



**CENTERPOINT
HIGH SCHOOL**
STYLE AND BRANDING GUIDE

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ABOUT CENTERPOINT

Centerpoint High School and the entire Centerpoint School District were formed in 1995 when the Amity and Glenwood school districts consolidated.

Since our founding, we have built a tradition of excellence, and we're very proud of our accomplishments both in the classroom and on the playing fields. Based on our history of preparing our graduates for college and careers, we have been named one of the best high schools in Arkansas four times by *U.S. News & World Report*.

Our students learn in an environment of caring teachers and support staff, and they have opportunities to be involved in a wide array of extra-curricular and social activities. In addition to fielding competitive sports teams, we have one of the top FFA chapters in the state, our EAST chapter is nationally recognized, and we are home to the five-time state champion quiz bowl team.

WHAT SETS US APART?

In addition to those programs, activities, and sports that most high schools offer their students, we have several programs that are unique to Centerpoint High School.

Beginning in 2017, we began a partnership with the University of Arkansas Cossatot to create Project 2020. This program allows qualified students to take concurrent credit classes that lead to an Associate's degree at the time of the students' high school graduation. Our first cohort of students will graduate with both their high school diplomas and their Associate's degrees in May 2020.

Other partnerships with Henderson State University and Southern Arkansas University guarantee that our honor graduates can move to either university, further their education, and pay no money out-of-pocket for tuition or fees for their entire four-year college experience.

In addition to these outstanding programs, we began a 1:1 initiative in 2017, which provided a laptop to every student in grades 9-12. That initiative paired with our adoption of Google Apps for Education has transformed our teachers' instruction and enabled them to reach students in unique and innovative ways.

In December 2019, we received a \$1.25 million grant to establish the Centerpoint Academy of Agriculture and Skilled Trades. This public conversion charter high school will serve juniors and seniors and prepare them for careers in agriculture or a skilled trades area.



ATHLETIC LOGO

This logo is to be used for Knights sports teams. It is appropriate for all internal and external communication materials, marketing materials, merchandising, signage, advertising, and promotions of Centerpoint Knights athletics.



Note that the plume always flows to the left of the Knight when looking at it. The only exception to this rule is for usage when the plume would naturally “flow” to the right. Examples include using the logo on the side of a car or on the side of a football helmet.

COLOR VARIATIONS

Depending on the usage and printer capabilities, either the color or the black and white logo is acceptable to use.



ACADEMIC LOGOS

For all academic-related materials, the academic logos should be used. Like the athletic logos, these logos are appropriate for all internal and external communication materials, marketing materials, merchandising, signage, advertising, and promotions. Depending on the logo's location on the page or material, users have the option of the vertical, left-justified, or right-justified logos.



CENTERPOINT
HIGH
SCHOOL



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HIGH SCHOOL



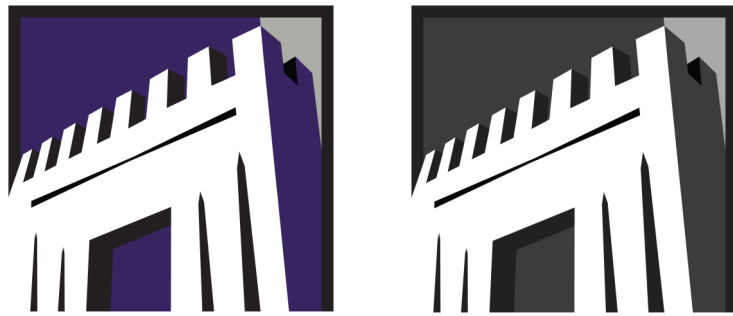
COLOR VARIATIONS

When used on a black background, the following logos should be used.



SECONDARY LOGO

The secondary logo is simply the castle portion of the primary logo without text. It is to be used in promotional materials only when the words “CENTERPOINT HIGH SCHOOL” have already been used within the materials or when using the full logo would be repetitious.



LOGO TREATMENT

The purpose of specifically branding our school is so that the community is able to recognize our brand quickly and easily. To accomplish this goal, the logos must not be altered or used in a way that makes them unrecognizable. While this list is not comprehensive, below are a few examples of incorrect logo usage to avoid in order to maintain the quality and integrity of our brand.

01



02



03



04



- 01** DO NOT STRETCH OR SKEW THE LOGO IN ANY WAY
- 02** DO NOT ADD COLORS TO THE LOGO
- 03** DO NOT CHANGE THE LOGO'S TYPOGRAPHY
- 04** DO NOT ADD EFFECTS TO THE LOGO SUCH AS DROP SHADOWS, EMBOSSED, ETC.

TYPOGRAPHY

Typography is an integral component of communication for a brand. When used effectively, it can establish a voice and personality to clearly relay the intended goals and messages of our school. When possible, the typefaces chosen for Centerpoint High School should be used to maintain consistency in our visual identity and to clearly communicate our goals.

