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.ccsoh.us/branding

Primary Horizontal Logo:

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 23 for campus-specific colors and logos.
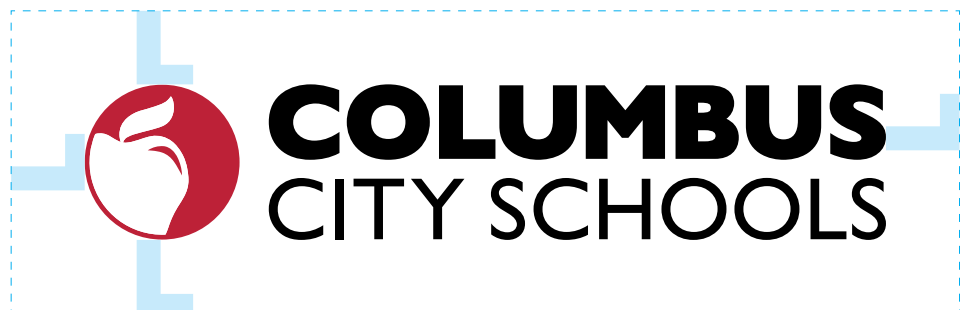
Secondary Stacked Logo:

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 it's use, please contact the CCS Communications Department.
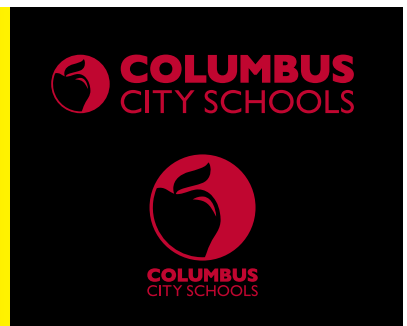
On Most Backgrounds:

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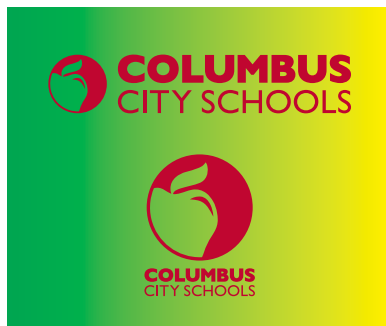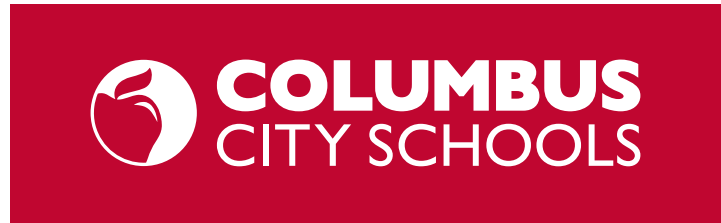
Here the apples in the logo are the green gradient and black- the apple should always be red or white.

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

A. COLUMBUS CITY SCHOOLS

B. COLUMBUS CITY SCHOOLS

C. COLUMBUS CITY SCHOOLS

D. COLUMBUS CITY SCHOOLS

E. COLUMBUS CITY SCHOOLS

F. COLUMBUS CITY SCHOOLS

G. COLUMBUS CITY SCHOOLS

H. COLUMBUS CITY SCHOOLS

I. COLUMBUS CITY SCHOOLS

J. COLUMBUS CITY SCHOOLS ENGAGEMENT DEPARTMENT

K. COLUMBUS CITY SCHOOLS

L. COLUMBUS CITY SCHOOLS

M. COLUMBUS CITY SCHOOLS

N. COLUMBUS CITY SCHOOLS

O. COLUMBUS CITY SCHOOLS

P. COLUMBUS CITY SCHOOLS / Columbus City Schools / COLUMBUS CITY SCHOOLS

Departmental Logos

Standard department text
& CCS logo lockup

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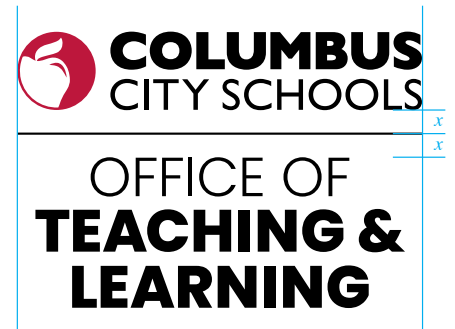do so using Poppins
ExtraBold & Poppins Light.

