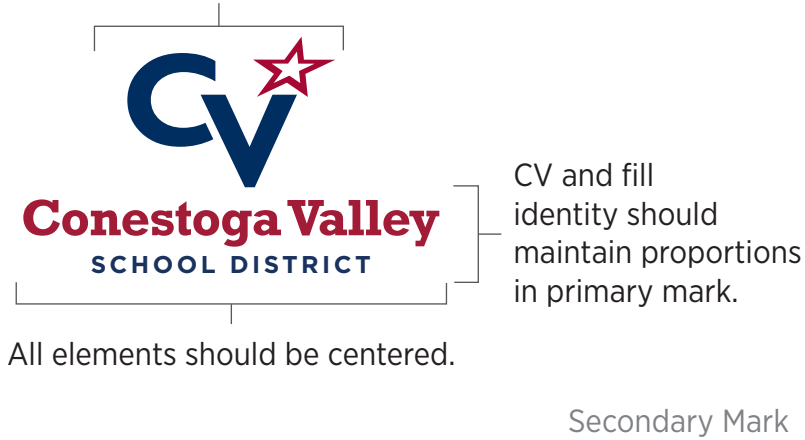
Individual school treatment
w/ affiliate organization

Logo Treatments: Correct Usage

Emblem w/ circle should be
30% as wide as text



Emblem w/o circle should be
50% as wide as text



1 color logo



Reversed logo

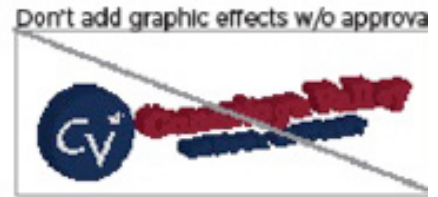
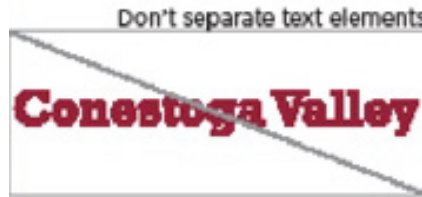
Logo Treatments: Other Incorrect Usages

The Conestoga Valley School District logos are stand-alone design elements, not words or parts of a statement, and must appear separate from other elements in all applications.

In order to ensure the integrity of the logos, it is imperative that no words or images crowd, overlap or merge with them, or layered over a photo or design that obscures the words.

Do not use a scanned, recreated, re-proportioned or otherwise modified version of any CVSD related logo. Proportions of the logos must remain the same in either reduction or enlargement. They may not be stretched or skewed out of proportion in either direction. They logos may not be cropped, rotated or tilted. These separate elements of the logo may not be used in conjunction with other designs.

Various incorrect treatments of the CVSD logos are detailed to the right. This is not meant to be an exhaustive list. Direct questions about logo usage to the CVSD public relations office.



Primary Color Palette

The official Conestoga Valley School District colors are red and blue.

Due to different printing processes, apparel dyes and paper stocks, maintaining consistent color matches can be difficult. CVSD uses the ink-matching system known as Pantone Matching System (PMS) to provide standards for matching. The PMS should be provided for any printing or dyeing representing CV colors.

For full-color jobs, CMYK (4-color process) equivalents are provided. For other electronic and web applications, Red-Green-Blue (RGB) and Hex equivalents are also listed.

The acceptable shade of red is PMS 7427. The acceptable shade of blue is PMS 654.

A third color, or tertiary color, is acceptable as representative of "Buckskin" tan, but is not considered a school color. The appropriate shade of tan is PMS 4525.

For cost purposes, some special exceptions will be made to these colors for uniforms, merchandise and promotional items. Contact the CVSD public relations office to inquire about exceptions.



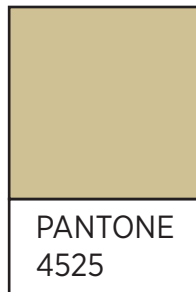
CMYK	
C	7
M	100
Y	67
K	31

RGB / Hex	
R	164
G	12
B	52
#991426	



CMYK	
C	100
M	73
Y	10
K	48

RGB / Hex	
R	0
G	47
B	96
#0F2B5B	



CMYK	
C	6
M	9
Y	39
K	16

RGB / Hex	
R	206
G	192
B	147
#CCBF8E	

Standard Athletics Logo

Conestoga Valley developed a Buckskins logo family to be used beginning during the 2013-2014 school year.

