

A close-up, profile view of a Black woman wearing a black graduation cap and gown. She is smiling and looking to the left. Her hair is styled in long, dark braids. A yellow and blue sash is draped over her shoulder. The background is blurred.

Columbus City Schools **Brand & Style Guide**

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The information contained in this style guide has been compiled as a resource for all staff members as you work with vendors, ensuring that each element is reproduced correctly. The Communications Department is available to help.

Contact us with questions!

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The Columbus City Schools Mission

Each student is highly educated, prepared for leadership and service, and empowered for success as a citizen in a global community.

Communicating Our Story

Every great story has a hero, and we are not it.

Our staff, students and community are the heroes; we are their guide. We offer leadership, direction, and serve as a bridge to celebrate our diverse communities through transparent and engaging messaging. Together, we are dedicated to fostering a learning environment where communication catalyzes academic achievement, unity, and empowerment within the District.

With this in mind, our branding has three goals:

To Clarify Columbus City Schools' unique characteristics.

To Ensure Key themes are present in all communications.

To Encourage Vibrant internal and external communication.





Logos & Usage



COLUMBUS
CITY SCHOOLS

Primary & Secondary Logos

Our logo is a visual representation of our brand. It is designed to conjure an immediate, positive perception by the viewer. It also functions as a reminder of the culture we strive to build and maintain as we pursue our mission. In other words, the logo goes hand-in-hand with our district brand, so proper use is paramount.

To download the logos, visit www.ccsch.us/branding

Primary Horizontal Logo:



COLUMBUS
CITY SCHOOLS

The primary logo is the horizontal version.

When available space is taller than it is wide, the secondary stacked logo may be better suited.

When using Columbus City Schools brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all uses must adhere to the specifications in this guide. Never place any graphics or text on top of any version of the logos. Never change any of the logo colors.

Please see page 24 for campus-specific colors and logos.

Secondary Stacked Logo:



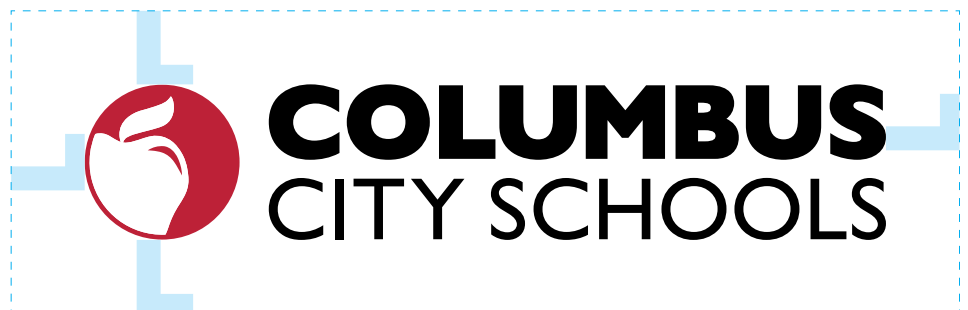
Size



In print applications, do not make any version of the logo so small that the text can't be read. For very small applications, the circular apple icon alone is best. See page 8.

Spacing

Give any version of the logo room to breathe. Use the height of the "L" in Columbus as a guide to avoid overcrowding the logo.



Alternate Colorways

There are times when our traditional red and black doesn't work. This page includes the only acceptable alternatives for the Columbus City Schools logo.



Icon Only Logos

For use when "Columbus City Schools" is stated in text nearby, when the text would be too small to read on the full logo, or as an accent. Do not put anything on top of this logo.

Use the apple logo as a decorative element in communications with audiences who are already familiar with Columbus City Schools. The rules for this logo are more flexible, it can be bled off of a page or used as a design element. If you have any questions about its use, please contact the CCS Communications Department.

On Most Backgrounds:



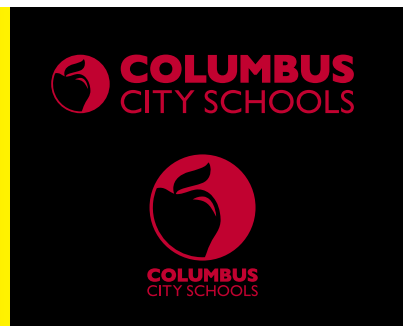
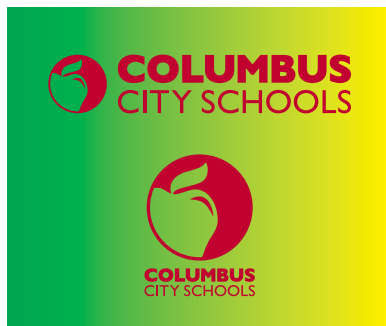
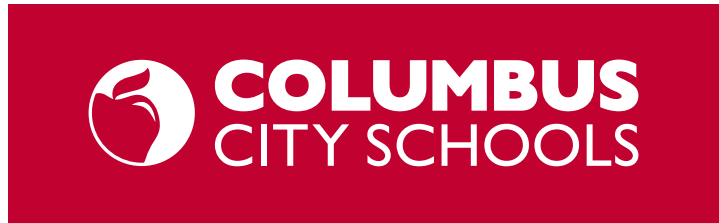
On Red Backgrounds:



