

COLUMBUS PUBLIC SCHOOLS

BRAND IDENTITY GUIDE



in this guide

Table of Contents

approved logos	1
color	2
typefaces	3
primary logo usage	4
schooner logo usage	5
discoverers logo usage	6
elementary school logos	7
improper use	12
clear space/size restrictions	13
logo usage & partnerships	14
graphic elements.....	15
stem graphics.....	18
national/state guidelines.....	19
templates	20
activities logos.....	25

welcome

When our students, staff and fans enter a school, gym, get off of a bus, walk on to a field or stage, or are simply grocery shopping we want people to recognize who they represent. Our staff, students, and parents understand that they represent the City of Columbus and not just themselves or their group. Our school colors are maroon and white. That is why the “C”, the ship, the compass, the anchor and the name Discoverers are important as a primary brand.

Within those four primary brands there is a hierarchy. The “C” is our #1 brand. The “C” with our ship is our #2 brand. The compass represents our 3rd brand as it ties in our comprehensive offerings in activities, academics and character education. Finally, the anchor as brand #4 represents our student body and alumni because it reminds us of why we do what we do and is the link to our past, present and future.

As a district and each individual school we represent an identity and that is “GO BIG C” and “I AM A DISCOVERER!” It is not caught up in the separate activities. Each activity is essential to who we are and how we represent our school community. When we add organizations and clubs to our logo like, drum-line, band, key club, student council, national honor society and individual sports we need to remember that those things are secondary to what we promote: Columbus Public Schools.

Please use this branding guide as you make decisions to publicize your district, school, and activity within posters, letterhead, business cards, advertisements, t-shirts, and uniforms. We recognize the need for creativity within each of your designs and colors. However, each publication, t-shirt and uniform must fit within the rules of this document.



Dr. Troy Loeffelholz, Ed.D
Superintendent
Columbus Public Schools

approved logos

Only approved logos may be used when representing Columbus Public Schools. No adjusted variation of the Columbus Logos, outside of current brand guidelines, is acceptable.



Primary Columbus Logo



Columbus Schooner Logo



Columbus Discoverers Shadow Logo



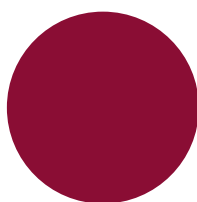
Columbus Discoverers Simple Logo

colors

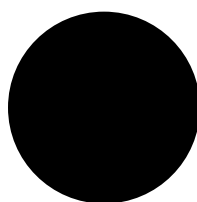
Colors were chosen for their bold combination. They are used to represent confidence, creative thoughts, excitement, power, risk, passion, love, ambition, courage and strength. Two-color is ideal as it creates a greater sense of hierarchy within the logo.

www.pantone.com/color-finder

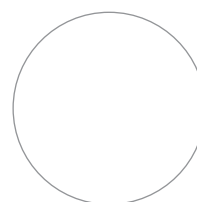
Primary



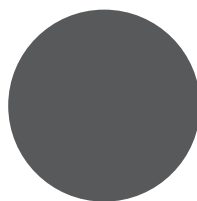
PMS 202
C9 | M98 | Y58 | K44
R134 | G38 | B51
Hex #862633



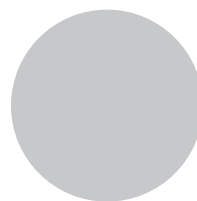
PMS Black
C0 | M8 | Y0 | K100
R44 | G42 | B41
Hex #2C2A29



White
C0 | M0 | Y0 | K0
R255 | G255 | B255
Hex #ffffff

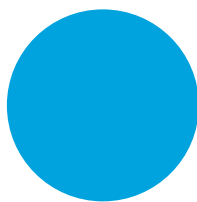


PMS Black
C0 | M0 | Y0 | K80
R88 | G189 | B91
Hex #58595b

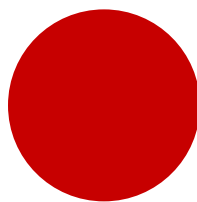


PMS Black
C0 | M0 | Y0 | K25
R193 | G193 | B193
Hex #c1c1c1

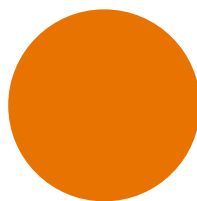
Secondary (STEM accent colors)



