CLOVIS
UNIFIED
SCHOOL DISTRICT

Branding & Style Guide

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Questions?

If you have any questions about the contents of this guide, need help with accessing our logo library, or require clarification on a printing request from a vendor, you can always reach out to our Communications team for help.

The most up-to-date contact information for our team can be found on our website: **cusd.com/communications.aspx**

What is a Branding & Style Guide?

Our logos are the way the world recognizes and visually connects with our schools and district. A branding and style guide is a tool for anyone working on print or digital representations of a Clovis Unified school, department or the District. This guide provides information to support correct use of:

- Colors and color codes
- Digital file formats
- Scale and size of images
- Tips to improve consistency of punctuation and capitalization

Why do We Need One?

In a big organization like ours, each of our schools and departments have unique identities and reputations while also representing a single school district with its own reputation. Logos are the visual representation of those "brands" to members of the public, and ensuring that our brand is recognizable and consistently reflects the high standards of the Clovis Unified School District is important.

A Branding and Style Guide helps establish consistent guidelines for how our logos and their distinctive colors and images should be used to ensure a high standard and quality. This guide supports our CUSD team by laying out best practices in logo application and use of correct colors, making sure that every time one of our logos is used, it reflects the district and your school at its best.

Protecting the Brand

Our individual parts make up one great whole and that's Clovis Unified School District. No matter what school or department we work in, we all ride for the Clovis Unified "brand" and all it represents. This guide helps protect the high standard of that brand.

CLOVIS UNIFIED SCHOOL DISTRICT

A word about Style

Style is a multiple meaning word, and in this context we're talking about a standardized form of punctuation, grammar convention, spelling and formatting for writing to provide consistency and accuracy. Style guides take the guesswork out of questions like when do you spell out a number versus using the numeric form, how do you punctuate a simple list, and when do you capitalize someone's title and when do you not?

In the District's mass communication with parents and the community, we strive for a style that lends itself to a quick understanding that requires only one reading, versus the complex styles sometimes used in literature or academic writing that may require multiple readings before it is understood. The basis for this style is the **Associated Press (AP) Style Guide** used by most media outlets today.

Quick Tip

All of the information in this guide should also be applied as best practices for the use of any school or department logo.

While Clovis Unified has not adopted a district-wide style book, when creating materials for home-to-school communication directed toward a large audience, we recommend using **AP Style** as a guide. It is regularly updated to reflect emerging language and style for both print and digital communication and can be found at https://store.apstylebook.com/apstylebookonline.html.

The CUSD Font

The district also has an official font that is part of the style that makes up our brand. We don't require or expect this font to be used everywhere, but we wanted to make it available by hosting it in our online library. The font is appropriately called 'CUSD' and is available in four weights:

Light   Medium   **Bold**   **Extrabold**

How to Handle Logos

The two main things to keep in mind when working with your logo on any project are:

1. Maintain the integrity of the shape or scale
2. Preserve the correct colors as those colors are the visual cue that connects your logo to your site or department

We're proud of our logos and mascots, so we want to make sure everyone sees them the same way every time and wherever they are encountered. It's also important to leave space around the logo as well so it stands out to your intended audience.

Keep clear space around logo

Shape & Scale

Scale is the relative size of a shape within its design space, and both scale and size are important when working with logos. Each of our logos is designed to a particular height and width scale. When you resize a logo, it can easily become distorted if not scaled correctly.

The golden rule when working with size and scale is to make sure your logo isn't stretched or squished. You can make it smaller or larger as needed, but maintaining the right aspect ratio is key when doing so. Protect the aspect ratio of your logo by only changing the size using the same width and height proportions of the original logo image.