Candara

Candara is the primary typeface to be used. When used for main headings, it should be in bold and all caps.

Calibri

Calibri is the secondary typeface. It should be used as copy text in most promotional materials.

Candara

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

CLEAR SPACE






To ensure the legibility and clarity of our logo, it is important to have an adequate amount of space surrounding any form of our logo to separate it from surrounding objects and information. Our logo is a distinguishing factor of our school, so it is important to treat it with care and allow it the space to be recognized.








PRIMARY COLOR PALETTE

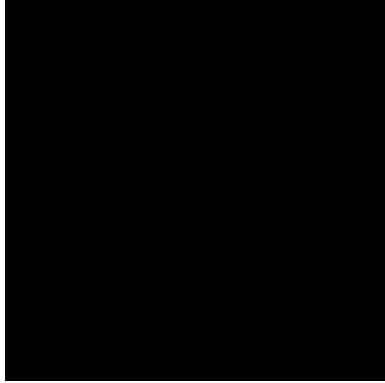
Color is one of the most easily recognizable components of a brand, which is why it is important to keep our colors consistent. These colors have been chosen with care to represent Centerpoint High School, and they should be used for all materials produced by and for our school.








-  **KNIGHT PURPLE**
-  CMYK: 42 63 0 62
-  RGB: 56 36 97
-  HEX: #382461
-  PMS: 669 C



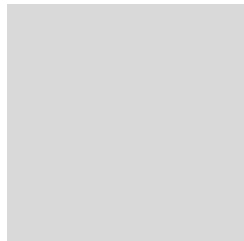
-  **MEDIUM GRAY**
-  CMYK: 1 0 3 33
-  RGB: 171 172 166
-  HEX: #ABACA6
-  PMS: 414 C



-  **TRUE BLACK**
-  CMYK: 75 68 67 90
-  RGB: 0 0 0
-  HEX: #000000
-  PMS: BLACK 6 C

SECONDARY COLORS

These secondary colors are used to complement the primary colors.



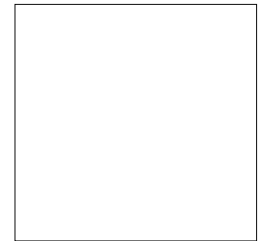
LIGHT GRAY

CMYK: 0 0 0 15
 RGB: 217 217 217
 HEX: #D9D9D9
 PMS: COOL GRAY 2 C



AMITY GOLD

CMYK: 0 7 59 10
 RGB: 229 213 95
 HEX: #E5D55F
 PMS: 610 C



WHITE

CMYK: 0 0 0 0
 RGB: 255 255 255
 HEX: #FFFFFF
 PMS:

HOW TO USE COLOR CODES

Depending on the medium being used, different color codes will need to be considered. Many times when working with vendors, they will inform you of their preferred format.

CMYK

CMYK (CYAN, MAGENTA, YELLOW, BLACK) color should be used when designing for four-color printing.

RGB

RGB (RED, BLUE, GREEN) color should be used when designing for a website or any digital material.

HEX

HEX colors should be used when designing for screens or desktop printing.

PMS

Spot color (PMS) is a standardized color system that allows colors to be printed exactly the same regardless of the medium used.



OTHER OFFICIAL LOGOS

The following are logos that are used for different events, programs, or functions involving Centerpoint High School.



CENTERPOINT
SCHOOL
DISTRICT

This variation of the Centerpoint High School vertical logo is sometimes used to represent the entire Centerpoint School District.



This logo is used for the Centerpoint Academy of Agriculture and Skilled Trades, which is our conversion charter agricultural school.

PROJECT 2020

Project 2020 is a partnership between Centerpoint High School and the University of Arkansas Cossatot. This logo should appear on all promotional materials relating to that program.



The "C" logo is used primarily on caps where our other logos would appear too crowded.

SOCIAL MEDIA

Social media is an important channel that we use to connect with students, parents, and the community. Using social media as a way to further our brand rather than harm it is extremely important. All posts on social media communicate the mission, vision, and values of our brand.

#ArmorUp

Armor Up is our “rallying cry.” It is used primarily in athletic-related social media posts.

#It’sAGreatDayToBeAKnight

“It’s a great day to be a Knight!” is used as a slogan as well as a hashtag on social media for both athletic and academic posts.

REFERENCES

In the past, some publications have referred to Centerpoint High School as CP High School. It is important to remember that “Centerpoint” is one word. Therefore, any reference to Centerpoint High School as “CP,” even as an abbreviation in a headline, is incorrect and should be avoided.

There are also at least two retired logos, including the logo to the right, that are no longer in use. These should not be used in any form to represent Centerpoint High School.



LEGAL INFORMATION

All logos, designs, and branding elements are owned by Centerpoint High School or permission has been granted by outside entities. Any use of these items, including alterations to the originals, without the express written consent of Centerpoint High School, is prohibited.