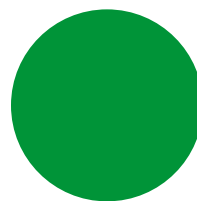
PMS 2192 CP
C91 | M17 | Y0 | K0
R0 | G152 | B211
Hex #0098D3



PMS 3517 CP
C0 | M100 | Y96 | K6
R197 | G29 | B37
Hex #C51D25



PMS 716 CP
C0 | M59 | Y100 | K0
R225 | G111 | B16
Hex #E16F10



PMS 2258 CP
C82 | M0 | Y100 | K18
R0 | G142 | B55
Hex #8E+37

typefaces

Primary Typeface

Lato Family

Lato Black
Lato Heavy
Lato Bold
Lato Semibold
Lato Medium
Lato Regular
Lato Light
Lato Thin
Lato Hairline

Lato is a family of eight weights plus italics, all full of open features. Simple, clean, endearing and perfect for corporate communication. Use bolder weights for headers and/or sub-heads. Use light and regular weights for body copy. Use italic variations for photo captions, pull quotes or for added attention.

<https://fonts.adobe.com/fonts/lato>

Secondary Typeface

Quatro Slab Family

Quatro Slab Ultra Black
Quatro Slab Bold
Quatro Slab SemiBold
Quatro Slab Medium
Quatro Slab Regular

Quatro Slab is a sweet-tempered giant. Made for display, Quatro Slab works well when you need a font with muscle, whose tone is controlled and not at all pushy.

Use bolder weights for headers and/or sub-heads. Use italic variations for photo captions, pull quotes or for added attention.

<https://fonts.adobe.com/fonts/quatro-slab>

Specialty

Bean Sprout DNA

Base Script font used for Discoverers graphics. Use with marketing approval only.

primary logo

The CMYK / RGB version of the logo is ideal for rich color. When four-color printing is not available, select the appropriate alternate version of the logo.



PMS 202 and PMS Black / Two Color



2 Color with White Outline



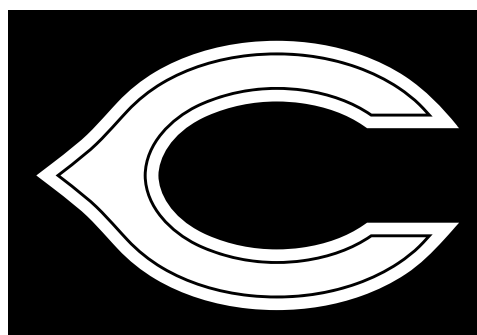
PMS 202 / One Color



PMS 202 Reverse



PMS Black / One Color



PMS Black Reverse

schooner logo

The CMYK / RGB version of the logo is ideal for rich color. When four-color printing is not available, select the appropriate alternate version of the logo.



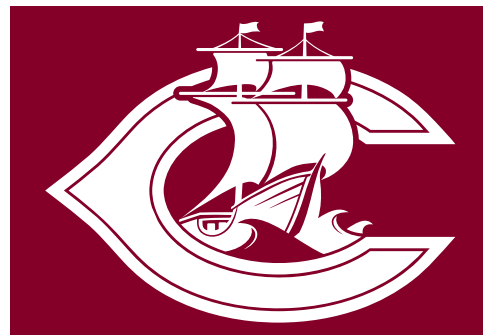
PMS 202 and PMS Black / Two Color



2 Color with White Outline



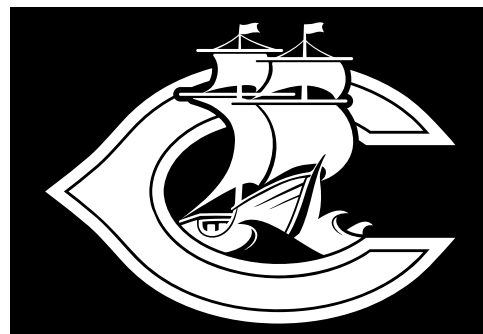
PMS 202 / One Color



PMS 202 Reverse



PMS Black / One Color



PMS Black Reverse

discoverers logo

The CMYK / RGB version of the logo is ideal for rich color. When four-color printing is not available, select the appropriate alternate version of the logo.