Stretched too wide   Squished & stretched too tall
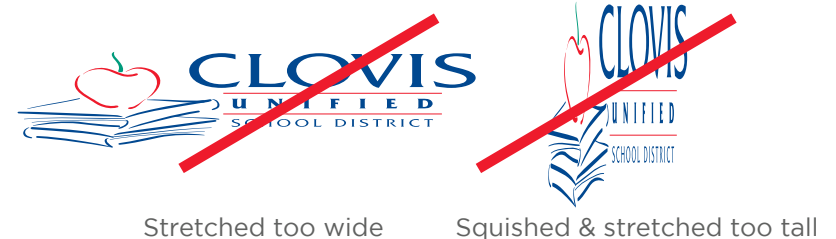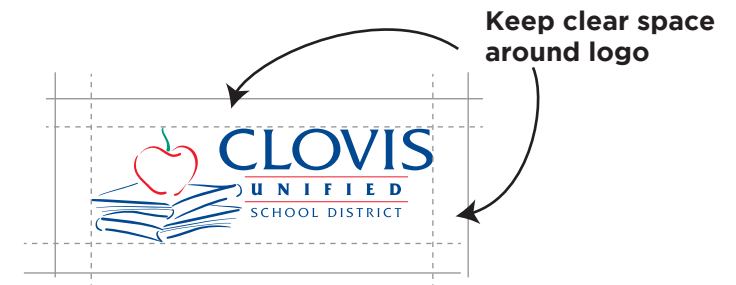
Pixelatiation from scaling the logo up too much

Different File Formats

Images and graphics come in a variety of file formats because of different uses, software formats, or people inventing better ways to compress and save a file for digital use. In this guide we focus on the files most commonly seen in the District or that could be requested by an outside vendor you may use for print or design work. We'll break them into two categories: **vector and non-vector files**.

Vector Files

Vector files are made up of mathematical formulas that capture the shapes and colors used to make up the image. Those formulas' vectors can be scaled larger and smaller without any reduction in quality. They are the preferred file for most commercial vendors doing high quality printing. That's what Graphics Arts will need for that large banner or your t-shirt printer will use to make sure your General Session shirt looks sharp.

The three vector file types we use are **SVG (Scalable Vector Graphic), EPS (Encapsulated Post Script), and AI (Adobe Illustrator).** SVG and EPS files are usually what you would send to a vendor for printing, while AI is usually the original design file.

Non-vector Files

Non-vector files (sometimes called raster files) can be made up of millions of pixels and incredibly high levels of detail. Those pixels are constrained and if you scale it up too much, the pixels get bigger and you start to see a blocky distortion. Non-vector files do allow for compression while maintaining quality which makes storage, web optimization, and sharing faster and easier. These files are good for documents on your office printer, as long as you don't enlarge the image beyond it's original dimensions. The most common non-vector files you'll see are digital photographs.

The two non-vector file types we use are **JPEG (Joint Photographic Experts Group) and PNG (Portable Network Graphics).** JPEGs are smaller, more compressed files and because of that, the background color will always show up around the graphic.

PNGs are non-vector files that support transparency and won't make a white square around your logo on a colored background. Best practice is to avoid having that white square around your logo by using a PNG file.

PDF (Portable Document Format) can be both a vector or non-vector file, but the PDFs of our logos are vector files and may also be requested commercial printing.

Preserving Colors

The colors of a brand are the colors that represent the style and image of an organization, like the Target red or Walmart blue, and are most commonly defined by what is used in the logo. Keeping our colors consistent is crucial in making sure that any created asset continues to convey the message of the brand. Using the correct colors is a staple element of protecting your brand identity.

Uniform Colors

One of the primary ways the public recognizes our schools is by their school colors and logos. It is, therefore, expected that co-curricular uniforms build school spirit by reflecting school colors, or at minimum displaying the school logo. Before altering colors or logos on uniforms seek authorization from the appropriate Area Superintendent.

Color Science

No matter how artistic a logo might be, there is a definitive science to color that helps ensure consistency. For example, our CUSD logo colors are **red**, **blue**, and **green**, but how do we know which blue to use? How do we apply the same red each time? Color science!

Most of the colors we see are mixed from a few specific base colors. There are systems that assign specific numbers to those base colors and their percentage levels, so we can be precise in which color ends up on paper when we print or on our computer screens for our websites.

While color science does provide a great deal of accuracy, it doesn't help overcome the fact that not every screen has the exact same color settings and not every printer produces at the same

quality. Using the correct color codes up front is the key to consistency, but knowing that a color printed or viewed on a screen may not represent the color code accurately 100% of the time will save you some frustration.