The logos represent the CVSD athletic department and the programs it sponsors. The logo family was designed for these sports teams and affiliated school spirit applications, as well as for use in publications, on uniforms and apparel and associated web presence.

By following these guidelines, CVSD athletics aims to create uniform recognition and awareness of the logos in supporting a strong brand identity.

These elements are not substitutes for the CVSD primary mark, secondary mark or emblem, and should not be used interchangeably. Athletics logos should be used when targeting a specific audience.

This guide will provide various treatments of the elements in the logo family based on two-color, one-color and reversed printing and embroidery needs. This guide does not attempt to address every possible situation.

For clarification, please contact the CVSD athletic department and/or the CVSD public relations office.



Primary mark



Secondary mark



Individual school treatment



Buckskins Graphic

The Buckskins Graphic is designed to be used alone, with the Conestoga Valley text and/or with program personalization.

The logo can be used in a full (3-color) version, two colors, two colors reversed, one color (blue only with halftones), grayscale or reversed (with approved background color). Color arrangements on the full-color, two-color and one-color versions should not be changed. (Red is not an acceptable one color choice.)

The Buckskins Graphic may be used in conjunction with the Buckskin Icon or alone. If used with the Icon, coloration must match.

These elements are not substitutes for the CVSD primary mark, secondary mark or emblem, and should not be used interchangeably. Athletics logos should be used when targeting a specific audience.

Individuals should not attempt to re-create or modify this image without approval from the athletic department and/or CVSD public relations office.



Full (3-color) logo w/ Conestoga Valley text



2-color logo w/o text



2-color logo reversed w/ Conestoga Valley text & program personalization



1-color logo w/o text



Grayscale logo w/ Conestoga Valley text



Reversed logo

Buckskinnner Icon

The Buckskin Icon is an original design specifically for athletic teams at Conestoga Valley School District. It is intended for use in athletic programs, promotion, and on other materials associated with the athletic department.

The icon can be used in a full (3-color) version, two colors (with and without halftones) or one color (with halftones only) or grayscale. The Icon does not have a reversed version. Color arrangements on the two-color and one-color versions should not be changed.

Generally, the Buckskin Icon is used in conjunction with the Buckskins Graphic, however certain applications may be appropriate for its solo use. If used with the Buckskins graphic, it should always include Conestoga Valley text (see page 12). Coloration must match.

These elements are not substitutes for the CVSD primary mark, secondary mark or emblem, and should not be used interchangeably. Athletics logos should be used when targeting a specific audience.

Individuals should not attempt to re-create or modify this image without approval from the athletic department and/or CVSD public relations office.



Full (3-color) Buckskin Icon



w/ Halftones



w/o Halftones

2-color Buckskin Icon



1-color Buckskin Icon w/ Halftones

Spirit Mark: Secondary Athletics Logo

The Spirit Mark is designed to be a secondary athletics logo. It should be used only in instances where the standard logo or Buckskins Graphic are not appropriate. This element is not a substitute for the CVSD emblem, but should be used in addition to the standard logo when targeting a specific audience.

The logo can be used in a full (3-color) version, two colors, two-colors reversed, one color (blue only with halftones), grayscale, reversed (with approved background color) or removed. Use of the reversed spirit mark against the district's tan color is not recommended. Color arrangements on the two-color and one-color versions should not be changed.

The Spirit Mark should not be used in conjunction with other elements unless as part of an approved element combination (see page 15).

Individuals should not attempt to re-create or modify this image without approval from the athletic department and/or CVSD public relations office.



Full (3-color) logo



2-color logo



2-color logo reversed



1-color logo w/ halftones



Grayscale logo



Reversed logo



1-color logo

Athletics Logos: Emblem & Combinations

A version of the CVSD Emblem with the star image removed was created to for CV athletic programs to distinguish from K-12 district representations.

The Emblem is designed to be a secondary athletics logo. It should be used only in instances where the standard logo or Buckskins graphic are not appropriate. This element is not a substitute for the standard CVSD emblem.

The logo can be used in one-color reversed, one-color or two-color with oval. Color arrangements on the two-color and one-color versions should not be changed.