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

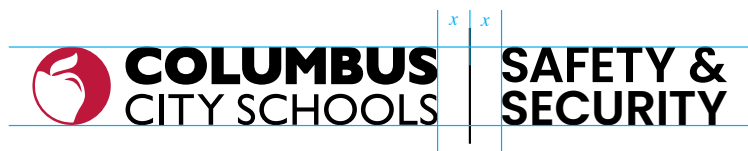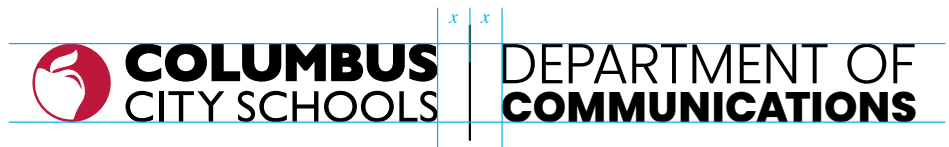Where possible, make the
two lines equal in width.

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:

COLUMBUS
CITY SCHOOLS
DEPARTMENT OF
COMMUNICATIONS

COLUMBUS
CITY SCHOOLS
OFFICE OF
**TEACHING &
LEARNING**

COLUMBUS
CITY SCHOOLS
SAFETY & SECURITY

Horizontal Versions:

COLUMBUS
CITY SCHOOLS | DEPARTMENT OF
COMMUNICATIONS

COLUMBUS
CITY SCHOOLS | **SAFETY &
SECURITY**

COLUMBUS
CITY SCHOOLS | OFFICE OF
TEACHING & LEARNING

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

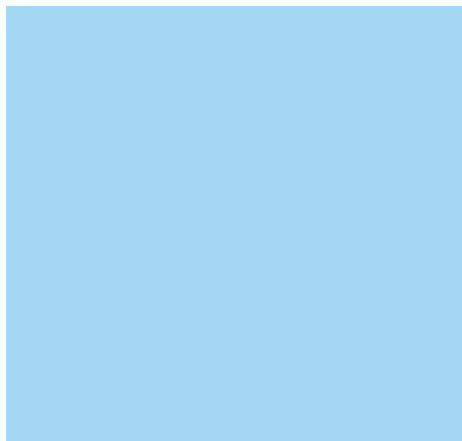RGB value: 189/23/60

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.

this vibrates.

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

Professional.

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

Playful!