Types of Color Codes

There are three types of color codes that included in our, and a fourth to be aware of in design.

CMYK

This code mixes percent levels of Cyan, Magenta, Yellow and Black ink with a number value from 0 to 100 for each. This is the color model used most commonly to print on paper products and in commercial printing for items such as t-shirts, banners and cards.

RGB

The RGB color code mixes Red, Green and Blue with a number value from 0 to 255 for each. This color model is primarily for screens like digital graphics, web elements, video, and photos. RGB images are more vibrant because they have more shades of color to mix.

HEX   3B89A6

Hex color codes, or hexadecimal color, were developed specifically for computers and the web. They are six-digit codes made of up of letters and numbers that represent the longer color values found in binary code. Hex codes will most commonly be used on websites but can also be used to look up CMYK or RGB values in graphic design programs and platforms like Canva.

Pantone

The Pantone Matching System (PMS) standardizes 1,114 colors and assigns them a number and name. Pantone is the name of the company that developed this proprietary system. Printers like them for their precision, but they won't always be listed if there isn't a Pantone that's an exact match to the color created by using 16,000+ possibilities of CMYK or 16 million+ from RGB mixing.

The good news is that you won't have to worry about color science too much. CUSD develops our logos in CMYK, so they are print ready. CMYK usually converts easily when posting online as most digital platforms and tools handle color management and conversion on the back end. The most common issue you may see is a file not printing because it is RGB and the printer you are using requires CMYK. If you run into any issues with color matching and logos, let the Communications team know and we can help.

The CUSD Colors

Here are the colors for our district logo as a reference for your printing needs, as well as an example of how you will see the different color model codes presented in this style guide.

CMYK 100, 72, 0, 19
RGB 0, 73, 184
Hex 004990
PMS 280

CMYK 0, 100, 91, 0
RGB 237, 28, 46
Hex ED1C2E
PMS 485

CMYK 100, 65, 0, 9
RGB 0, 156, 124
Hex 009C7C
PMS 334

Changing Colors

The Clovis Unified logo is the primary mark of our brand and should be presented in the exact colors, without highlights or shadows. There are a few cases where changes are approved and recommended listed below:

Reversed
Applying the reversed logo (white) to black and other dark background colors that provide contrast.

Black
Applying the logo in black against a white or light background that provides contrast. Also a good choice for black and white printing.
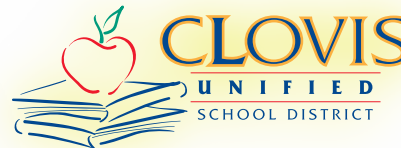
Single Color
If you are required to do single color printing, you can convert the logo to any of the district's three logo colors shown above.

Don't change the colors of the logo elements

Don't add a glow or an outline/stroke

Don't add a drop shadow

The Annual Theme Logo

While our Clovis Unified apple and books logo is the overarching brand representation that reflects the timeless purpose of the district to build knowledge, create relationship and nurture our students, each year we also develop a theme logo. Our annual theme and logo centers our organization around a common sentiment or purpose unique to a given year. Themes like "Better Together," "Building Tomorrow Today," and "Clarity. Quality. Commitment." are short-term reflections of a moment in our district's journey, and a logo is designed and used each year on t-shirts and in e-mail signature lines reflecting that moment in time. The brand guidelines provided here also apply to the use of our annual theme logo.

The 2024-25 district theme logo along with the color variations for each school area.

Developing Logos

If you want to create a logo for your department to use officially or just on a run of merchandise, work with your site or district leader to gain approval to do so. We ask that you work with the communications department on such projects to make sure your logo is viable for printing and doesn't violate any intellectual property or copyright laws. A lot of ideas you find online are owned by someone else, so we want to make sure the logo you like is unique and can be legally used.

If you need help designing a logo, please put in a request with the Communications team. We have designed logos for programs, departments and schools, and can provide ideas or work to execute the vision you already have in mind. Here are a few examples of logos created by our department.
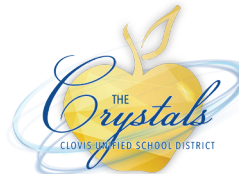
Accessing our Logo Library

We've built an online logo library which includes district wide logos, as well as a logo for each school. This library is hosted on Google Drive and **will require that you be logged into a Google account with your CUSD email to gain access.** To maintain the security of this library, permission requests to access folders from non-CUSD email accounts will not be approved. You can access this library by visiting our website at www.cusd.com/communications.aspx or clicking here if you're viewing this document digitally.

