

CARL JUNCTION SCHOOLS BRANDING GUIDE

OFFICIAL LOGO - INTERLOCKING CJ



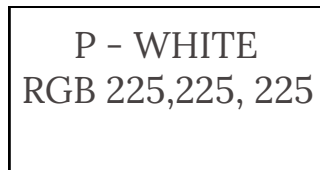
The Interlocking CJ logo is the District official logo and should be the primary logo used. The logo may be used in the variations shown with a 2x3 ratio. The logo should never be less than 1/2" tall with appropriate margins.

COLOR PALETTE

OFFICIAL COLORS



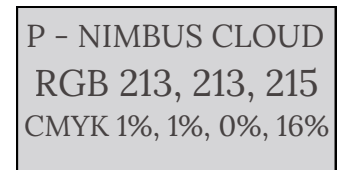
#E90003



#FFFFFF



#000000

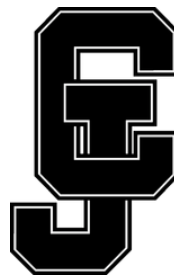
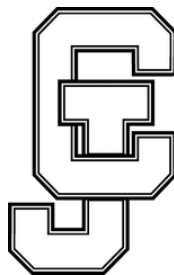
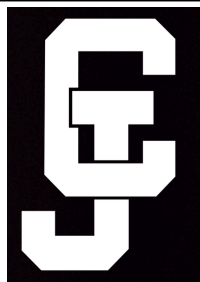


#D5D5D7

-ADA Compliance- Color contrast: Use high-contrast colors, like dark words on a white background. Avoid pastel or neon colors.

ACCENT COLORS

INTERLOCKING CJ VARIATIONS



TYPOGRAPHY

Aa Aa

Roboto

Poppins

HEADLINES - ROBOTO

Subheading - Roboto

BULLDOGS - Impact - All Caps

Bulldogs - Rumble Brave Script - Upper and Lower Case

-ADA Compliance-

Body Text is Poppins.

Text spacing: Use proper text spacing and wide margins.

Text size: Use a minimum of 12pt (16px) font size.
14pt font for key points

ALTERNATE LOGO



BULLDOGS

SCHOOL DISTRICT VARIATIONS



HIGH SCHOOL CREST