PMS 202 and PMS Black / Two Color



2 Color with White Outline



PMS 202 / One Color



PMS 202 Reverse



PMS Black / One Color



PMS Black Reverse

elementary schools

Centennial Elementary

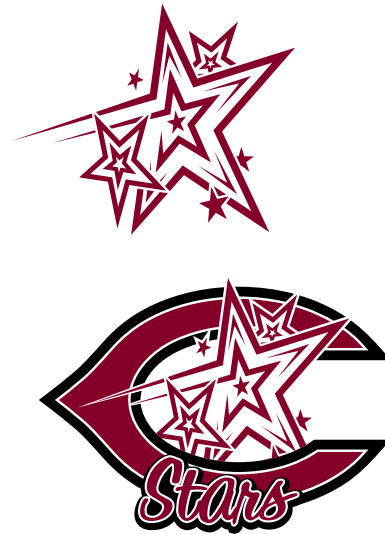
Approved usage of logos and assets.

Additional usage and requests must be approved by:

Nicole Anderson | Director of Marketing & CPS Foundation
andersonn@discoverers.org | 402-563-7000 x 12847



Centennial Stars Logo



Logo Assets



COLUMBUS PUBLIC SCHOOLS
CENTENNIAL ELEMENTARY

Columbus Public Schools - Centennial Elementary Logo



**CENTENNIAL
ELEMENTARY**
COLUMBUS PUBLIC SCHOOLS

Centennial Elementary Logo

elementary schools

Emerson Elementary

Approved usage of logos and assets.

Additional usage and requests must be approved by:

Nicole Anderson | Director of Marketing & CPS Foundation
andersonn@discoverers.org | 402-563-7000 x 12847



Emerson Crusaders Logo



Logo Assets



COLUMBUS PUBLIC SCHOOLS
EMERSON ELEMENTARY

Columbus Public Schools - Emerson Elementary Logo



**EMERSON
ELEMENTARY**
COLUMBUS PUBLIC SCHOOLS

Emerson Elementary Logo

elementary schools

Lost Creek Elementary

Approved usage of logos and assets.

Additional usage and requests must be approved by:

Nicole Anderson | Director of Marketing & CPS Foundation
andersonn@discoverers.org | 402-563-7000 x 12847



Lost Creek Eagles Logo



Logo Assets



COLUMBUS PUBLIC SCHOOLS
LOST CREEK ELEMENTARY

Columbus Public Schools - Lost Creek Elementary Logo



**LOST CREEK
ELEMENTARY**
COLUMBUS PUBLIC SCHOOLS

Lost Creek Elementary Logo

elementary schools

North Park Elementary

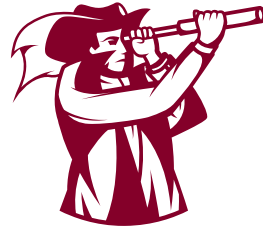
Approved usage of logos and assets.

Additional usage and requests must be approved by:

Nicole Anderson | Director of Marketing & CPS Foundation
andersonn@discoverers.org | 402-563-7000 x 12847



North Park Explorers Logo



Logo Assets



COLUMBUS PUBLIC SCHOOLS
NORTH PARK ELEMENTARY

Columbus Public Schools - North Park Elementary Logo



**NORTH PARK
ELEMENTARY**

COLUMBUS PUBLIC SCHOOLS

North Park Elementary Logo

elementary schools

West Park Elementary

Approved usage of logos and assets.

Additional usage and requests must be approved by:

Nicole Anderson | Director of Marketing & CPS Foundation
andersonn@discoverers.org | 402-563-7000 x 12847



West Park Mustangs Logo



Logo Assets



COLUMBUS PUBLIC SCHOOLS
WEST PARK ELEMENTARY

Columbus Public Schools - West Park Elementary Logo

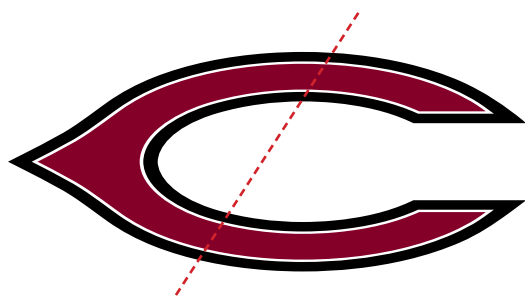


**WEST PARK
ELEMENTARY**
COLUMBUS PUBLIC SCHOOLS

West Park Elementary Logo

improper use

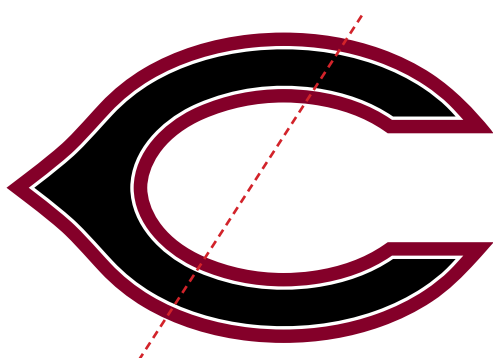
Improper usage guidelines apply to all accepted forms of the CPS logo, brand variations and graphic elements.