Each school folder will contain the recognized logo for that site in SVG, EPS, PNG, JPG, and PDF format. We recommend that you share individual logo files to your vendors, as they will not be given access to our entire logo library. For color codes, this guide will provide CMYK, RGB and Hex codes for all of our schools that are based on the current logos used, so you can share that info with your printer. In the event you get a request for a Pantone color, our team can help determine the precise Pantone for your school colors, or help find the closest PMS color that matches your logo.

You'll also find a folder with the CUSD Logo in Color, Black, and Reverse (white), along with install files for the CUSD fonts. Each folder is downloadable, so you can have access to these logo files offline as well. In the event that you lose a file or it gets saved incorrectly, you can download the file from the library again.

If you have any issues accessing these files or find a file is missing, please contact our Communications team so we can help.
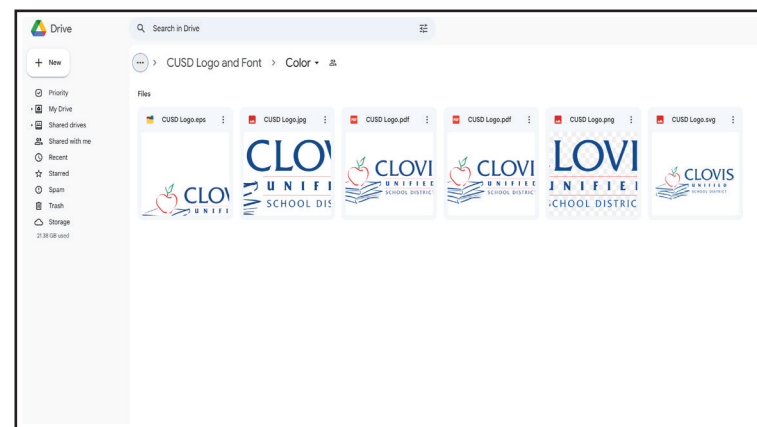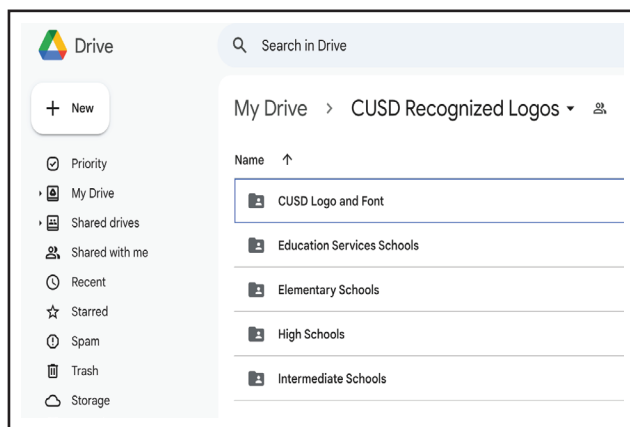
High Schools

