

CHARLOTTE COUNTY PUBLIC SCHOOLS

BRAND GUIDE



SUCCESS FOR ALL!



Letter To The District

The Charlotte County Public Schools brand is an expression of who we are, what we stand for and what kind of impact we want to make on our community and beyond. Use these guidelines to ensure our brand is communicated consistently across print, digital and social media. We recommend all parties using any part of the Charlotte County Public Schools brand identity, including our logo, artwork, color palette and typography, meet the standards outlined in this guide.

Questions? Please contact the Charlotte County Public Schools Communication Department.

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Brand Standards

USE OF THE LOGOS

The following manual provides you with specifications to accurately utilize the Charlotte County Public Schools brand elements. The Charlotte County Public Schools brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the district. It will also serve to reinforce the core essence of district pride, accomplishment and spirit. It is critical that all parties utilizing any of the Charlotte County Public Schools brand elements follow this manual with attention to detail in order to preserve and protect the Charlotte County Public Schools brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.



Creation, application or any use of the Charlotte County Public Schools brand elements must conform to approved standards as authorized by Charlotte County Public Schools. Additionally, it is imperative that Charlotte County Public Schools brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Charlotte County Public 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 specifications for usage must be met and visually approved by an authorized party within Charlotte County Public Schools.



Approved Logos

Primary Marks

Can be used on official district documents and displays such as on the front of the building, diplomas, stationery, business cards, website home page, etc.

Secondary Marks

Can be used on general fashion apparel, buildings, signage, informal letterhead, etc.

Icon Marks

Interchangeable with Word Mark and Secondary Mark, but are more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.



1



2

Approved Logos

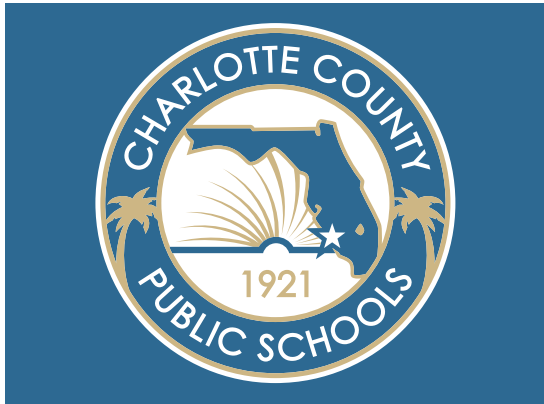
- 1 Primary Mark - Full Color
- 2 Primary Mark - One Color
- 3 Secondary Mark
- 4 Icon Mark



3



4



The outline shown in white, in the right image, is necessary for dark colored backgrounds. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples.
See Page 3.2

Approved Logos

LOGO MODIFICATIONS

DISTRICT APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark **must be approved by the district administration.**

Approved Colors

IDENTITY COLORS



Slate Blue

Vegas Gold

White

Pantone
Web
CMYK
RGB

PMS 2193 C
#3E6991
C: 85 M: 47 Y: 20 K: 13
R: 62 G: 105 B: 145

PMS 4525 C
#C5B783
C: 9 M: 12 Y: 47 K: 18
R: 197 G: 183 B: 131

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Slate Blue, Vegas Gold, and White are the official approved colors of Charlotte County Public Schools and play a major role in supporting the core visual identity of the brand.

Slate Blue and Vegas Gold are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White should only be used as a secondary accent color.

***All Logos were created using the PANTONE+ Solid Coated color book.**

***Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.



Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Slate Blue, Vegas Gold, transparent or neutrals such as Grey/Silver. Please contact the district administration for approval for on use of any other non-official color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).



Approved Colors

ONE COLOR LOGOS



Century Gothic Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Typography

The approved font is Century Gothic Regular*. Century Gothic Regular* should always be used for Charlotte County Public Schools and used when identifying a department or other secondary priority associated with the district.

* The primary text has been customized specifically for the Charlotte County Public Schools brand.

FONT FILES

***VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.**

NOW IT IS TIME TO

ELEVATE YOUR BRAND

WITH...

Avenue Banners

Windscreens

Wall Murals

Vinyl Banners

Flags

Pop-Up Tents

Table Cloths

Decals

Window Graphics

Media Backdrops

AND MORE!

Contact **BSN SPORTS** Campus Branding for more info!

BSNSPORTS.com/CampusBranding

VIP BRANDING

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