One-Color Logos

Some applications require a one-color logo. Use these carefully. The apple on these logos is negative space, and it is important to pay attention to the background color. Do not put the one-color logo on backgrounds that aren't red or white.

The apple in the logo should always be red or white.



Here the apples in the logo are the green gradient and black- the apple should always be red or white.

Logo Don'ts:

A. Squish the logo



B. Stretch the logo

C. Rearrange the logo



D. Change the logo colors



E. Retype or change the logo fonts

F. Remove the apple icon



G. Reverse the apple icon

H. Change the opacity of the logo



I. Rotate or skew the logo

J. Add elements to the logo



K. Change the logo's proportions

L. Outline any part of the logo



M. Crop the logo

N. Warp or distort the logo



O. Place other graphics on top of the logo

P. Use an old logo

Departmental Logos

Standard department text
& CCS logo lockup

When part of the department name can be emphasized, do so using Poppins ExtraBold & Poppins Light.

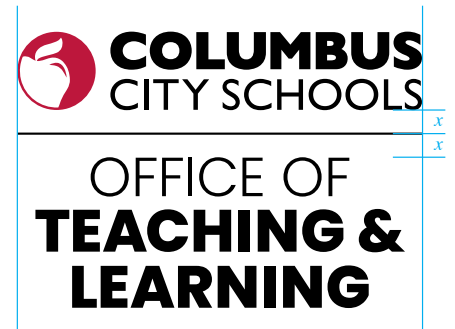
When the title is of equal emphasis, use Poppins SemiBold.

Where possible, make the two lines equal in width.

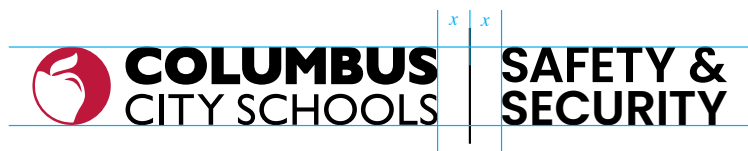
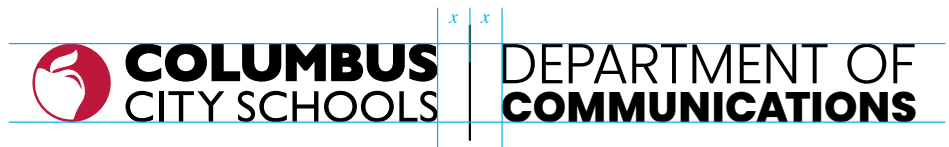
Where lines need to be unequal in length, center justify the text in stacked versions and left justify the text in horizontal versions.

Please contact the Communications Department to have a Departmental logo made and sent to you.

Stacked Versions:



Horizontal Versions:





Colors & Fonts



CCS Colors

The color red plays an important role in Columbus City Schools' identity, currently and historically. Red is our primary color, representing the strength, passion, and confidence that imbues Columbus City Schools at every level. Where possible, our specific red should be present in some capacity in all of our communications, if only the logo.

The blues are secondary colors. They convey tranquility, integrity, imagination, and reliability. Use them as an accent to our red to lend your composition both visual and emotional balance. Never make our logo one of these blues, or any other color.

Consistent use of these colors together on District communications makes for an instantly recognizable, cohesive identity across all media. Layouts should lean heavily on these colors, but that does not mean that other colors are prohibited. Columbus City Schools is a broadly diverse and intentionally inclusive school district.

The full spectrum of color can and should be at your disposal when creating for Columbus City Schools.

Please see page 23 for school-specific colors and logos.



CCS Red

Pantone (PMS) color: 200C

CMYK value: 9/100/71/16

RGB value: 189/23/60

Hex Color: #BE2036



CCS Blue

Pantone (PMS) color: 2945C

CMYK value: 100/46/5/18

RGB value: 0/100/157

Hex Color: #00649D



CCS Light Blue

Pantone (PMS) color: 291C

CMYK value: 35/5/1/0

RGB value: 159/239/238

Hex Color: #9FD1EE



CCS Navy

Pantone (PMS) color: 539C

CMYK value: 100/91/38/36

RGB value: 25/39/81

Hex Color: #192751

Special Considerations

Do not use CCS Red and CCS Blue in a manner that visually vibrates.

