



CENTRAL SQUARE CENTRAL SCHOOL DISTRICT



Style Guide

WWW.CSSD.ORG



INTRODUCTION

The Central Square Central School District is special and unique for many reasons. Our staff is top notch and extremely dedicated to support all students by empowering them to excel as citizens in a changing world.

This style guide outlines the specifications of our school district brand, so that we can work together to create consistency across all media. Consistent and appropriate use of logos, colors, font, name, etc. work to create our unique "look." It reminds us who we are as a district, what we stand for and what makes us unique. Please help us protect the strength and value of our school brand by following this style guide.

As One We Rise, Together We Soar.



Style Guide



DISTRICT LOGO AND TAGLINE

The Central Square logo is the primary visual identifier for the organization and should be used in all informational and institutional materials, as well as all social media channels. The logo is comprised of a hawk at the bottom-left corner of text that reads "Central Square Redhawks." The words "Central Square" are aligned above the word "Redhawks." The logo should not be redrawn, stretched or modified. The tagline "As One We Rise, Together We Soar" is located beneath both the hawk and "Central Square Redhawks" text.

The Redhawks only logo is used for signage to accommodate the vendor's dimensions on specific items such as the scoreboard. Any other usage of this logo should be requested through the proper channels.



*Bird Only



*No Tagline



*Site Specific Signage only



ATHLETIC LOGO

The Central Square athletic logo is the primary visual identifier for the organization's athletic-related gear and equipment, sports fields and indoor courts, as well as the district's social media channels. There are two logos for acceptable use. Both logos are comprised of the letters "C" and "S." The letter "C" merges with the top left of the "S" in both logos. One logo contains only the letters "C" and "S," with the letters outlined in maroon and filled with the color white. The other logo is comprised of the letters "C" and "S," with the letters outlined in maroon and filled with the color gray. This alternate logo also has a red hawk aligned diagonally between the letters "C" and "S," with the hawk's face pointed toward the bottom-left of the logo. Neither of the two athletic logos should be redrawn, stretched nor modified.



**Athletic Use Only*





COLORS

Primary colors for Central Square are maroon and white, with black as a secondary color to complement the maroon and white. These colors create the dominant color scheme for all print and web communication. When printing a one-color job, it is suggested that the district logo either be printed in white, black or the official maroon.



CMYK: 29|96|76|29
RGB: 139|35|30
HEX: 8B2332



CMYK: 0|0|0|0
RGB: 255|255|255
HEX: ffffff



CMYK: 0|0|0|100
RGB: 0|0|0
HEX: 000000



CMYK: 0|0|0|70
RGB: 109|111|113
HEX: 6D6F71





FONTS

The following fonts are recommended. Consistent use of these typefaces enhances the integrated family look across all materials. 'Copse' font is used as our district name. 'Open Sans' is used as complimentary or general text. Myriad Pro can be used if these are not available.

COPSE - SCHOOL TITLE

ABCDEFGHabcdefgh1234567!@#\$\$%^&

OPEN SANS - COMPLIMENT

ABCDEFGHabcdefgh1234567!@#\$\$%^&

MYRIAD PRO - GENERAL ALT.

ABCDEFGHabcdefgh1234567!@#\$\$%^&





LOGO ACCEPTABLE USE



*Athletic Use Only



*Athletic Use Only

LOGO UNACCEPTABLE USE



Stretched



Too small



Incorrect colors



Portion is missing



Style Guide



CORPORATE BRAND

Central Square Schools utilize consistent letterhead and business cards that can be requested. All staff utilize the same email signature and phone voice message.

EMAIL SIGNATURE

Name Here

Title

Central Square School District

44 School Drive

Central Square, NY 13036

name@cssdapps.org

315-xxx-xxxx

CONFIDENTIALITY NOTICE

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VOICEMAIL

“Hello. You have reached the voice mailbox of [insert name] in the [insert department or program name] at Central Square. Please leave a message at the tone, or, for immediate assistance, press 0. Thank you.”

BUSINESS CARD



LETTERHEAD