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

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

Poppins font download

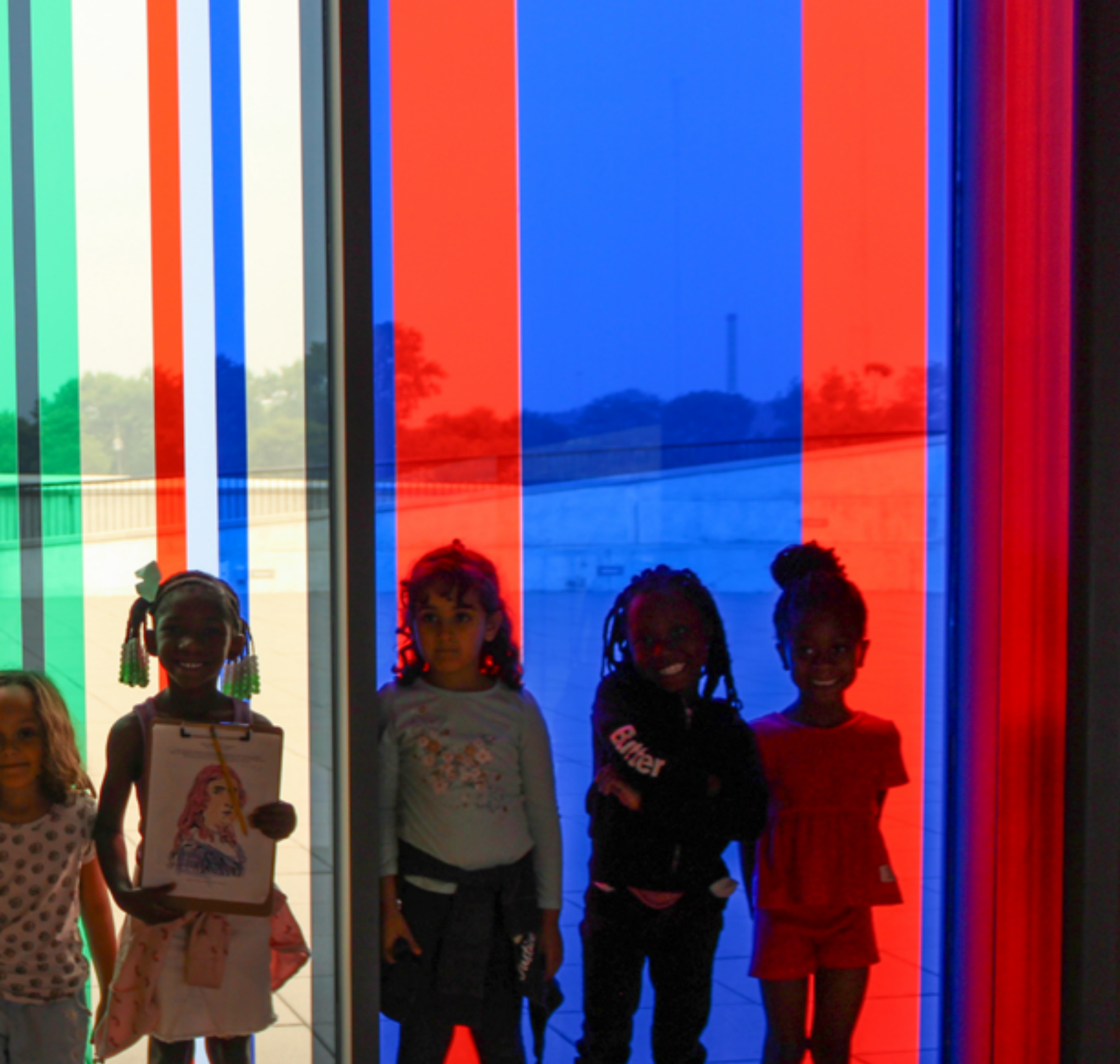**Noto Serif font download**

Roboto font download

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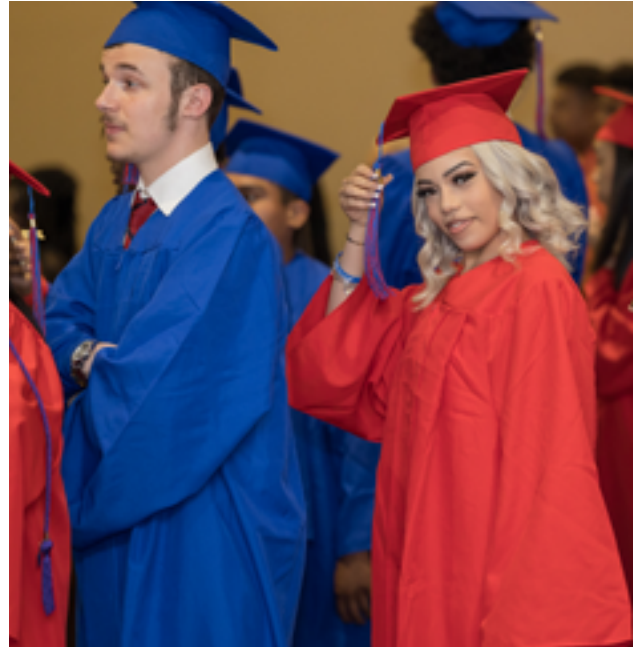
Photography & R

esources

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.

If you have photos from CCS school events, schools, or activities, please email them to awade2@columbus.k12.oh.us for use in district publications. It is the responsibility of the photographer to make sure that any students whose faces are featured have a signed photo waiver on file. Please ask relevant parents, teachers, or principals to confirm.

If you are a professional photographer and would like CCS to hire you, we are always in need of new photos. Please submit your portfolio and information to awade2@columbus.k12.oh.us. Background check and vendor registration will be required.

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. You will need to be logged in with your CCS email address to access these resources. Access will not be granted to non-school accounts.

- **Communications Toolkit link**

  - 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

  - Canva Flyer Templates

  - 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.

Individual School Branding

Please click on the school to visit it's building toolkit. Must be signed in with a CCS email address.

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
Lady Pumas
Pink & Black

Cols. Downtown HS
Green & Black

Cols. Gifted Academy 3-8
Phoenix
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 & Yellow

East Columbus ES
Eagles
Navy Blue & Yellow

East HS
Tigers
Orange & Black

East Linden ES
Eagles
Red & Blue

Eastgate ES
Tigers
Orange & Black

Individual School Branding

Please click on the school to visit it's building toolkit. Must be signed in with a CCS email address.

Easthaven ES
Eagles
Purple & Yellow

Eastmoor Academy
Warriors
Blue & Red

Ecole Kenwood
Lions

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
Royal Blue & Light Blue

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

Indian Springs ES
Falcons
Green

Indianola Informal K-8
Knights
Purple

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

North Linden ES
Cheetahs
Dark Gray

Northgate Intermediate
Wolves
Purple

Northland HS
Vikings
Green & Yellow

Northtowne ES
Knights
Burgundy

Oakland Park ES
Cheetahs
Red

Individual School Branding

Please click on the school to visit it's building toolkit. Must be signed in with a CCS email address.

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 PreK-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 & Buff

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