Buchanan Bears

CMYK 2, 100, 92, 0
RGB 233, 30, 47
HEX E91E2F

CMYK 99, 72, 28, 11
RGB 0, 79, 124
HEX 004F7C

Clovis Cougars

CMYK 100, 82, 16, 3
RGB 24, 72, 139
HEX 18488B

CMYK 2, 20, 99, 0
RGB 251, 201, 13
HEX FBC90D

Clovis East Timberwolves

CMYK 98, 83, 46, 52
RGB 9, 35, 62
HEX 09233E

CMYK 86, 40, 90, 39
RGB 25, 86, 51
HEX 195633

CMYK 36, 29, 29, 0
RGB 168, 168, 169
HEX A8A8A9

Clovis North Broncos

CMYK 56, 22, 0, 0
RGB 109, 168, 219
HEX 6DA8DB

CMYK 75, 68, 67, 90
RGB 0, 0, 0
HEX 000000

Clovis South Longhorns

CMYK 18, 76, 100, 8
RGB 191, 88, 39
HEX BF5827

CMYK 100, 83, 30, 16
RGB 26, 62, 111
HEX 1A3E6F

CMYK 67, 52, 44, 17
RGB 91, 102, 112
HEX 5B6670

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFF

Clovis West Golden Eagles

CMYK 26, 100, 78, 24
RGB 151, 26, 50
HEX 971A31

CMYK 0, 29, 91, 0
RGB 252, 187, 49
HEX FCBB31

Intermediate Schools

Alta Sierra Bruins

CMYK 7, 100, 100, 1 RGB 220, 31, 38 HEX DC1F26	CMYK 100, 90, 13, 3 RGB 0, 53, 142 HEX 00358E

Clark Chieftains

CMYK 100, 89, 27, 14 RGB 34, 57, 113 HEX 223971	CMYK 0, 31, 100, 0 RGB 253, 182, 21 HEX FDB615

Granite Ridge Broncos

CMYK 56, 22, 0, 0 RGB 109, 168, 219 HEX 6DA8DB	CMYK 75, 68, 67, 90 RGB 0, 0, 0 HEX 000000

Kastner Thunderbirds

CMYK 29, 100, 95, 37 RGB 127, ,21, 27 HEX 7F151B	CMYK 7, 25, 100, 0 RGB 239, 189, 29 HEX EFBD1D

Reyburn Timberwolves

CMYK 98, 83, 46, 52 RGB 9, 35, 62 HEX 09233E	CMYK 86, 40, 90, 39 RGB 25, 86, 51 HEX 195633

CMYK 36, 29, 29, 0
RGB 168, 168, 169
HEX A8A8A9

Sanchez Longhorns

CMYK 18, 76, 100, 8 RGB 191, 88, 39 HEX BF5827	CMYK 100, 83, 30, 16 RGB 26, 62, 111 HEX 1A3E6F
CMYK 67, 52, 44, 17 RGB 91, 102, 112 HEX 5B6670	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX FFFFFF

Elementary Schools

Boris Chargers

CMYK 97, 74, 1, 0 RGB 6, 85, 165 HEX 0655A5	CMYK 36, 28, 27, 0 RGB 168, 169, 172 HEX A8A9AC

Bud Rank Ravens

CMYK 100, 83, 38, 30 RGB 19, 53, 91 HEX 13355B	CMYK 73, 22, 0, 0 RGB 34, 159, 218 HEX 229FDA

CMYK 15, 11, 11, 0
RGB 215, 215, 215
HEX D7D7D7

Cedarwood Hawks

CMYK 88, 51, 69, 53 RGB 15, 63, 56 HEX 0F3F38	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX FFFFFF

