

Graphic Style Guide

August 08





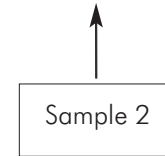
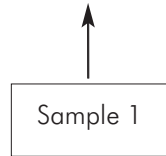
Visual Identity

The CMCSS logo creates a recognizable brand representing the focus of our school system. The logo is key to presenting a clear and consistent image of a unified School System to all audiences. Use of the logo is mandatory on reports, publications, and “products,” created by CMCSS. Its prominence may be varied to reflect the origin and intent of materials.

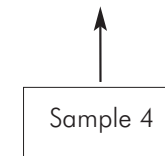
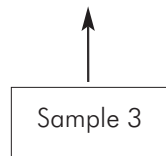
For example, the “Student Code of Conduct” and other district publications will prominently display the logo or CMCSS name on the front page to reflect their system-wide origin. School-based publications must incorporate the logo, but may do so in a manner that clearly places the focus on the school, while using the logo to represent that the school is part of a larger entity (follow guidelines for specific types of publications).

The following rules apply to logo use in all circumstances:

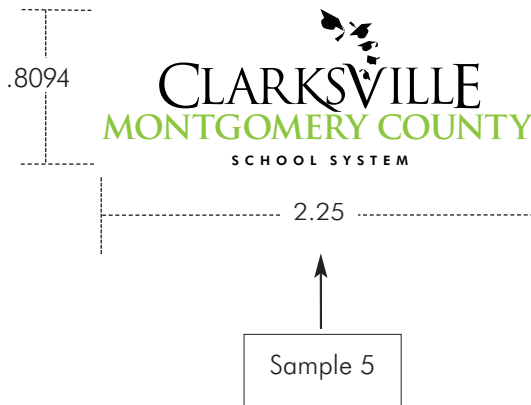
1. Logos will be reproduced only in approved PMS 376 green (Sample 1) and PMS black or black and white (Sample 2).



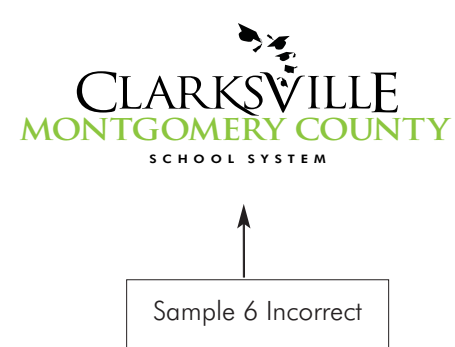
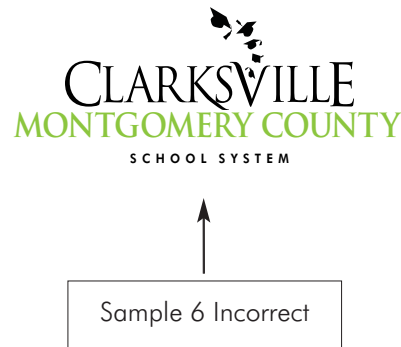
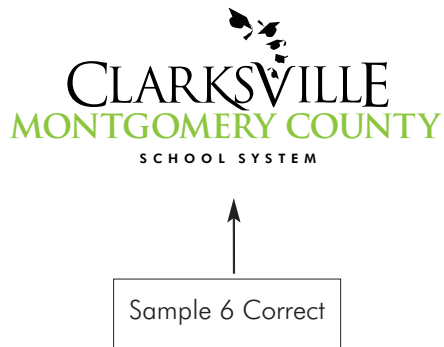
2. The full logo (Sample 3) may not be reversed (Sample 4).



3. A minimum size for the full logo must be 0.8094 inches tall by 2.25 inches long to ensure readability (Sample 5).



4. The aspect ratio – relationship between logo height and width – is not to be altered (Sample 6). Utilize lock ratio functions of document design software to ensure proper height/width relationship.



6. The CMCSS logo is not to be used as an element in creating a new logo/identity for a program or publication



7. The Logo must be displayed as part of signage created to depict school projects/programs to audiences outside CMCSS (Sample 10).

Publications

All publications and reports created by CMCSS schools and offices must follow the guidelines specified below to ensure that they appropriately reflect district “ownership” and image, while serving their intended audience.

Universal guidelines:

1. The combination of color and the font families of our logo constitute a visual signature for CMCSS that can be manipulated by a qualified designer to create new designs that retain some degree of consistency across all School System publications. This is especially important for publications designed for Systemwide distribution; greater latitude is permitted in the design of school-based products, so long as they incorporate other elements described herein.
2. All publications should be carefully proofed, edited, and free from grammatical and typographical errors.
3. All publications must include, at minimum: CMCSS logo. Logo should appear on front cover or front page and/or back cover or back page. Appropriate placement and size of the logo and/or the Clarksville-Montgomery County School System name are indicated in detail under the appropriate publication category. Logos are available through the communications department of the cmcss web site.
4. All publications which are directed to the community or staff must include the following notice of nondiscrimination: The Clarksville-Montgomery County School System does not discriminate in employment or in its educational programs and activities against qualified individuals on the basis of race, color, national origin, religion, sex, pregnancy, age, veteran status, or disability.

Brochures

- Should be designed to best market/provide information about their subject program or product to the target audience.
- CMCSS name and/or logo should be included on the cover, per following guidelines, unless detrimental to the purpose of the publication, or inappropriate to fully represent program/ product sponsorship
- Brochures should be of sufficient quality to appropriately reflect the nature of CMCSS.
- When using the School System name on the cover, use the font that appears in sample 1.

Newsletters

- Newsletters from CMCSS departments and offices must incorporate the name or logo on the front page

School Newsletters/Newspapers

- School-based newsletters must incorporate the CMCSS name or logo to help create the brand identity. Additional CMCSS name and logo use are at the editor's discretion.
- High School newspapers should use the **logo** to create CMCSS brand identity.

Signage and Posters

You may encounter a situation in which you will need some form of signage. Some examples are:

Podium signs

Event banners

Meeting signs

Promotional items

Conference displays

Please contact the CMCSS communications department to assist you with signage and posters.