Calcasieu Parish School Board

Logo Usage Guidelines

The official Calcasieu Parish School Board branding featuring the schoolhouse identity was released in late June 2014. This comprehensive identity includes a new primary logo and secondary logo.

One of the most important factors in the implementation of CPSB's new branding is the consistent application of the identity system. Following the guidelines below will increase the success of the new branding across the district.

1. The legal name of the district is **Calcasieu Parish School Board**. The official abbreviated name for the district is **CPSB**. The terms "Calcasieu Parish School System" and "CPSS" should not be used in official reference to the district. "Calcasieu Parish school district" is acceptable as a secondary reference with "school district" in lowercase.
2. The official color of Calcasieu Parish School Board is blue.
3. The new primary and secondary logos will replace all pre-existing logos for the district.
4. The logos should not be used in ways that would suggest official endorsement of any non-CPSB product or services by the district.
5. Outside organizations or individuals may use the logos with permission from the Public Information Office. Requests should be sent to holly.holland@cpsb.org.

District Identity Marks: Files are available for download at www.cpsb.org/logos.

Primary Full-Color Logo



Primary One-Color Logo



Calcasieu Parish School Board

Logo Usage Guidelines

Secondary Full-Color Logo



Secondary One-Color Logo



District Color Palette:

CPSB Blue

RGB 0/48/120
CMYK 100/90/25/13
HEX #003078

CPSB Yellow

RGB 225/210/0
CMYK 1/16/99/0
HEX #ffd200

CPSB Red

RGB 156/0/31
CMYK 24/100/95/23
HEX #9c001f

District Communications & Fonts:

For official district communications, the preferred fonts are **Minion Pro Condensed** (serif) and **Myriad Pro** (sans serif). Both fonts are available in Microsoft Office.

This official district letterhead must feature the primary one-color logo.