Do not stretch



Do not skew



Do not alter colors



Do not alter scale of elements



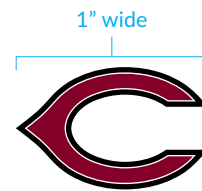
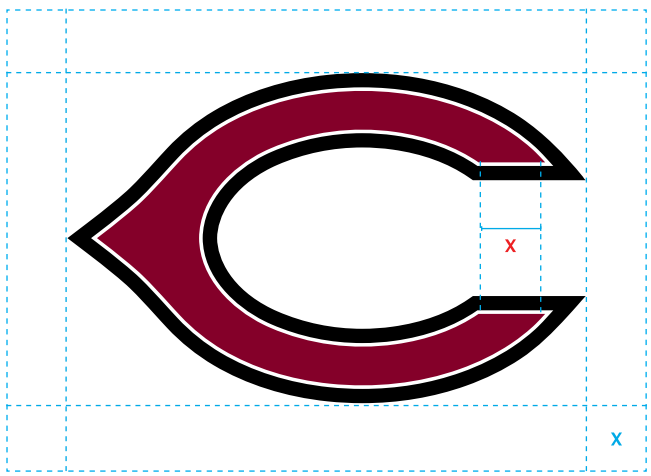
Effects must be approved by

Nicole Anderson
Director of Marketing & CPS Foundation
andersonn@discoverers.org

clear space & size restriction

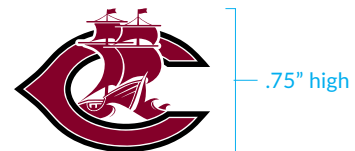
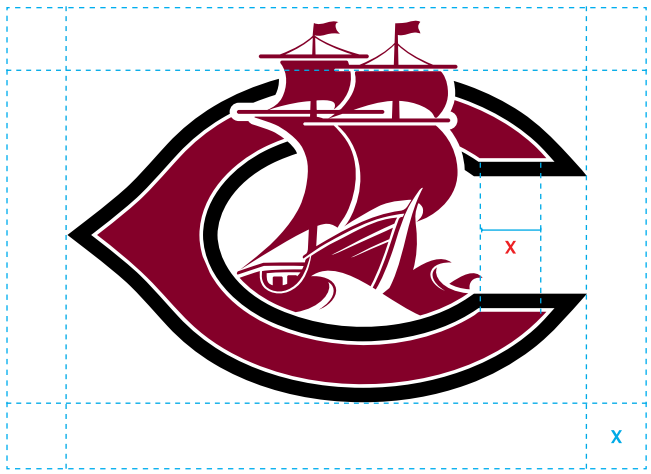
Clear spacing must be around both logo lockups. Use the following guidelines for proper spacing when moving up or down in scale.