CCS Red and CCS Navy make for a professional pairing for more serious subject matter.

CCS Red and CCS Light Blue pair well for playful or youthful applications.

Do not hesitate to use school colors or others for visual impact and freedom.



this vibrates.

Professional.

Playful!



**COLUMBUS
CITY SCHOOLS**

Typefaces

Poppins is the primary typeface for Columbus City Schools. It has a wide range of weights suitable for any layout and offers a great deal of flexibility for the layout of headings, body copy, and captions throughout a variety of media. It is available for download for free from Google Fonts, Adobe Fonts, and for use in Canva.

If you are in need of a serif font, Noto Serif or Roboto Slab are preferred. Both are also available on Google Fonts, Adobe Fonts, and for use in Canva.

Poppins Thin

Poppins Thin Italic

Poppins ExtraLight

Poppins ExtraLight Italic

Poppins Light

Poppins Light Italic

Poppins Regular

Poppins Italic

Poppins Medium

Poppins Medium Italic

Poppins SemiBold

Poppins SemiBold Italic

Poppins Bold

Poppins Bold Italic

Poppins ExtraBold

Poppins ExtraBold Italic

Poppins Black

Poppins Black Italic

Noto Serif Regular

Noto Serif Italic

Noto Serif Bold

Noto Serif Bold Italic

Roboto Slab Thin 100

Roboto Slab ExtraLight 200

Roboto Slab Light 300

Roboto Slab Regular 400

Roboto Slab Medium 500

Roboto Slab Semibold 600

Roboto Slab Bold 700

Roboto Slab ExtraBold 800

Roboto Slab Black 900

If you are unable or unwilling to download fonts to your computer, please use Avenir, Helvetica, Tahoma, or Georgia.



Photography & R



Resources



COLUMBUS
CITY SCHOOLS

Photography

Eye-catching, people-centric photography is one of the key ways we communicate our brand and position ourselves within our community.

Use current Columbus City Schools photos as much as possible. Stock photos should be reserved for sensitive subject matter. Do not use stolen photos from Google Images in publications. Photos of more than one person should show diversity of any kind- age, race, gender, etc.





Communications Toolkit

This is a one-stop shop for anything you need for branding. This will grow as we receive feedback and build more capability, so check back often. Resources to look for now and in the future are:

- Columbus City Schools Logos download
- Poppins font download
- Noto Serif font download
- Roboto font download
- CCS Photo bank
- Business cards – There is one Business Card template for CCS. They are ordered through the Print Shop, and we are not allowed to customize them.
- Letterhead template
- Google Slides – School template
- Google Slides – Profesional template
- Powerpoint – School template
- Powerpoint – Profesional template
- Canva Flyer Templates
- Email Signature logo download:



- Design request form link
- Print shop request form link
- Media Tech request form link
- Apparel & Promotional items – Please send your designs to awade2@columbus.k12.oh.us for approval by the CCS Communications Department.

[Click here](#) to access the toolkit on the Intranet. You will need to log in with your CCS staff credentials.