Century Tigers

CMYK 21, 24, 68, 0 RGB 205, 182, 110 HEX CDB66E	CMYK 75, 68, 67, 90 RGB 0, 0, 0 HEX 000000

Clovis Jaguars

CMYK 22, 22, 78, 0 RGB 206, 185, 91 HEX CEB95B	CMYK 100, 100, 35, 34 RGB 33, 29, 81 HEX 211D51

Cole Bulldogs

CMYK 23, 100, 87, 15 RGB 170, 31, 47 HEX AA1F2F	CMYK 92, 61, 2, 0 RGB 7, 103, 175 HEX 0767AF

Elementary Schools

Copper Hills Miners

CMYK 35, 97, 90, 56
RGB 93, 14, 16
HEX 5D0E10

CMYK 100, 100, 34, 29
RGB 36, 32, 86
HEX 242056

CMYK 60, 52, 51, 21
RGB 100, 101, 101
HEX 646565

Mickey Cox Cowboys

CMYK 43, 35, 35, 1
RGB 153, 153, 153
HEX 999999

CMYK 86, 68, 0, 0
RGB 48, 95, 172
HEX 305FAC

Dry Creek Panthers

CMYK 100, 86, 34, 23
RGB 27, 55, 100
HEX 1B3764

CMYK 1, 16, 99, 0
RGB 254, 209, 9
HEX FED109

Fancher Creek Falcons

CMYK 2, 100, 91, 0
RGB 232, 30, 46
HEX E81E2E

CMYK 98, 89, 43, 51
RGB 16, 30, 63
HEX 101E3F

Fort Washington Patriots

CMYK 3, 25, 97, 0
RGB 247, 191, 31
HEX F7BF1F

CMYK 94, 86, 44, 49
RGB 26, 35, 66
HEX 1A2342

Freedom Trailblazers

CMYK 98, 86, 24, 10
RGB 37, 62, 120
HEX 253E78

CMYK 18, 92, 95, 8
RGB 190, 55, 43
HEX BE372B

Logos & Colors

Elementary Schools

Fugman Marlins

CMYK 99, 76, 4, 0	CMYK 75, 68, 67, 90
RGB 2, 83, 159	RGB 0, 0, 0
HEX 02539F	HEX 000000

Garfield Cubs

CMYK 13, 100, 90, 3	CMYK 99, 86, 44, 52
RGB 206, 32, 49	RGB 9, 33, 63
HEX CE2031	HEX 09213F

Gettysburg Generals

CMYK 81, 100, 21, 9	CMYK 0, 20, 100, 0
RGB 86, 42, 115	RGB 255, 203, 7
HEX 562A73	HEX FFCB07

CMYK 27, 36, 100, 3
RGB 189, 153, 47
HEX BD992F

Hirayama Heat

CMYK 11, 100, 92, 4	CMYK 25, 24, 80, 0
RGB 207, 31, 45	RGB 197, 179, 88
HEX CF1F2D	HEX C6B457

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFF

Jefferson Blue Jays

CMYK 90, 62, 4, 0	CMYK 26, 20, 20, 0
RGB 29, 102, 171	RGB 190, 190, 191
HEX 1D66AB	HEX BEBEBF

CMYK 57, 49, 45, 13
RGB 114, 113, 116
HEX 727174

Liberty Sky Hawks

CMYK 81, 12, 96, 1	CMYK 88, 77, 0, 0
RGB 41, 159, 76	RGB 57, 83, 163
HEX 299F4C	HEX 3953A3

Logos & Colors

Elementary Schools

Lincoln Lions

CMYK 30, 96, 76, 31 RGB 135, 33, 49 HEX 872131	CMYK 0, 29, 91, 0 RGB 252, 87, 49 HEX FCBB31

Maple Creek Huskies

CMYK 35, 97, 85, 54 RGB 96, 14, 22 HEX 600E16	CMYK 75, 68, 67, 88 RGB 5, 5, 5 HEX 050505
CMYK 24, 19, 29, 0 RGB 194, 193, 192 HEX C2C1C0	

Miramonte Mustangs

CMYK 7, 64, 100, 0 RGB 228, 119, 38 HEX E47726	CMYK 100, 96, 33, 26 RGB 36, 40, 93 HEX 24285D
CMYK 6, 36, 78, 0 RGB 236, 170, 81 HEX ECAA51	CMYK 82, 76, 20, 5 RGB 76, 80, 135 HEX 4C5087

Mountain View Golden Bears

CMYK 100, 100, 34, 45 RGB 26, 20, 71 HEX 1A1447	CMYK 7, 31, 100, 0 RGB 238, 178, 31 HEX EEB21F

Nelson Roadrunners

CMYK 87, 43, 100, 49 RGB 16, 73, 35 HEX 104923	CMYK 1, 17, 99, 0 RGB 254, 207, 7 HEX FECF07

Oraze Bearcats

CMYK 85, 41, 80, 37 RGB 30, 87, 61 HEX 1E573D	CMYK 42, 34, 39, 1 RGB 153, 154, 148 HEX 999A94

Logos & Colors

Elementary Schools

Pinedale Eagles

CMYK 98, 72, 13, 2 RGB 135, 33, 49 HEX 005696	CMYK 1, 98, 94, 0 RGB 234, 38, 43 HEX EA262B

Reagan Timberwolves

CMYK 98, 83, 46, 52 RGB 9, 35, 62 HEX 09233E	CMYK 86, 40, 90, 39 RGB 25, 86, 51 HEX 195633

Red Bank Bobcats

CMYK 1, 99, 96, 0 RGB 235, 36, 40 HEX EB2428	CMYK 75, 68, 67, 90 RGB 0, 0, 0 HEX 000000
CMYK 26, 20, 20, 0 RGB 188, 189, 191 HEX BCBDBF	