Primary



Primary Logo should not be less than 1" wide

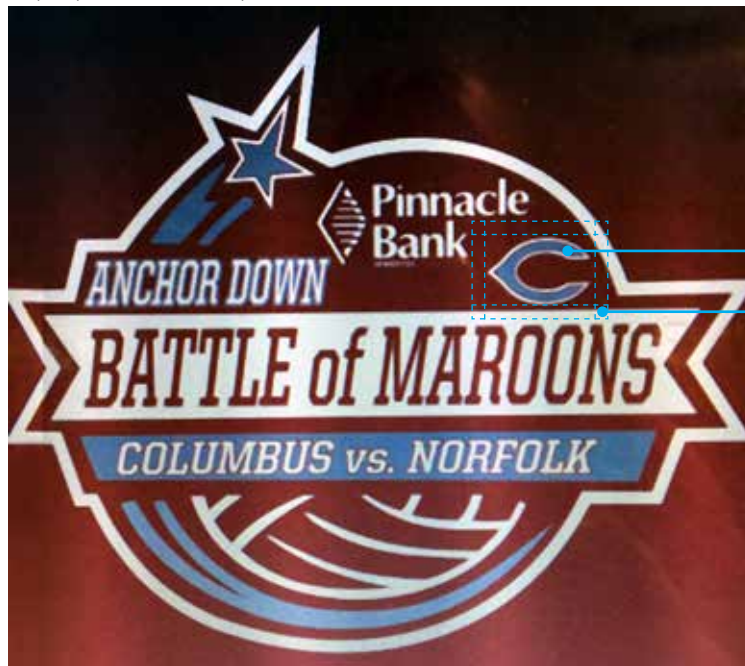
Secondary



Schooner Logo should not be less than .75" high

logo usage & partnerships

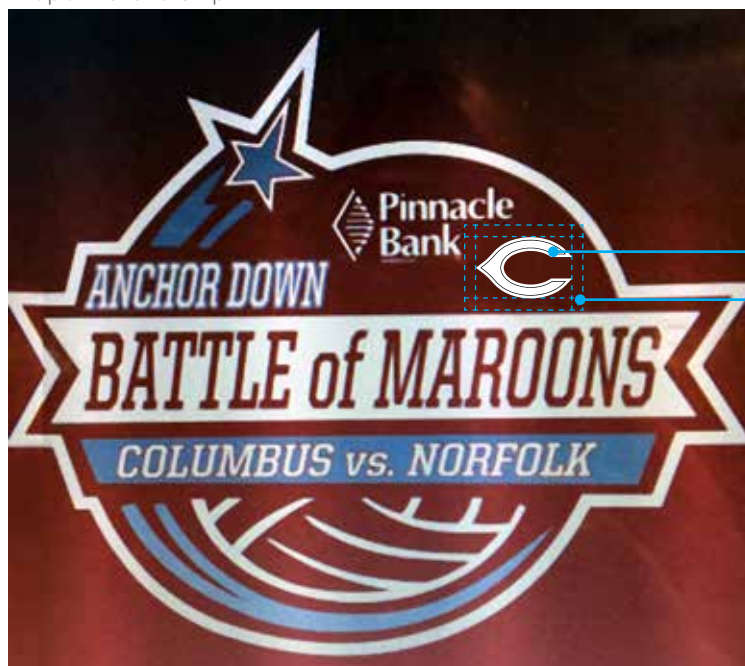
Improper Partnership



Do not allow colorizing

Always ask for correct Clear Space

Proper Partnership



Correct Reverse Logo Version

Correct Clear Space

graphic elements

Discoverers Script

Discoverers

Discoverers
Discoverers

Discoverers

Discoverers
Discoverers

Discoverers

Discoverers
Discoverers

Discoverers

Discoverers
Discoverers

Discoverers

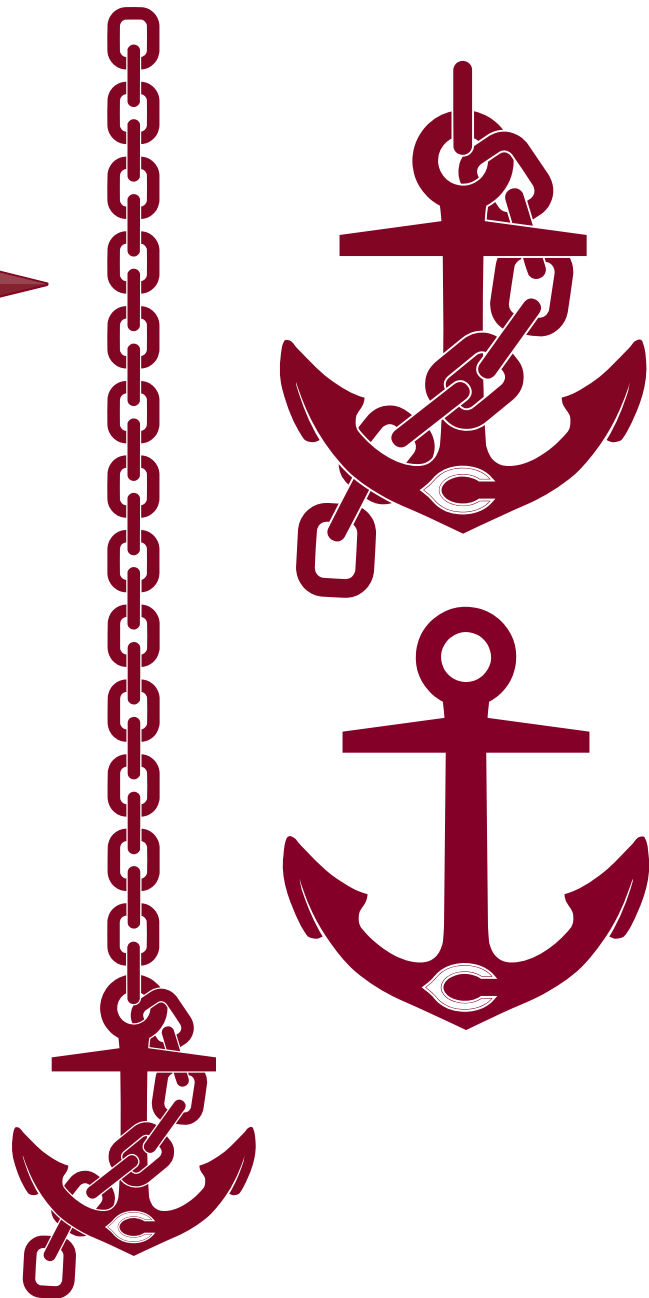
Discoverers
Discoverers

graphic elements

Compass



Foundation Anchors



CPS Schooner



graphic elements

"Lil C"



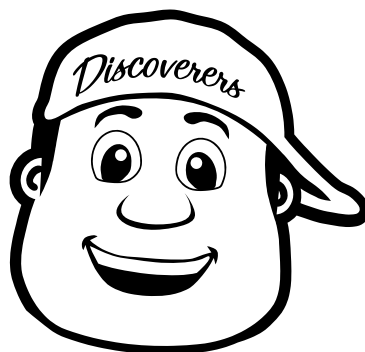
Full Color



One Color



Full Color

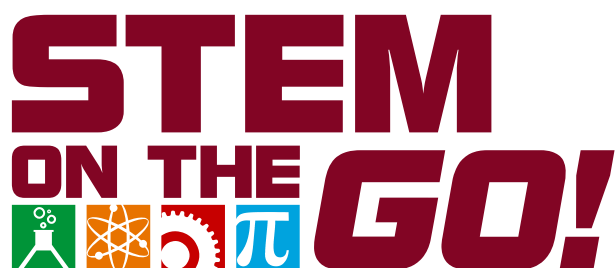


One Color



Reverse

stem graphics



national/state guidelines

Must refer to the National or State governing bodies' guidelines.

Shirt colors may be of the approved colors of the corresponding National or State organization.

It is recommended to use only one color in conjunction with the corresponding National or State organization.