Individuals should not attempt to re-create or modify this image without approval from the athletic department and/or CVSD public relations office.

The Buckskin Icon may only be used in combination with the spirit mark as shown in Athletics Logo #3.

The Emblem may only be used in combination with the Buckskins Graphic or Spirit Mark, and only in two colors, as shown in Athletics Logos #4 and #5.



1-Color Logo reversed



1-Color Logo w/o oval



2-Color Logo w/ oval

Athletics Logo #2
(CV Emblem)

Athletics Logo #3
(Buckskin Icon + Spirit Mark)



Full-color logo



2-color logo



1-color logo
(blue only)

Athletics Logo #4
(Emblem + Graphic)



Athletics Logo #5
(Emblem + Spirit Mark)



Other Approved Logos:

District-Approved Initiatives, Organizations, etc.

There are several additional District-approved logos available for use. Those are noted to the right.

Like all other District logos, these logos are not to be altered in any way. Do not use a scanned, recreated, re-proportioned or otherwise modified version of any CVSD related logo. Proportions of the logos must remain the same in either reduction or enlargement. They may not be stretched or skewed out of proportion in either direction. They logos may not be cropped, rotated or tilted. The separate elements of the logo may not be used in conjunction with other designs.



Distinguished Alumni Program



CVVA



First 10 Initiative



Kindergarten Express



Profile of a CV Learner



Safety & Security Department



Volunteers in Action (VIA)



Work-Based Learning Initiative

Typography

Consistent typography is the important for a successful identity system. The characteristics of certain typefaces can communicate as much about an organization as the words to describe it.

The typefaces in this standards guide were chosen deliberately, with added objectives of legibility and functionality.

The font families of Rockwell and Gotham, used together or separately, should be employed in most CVSD communications. Gotham Narrow Book is recommended for most body copy. Gotham Condensed and Gotham light are not recommended.

Rockwell

Regular
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold Italic
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890

Gotham

Regular
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Thin
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Extra Light
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Black
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Ultra
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Italic
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890

Gotham Narrow

Book
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Thin
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Extra Light
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Light
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Medium
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Black
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Ultra
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890

Typography: Alternates

In the event Rockwell cannot be used, Cambria is an acceptable substitute. In the event Gotham cannot be used, Arial or Calibri are acceptable substitutes.

In some documents relating to commencement and employee recognition, Garamond (body) may be used.

Cambria

Regular
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Italic
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold Italic
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890

Arial

Regular
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Narrow
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Italic
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold Italic
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Black
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890

Adobe Garamond Pro

Regular
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Italic
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890
Bold Italic
ABCDEFGHIJKLMN OP • abcdefghijklmnop • 1234567890

Stationary: School District Letterhead

The letterhead layout with the Conestoga Valley primary mark is shown on the right.

The specific building will be denoted in place of the “School District” text in the primary mark (see page 7).

The mark is positioned 1/4” from the left and 1/4” from the top edge of the page. The building administrator(s) are listed, with title, right justified 1/4” from the right edge of the page. and always shown just below the red rule line.

The CVSD motto is centered and located at the bottom edge of the page. The building’s address, phone, fax and web URL are also centered below the motto. The lowest row of text is 1/4” from the bottom edge of the page.

This layout cannot be modified in any way.



Stationary: Envelopes & Business Cards

The envelope layout with the primary mark is shown on the right.

The specific building will be denoted in place of the “School District” text in the primary mark (see page 7).

The mark is positioned 1/4” from the left and 1/4” from the top edge of the page. The CVSD building’s postal address will always be centered just below the red rule line.

The business card layout is shown on the right.

The back of the business card is standard with the CVSD tan as background color and the district seal in the center. The seal is 1 1/2” wide.

On the front, the employee’s name and title appear at the top left. The CVSD emblem appears to the left of the contact information, separated by a red rule line.



Contact Information

The CVSD public relations office is your partner and resource for Conestoga Valley brand management.

General requests for logos in a variety of electronic formats should be made to the public relations/grant writing specialist. All uniforms, apparel, merchandise and other promotional products displaying official CVSD branding should be approved by the public relations/grant writing specialist, and/or one or more of the CVSD administrators listed to the right.

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