Riverview Rams

CMYK 100, 87, 32, 20 RGB 30, 55, 103 HEX 1E3767	CMYK 1, 17, 99, 0 RGB 255, 207, 7 HEX FFCF07

Sierra Vista Vikings

CMYK 34, 2, 0, 0 RGB 160, 216, 245 HEX A0D8F5	CMYK 8, 24, 100, 0 RGB 235, 190, 30 HEX EBBE1E

Tarpey Spartans

CMYK 0, 91, 86, 0 RGB 239, 63, 53 HEX EF3F35	CMYK 75, 68, 67, 90 RGB 0, 0, 0 HEX 000000

Elementary Schools

Temperance-Kutner Trojans

CMYK 88, 75, 46, 41 RGB 39, 53, 76 HEX 27354C	CMYK 38, 92, 79, 60 RGB 85, 20, 24 HEX 551418

Valley Oak Wildcats

CMYK 84, 51, 0, 0 RGB 39, 117, 186 HEX 2775BA	CMYK 1, 16, 99, 0 RGB 254, 209, 9 HEX FED109

Weldon Warriors

CMYK 11, 98, 98, 2 RGB 211, 41, 40 HEX D32928	CMYK 75, 68, 67, 90 RGB 0, 0, 0 HEX 000000
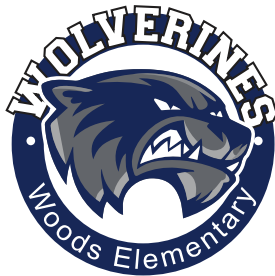
Woods Wolverines

CMYK 100, 92, 36, 31 RGB 29, 41, 86 HEX 1D2956	CMYK 62, 52, 47, 19 RGB 99, 102, 107 HEX 63666B
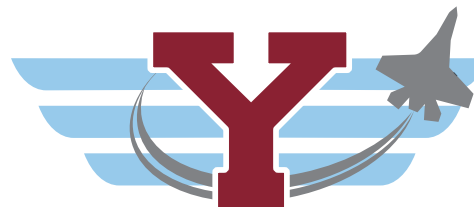
Young Jets

CMYK 29, 96, 74, 29 RGB 139, 34, 52 HEX 8B2234	CMYK 38, 8, 1, 0 RGB 151, 202, 234 HEX 97CAEA

CMYK: 52, 43, 41, 6 RGB 129, 130, 133 HEX 818285

Educational Services Schools

CART

CMYK 2, 38, 100, 0 RGB 245, 168, 28 HEX F5A81C	CMYK 100, 79, 38, 27 RGB 15, 60, 96 HEX 0F3C60
CMYK 85, 24, 60, 6 RGB 5, 138, 120 HEX 058A78	CMYK 12, 86, 99, 2 RGB 212, 73, 40 HEX D44928

Clovis Adult Education

CMYK 95, 77, 1, 0 RGB 31, 83, 163 HEX 1F53A3	CMYK 74, 14, 100, 2 RGB 75, 159, 70 HEX 4B9F46
CMYK 100, 90, 39, 36 RGB 24, 41, 81 HEX 182951	

Clovis Online Chargers

CMYK 86, 76, 0, 0 RGB 64, 82, 163 HEX 4052A3	CMYK 44, 0, 95, 0 RGB 155, 203, 67 HEX 9BCB43

Community Day School

CMYK 83, 46, 81, 53 RGB 25, 67, 46 HEX 19432E	CMYK 75, 68, 67, 90 RGB 0, 0, 0 HEX 000000
CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX FFFFFF	

Gateway Eagles

CMYK 77, 49, 90, 59 RGB 37, 60, 31 HEX 253C1F	CMYK 15, 30, 97, 0 RGB 220, 174, 45 HEX DCAE2D

Sierra Outdoor School

CMYK 84, 14, 100, 2 RGB 15, 154, 73 HEX 0F9A49	CMYK 75, 68, 67, 90 RGB 0, 0, 0 HEX 000000