Individual School Branding



Alpine ES
Mountain Climbers
Green & Yellow



Arts Impact MS
Artists
Black & White



Avalon ES
Eagles
Hunter Green & Yellow



Avondale ES
Eagles
Purple



Beatty Park ES
Bobcats
Navy Blue



Beechcroft HS
Cougars
Brown & Yellow



Berwick Alternative K-8
Bulldogs
Green



Binns ES
Bulldogs
Red



Briggs HS
Bruins
Purple & Gold



Broadleigh ES
Bobcats
Green & White



Buckeye MS
Panthers
Red & Black



Burroughs ES
Bees
Yellow & Black



Cassady ES
Cheetahs
Red



Cedarwood Alt ES
Woodchucks
Royal Blue



Centennial HS
Stars
Red & Navy Blue



Champion MS
Tigers
Orange & Black



Clinton ES
Cubs
Green & White



Colerain ES
All Stars
Royal Blue



Cols. Africentric EC K-12
Nubians
Purple & Black



Columbus Alternative HS
Pegasus
Black & Silver



Cols. City Prep for Boys
Eagles
Black & Burgundy



Cols. City Prep for Girls
Pink & Black



Cols. Downtown HS
Green & Black



Cols. Gifted Academy 3-8
Eagles
Yellow & Black



Cols. Global Academy 9-10
Lions



Cols. International HS
Lions
Purple



Cols. Online Academy
Chargers
Yellow & Black



Cols. Scioto 6-12
Sharks
Blue



Cols. Spanish Immersion
Aztecs



Como ES
Dragons
Green



Cranbrook ES
Cougars
Blue & Red



Devonshire ES
Cheetahs
Red, Gold & Black



Dominion MS
Polar Bears



Duxberry Park ES
Dragons
Green & Yellow



Eakin ES
Eagles
Royal Blue



East Columbus ES
Eagles
Navy Blue & Yellow



East HS
Tigers
Orange & Black



East Linden ES
Eagles
Red & Blue



Eastmoor Academy
Warriors
Blue & Red

Individual School Branding



Eastgate ES
Tigers
Orange & Black



Easthaven ES
Eagles
Purple & Yellow



Ecole Kenwood
Lions
Blue & Red



Fairmoor ES
Bears
Red



Fairwood ES
Falcons
Blue



Forest Park ES
Pandas
Red



Fort Hayes Arts & Academics
Red & Black



Fort Hayes Career Center
Red



Gables ES
Gators
Green



Georgian Heights ES
Red Tailed Hawks
Burgundy & Yellow



Hamilton STEM Academy
Hawks
Green & Yellow



Highland ES
Wildcats
Blue & White



Hilltonia MS
Eagles
Hunter Green



Hubbard ES
Huskies
Blue



Huy ES
Eagles
Royal Blue & White



Independence HS
Seventy-Sixers
Red & Blue



Indianola Informal K-8
Knights
Purple



Indian Springs ES
Falcons
Green



Innis ES
Eagles
Red & Blue



Johnson Park MS
Panthers
Burgundy & Black



Leawood ES
Lions
Navy Blue



Liberty ES
Lions
Yellow



Lincoln Park ES
Eagles
Royal Blue & Yellow



Lindbergh ES
Lions
Green & Yellow



Linden-McKinley STEM
Panthers
Burgundy & Black



Linden Park ECEC
Red



Linden STEM Academy
Leopards
Hunter Green



Livingston ES
Lions
Blue & Yellow



Maize ES
Mustangs
Blue



Marion-Franklin HS
Red Devils
Red & Black



Medina MS
Mustangs
Green & White



Mifflin HS
Punchers
Blue & Black



Mifflin MS
Bulldogs
Green



Moler ES
Bulldogs
Red



Northland HS
Vikings
Green & Yellow



North Linden ES
Cheetahs
Dark Gray



Northgate Intermediate
Wolves
Purple



Northtowne ES
Knights
Burgundy



Oakland Park ES
Cheetahs
Red

Individual School Branding



Oakmont ES
Owls
Blue & White



Ohio Avenue ES
Tigers
Orange



Olde Orchard ES
Pandas
Red & Black



Parkmoor ES
Panthers
Gold & Black



Parsons ES
Panthers
Red & Black



Ridgeview MS
Pirates
Black & Yellow



Salem ES
Sharks
Red & Yellow



Scottwood ES
Lions
Blue



Shady Lane ES
Wildcats
Red, Black & White



Sherwood MS
Eagles
Green & Yellow



Siebert ES
Stallions
Blue



South HS 7-12
Bulldogs
Blue



South Mifflin STEM
Bears
Blue



Southwood ES
Eagles
Blue



Starling Pre-K-8
Spartans
Blue



Stewart Alternative ES
Eagles
Red



Sullivant ES
Eagles
Blue & Yellow



Trevitt ES
Tigers
Yellow



Valley Forge ES
Patriots
Red & Blue



Valleyview ES
Vikings
Purple & Yellow



Walnut Ridge HS
Scots
Red & Black



Watkins ES
Bees
Yellow & Black



Wedgewood MS
Warriors
Blue & White



Weinland Park ES
Stars
Navy Blue & Yellow



West HS
Cowboys
Brown & Yellow



West Broad ES
Raptors
Blue



Westmoor MS
Eagles
Blue & Yellow



West Mound ES
All Stars
Red & Blue



Westgate ES
Gators
Green & White



Whetstone HS
Blue



Windsor STEM Academy
Knights
Blue



Winterset ES
Wildcats
Blue



Woodcrest ES
Stars
Blue & Yellow



Woodward Park MS
Wildcats
Navy Blue & Yellow



World Language MS
Leopards
Purple & Black



Yorktown MS
Pirates
Blue & Yellow