Destination Imagination

<https://www.destinationimagination.org/wp-content/uploads/2016/03/DI-Brand-Guide-09.27.16.pdf>

FBLA

<https://www.nxtbook.com/fbla/fbla/fbla-brand-center-guidelines/index.php>

HOSA

<http://hosa.org/sites/default/files/HOSA-Brand-Style-Guide.pdf>

Key Club

<https://s3.amazonaws.com/keyclub-wpassets/wp-content/uploads/2017/08/09113917/2018-Brand-Guide-Updated.pdf>

National Honor Society

<https://www.nhs.us/terms-of-use/>

Skills USA

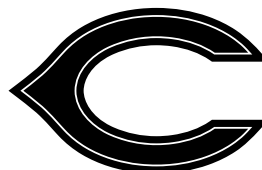
<https://www.skillsusa.org/about/history-brand-resources/logos-and-graphic-standards/>



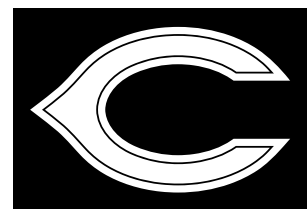
PMS 202 / One Color



PMS 202 Reverse



PMS Black / One Color



PMS Black Reverse

templates

Collateral and template requests to:

Nicole Anderson | Director of Marketing & CPS Foundation
andersonn@discoverers.org | 402-563-7000 x 12847

Letterhead



COLUMBUS PUBLIC SCHOOLS
EMERSON ELEMENTARY



“Engaging All Learners to Achieve Success”

2410 20th Street | Columbus, Nebraska, 68601 | Ph: 402.563.7030 | Fx: 402.563.7035

ColumbusPublicSchools.org

templates


Collateral and template requests to:

Nicole Anderson | Director of Marketing & CPS Foundation
andersonn@discoverers.org | 402-563-7000 x 12847


Business Cards

	Dr. Troy Loeffelholz, Ed.D Superintendent
COLUMBUS PUBLIC SCHOOLS	
📍 2508 27th St Columbus, NE, 68601 PO Box 947	☎ 402.563.7000 ext.12175 📱 402.910.8763 📠 402.563.7005
🌐 ColumbusPublicSchools.org	✉ loeffelholz@discoverers.org

District Administration

	<<Name>> <<Position>>
COLUMBUS PUBLIC SCHOOLS	
📍 Address 1 Address 2 Address 3	☎ <<Office Phone + ext.>> 📱 <<Mobile Phone>> 📠 <<Fax Number>>
🌐 ColumbusPublicSchools.org	✉ <<email address>>

School Specific

	<<Name>> <<Position>>
COLUMBUS PUBLIC SCHOOLS <<SCHOOL AFFILIATION>>	
📍 Address 1 Address 2 Address 3	☎ <<Office Phone + ext.>> 📱 <<Mobile Phone>> 📠 <<Fax Number>>
🌐 ColumbusPublicSchools.org	✉ <<email address>>

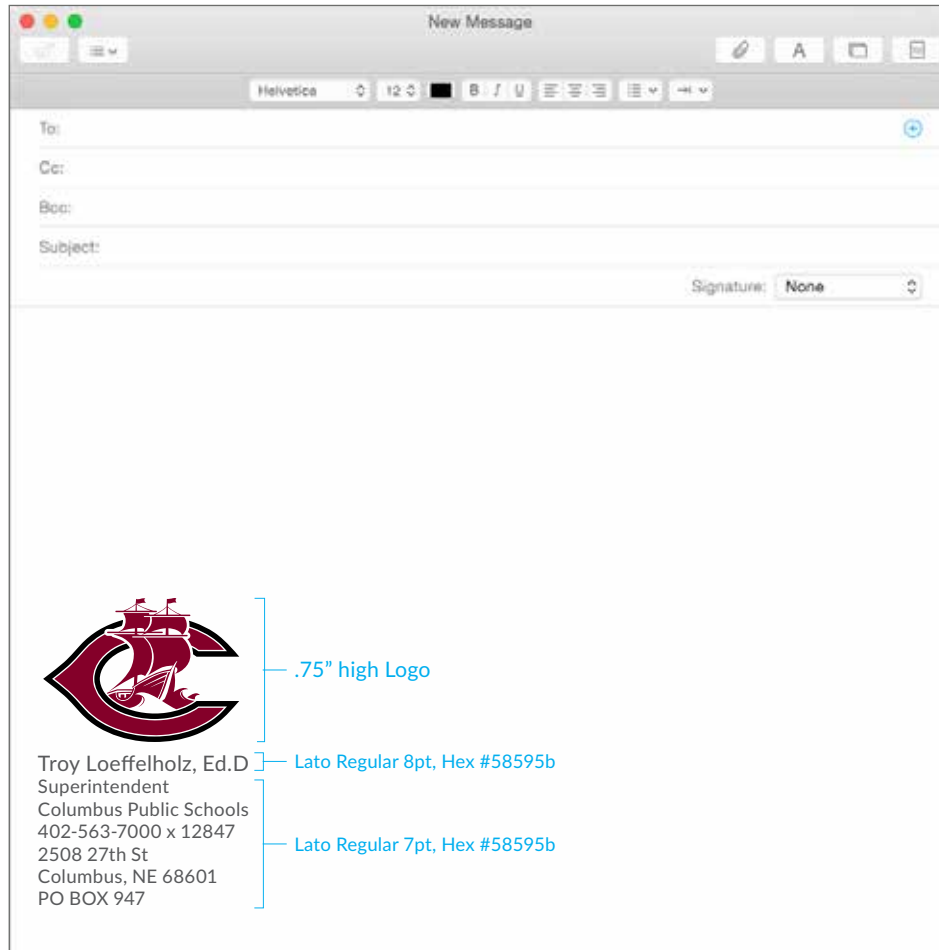


templates

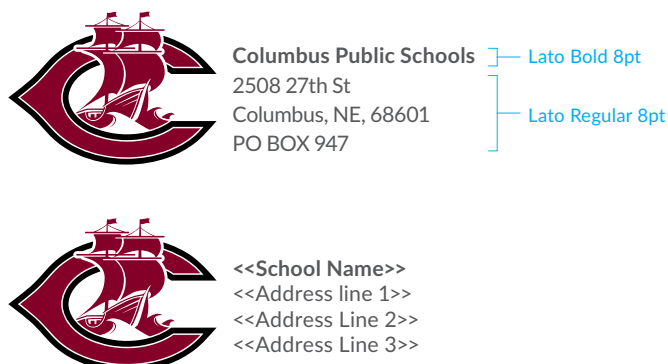
Collateral and template requests to:

Nicole Anderson | Director of Marketing & CPS Foundation
andersonn@discoverers.org | 402-563-7000 x 12847

Email Signature



Address Lock-ups for various envelopes, checks, etc.




templates

Collateral and template requests to:

Nicole Anderson | Director of Marketing & CPS Foundation
andersonn@discoverers.org | 402-563-7000 x 12847


4x2.5" Mailing Labels

District



COLUMBUS PUBLIC SCHOOLS
2508 27th Street
Columbus, NE 68601
PO BOX 947
ColumbusPublicSchools.org


School Specific



COLUMBUS PUBLIC SCHOOLS
<<SCHOOL NAME>>
<<School Address>> | Columbus, NE 68601
ColumbusPublicSchools.org

Fax Cover Template

Fax Cover set 2-up on 8.5"x11" cut into 8.5"x5.5" Pads



COLUMBUS PUBLIC SCHOOLS

FAX

2508 27th Street | Columbus, Nebraska, 68601 | Ph: 402.563.7030 | Fx: 402.563.7035

DATE:

FAX NUMBER:


PAGES:

TO:


FROM:

MESSAGE:

PowerPoint



COLUMBUS PUBLIC SCHOOLS




HEADLINE OR TOPIC GOES HERE

Dunt aliquet nonsequibus accum adit, simusda simporum repera endictatiant parum et autestinciis nis deles aut quae con rest, optae sequia est, od et quid quodi apicil magnatem quidera di officius sequae

dolorun temped eum restium si temolo que voluptate dest odisquisi to int inullum et et quunt enderum quos alit dessusa nduciis seriae explabor sequam quam, officae esseque dus, officid eligendae imus dit, sam






dolorerem asperep erciam ut essit eaquodictem inciae solo occuptas quideli taturem id earum fugia si beaqui ipidel iliquidus culluptate ape velestium nostia cumet






PowerPoint templates based on three-column layout













COLUMBUS PUBLIC SCHOOLS <<SCHOOL NAME>>

STATISTICS

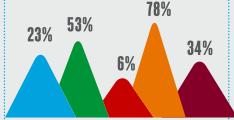
78%     

30%     

18%     

95%     

dolorun temped eum restium si temolo que voluptate dest odisquisi to int inullum et et



HEADLINE OR TOPIC GOES HERE

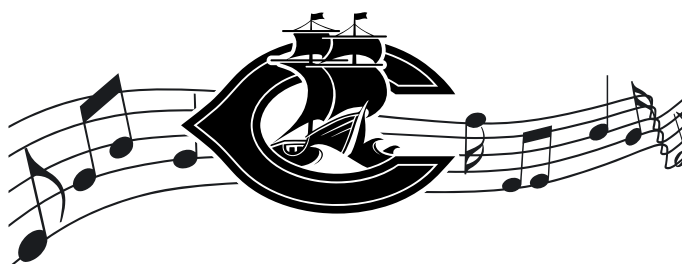
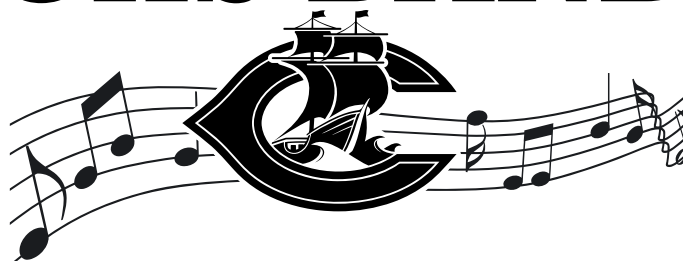
- Bullet point number 1
- Bullet point number 2
- Bullet point number 3
- Bullet point number 4
- Bullet point number 4

activities logos

CHS BAND



CHS BAND



activities logos



activities logos

