Administrative Procedure 130 - Brand Identity Standards Guide

Effective: November 21, 2016
Amended: February 12, 2018

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Please see the next page.

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CLEARVIEW PUBLIC SCHOOLS

BRAND IDENTITY
STANDARDS GUIDE

Clearview
Public Schools

We All Belong – We All Succeed

WELCOME TO THE IDENTITY GUIDE FOR CLEARVIEW PUBLIC SCHOOLS

Our new brand identity isn't just a change for change's sake. Our new identity is meant to reflect and promote the pride and strength of our organization. Our school division not only serves the students that attend each of our schools but it also serves the students' families and the communities that each of our schools call home. With this in consideration it is imperative that our brand respresents our organization in the best possible light through all of our communications.

This Brand Identity Guide is part of a larger effort to unify and clarify our visual identity. It is not only for brochures and websites, but for signage and visual planning for the efforts within our organization. Your cooperation to work within the guidelines of the new brand identity is the key part of the plan. A strong consistent look builds trust and relationship with our community. Our visual identity becomes our calling card, and it is a valuable asset that we need to take care of.

Thank you for taking the time to read this guide. We trust you will find it useful for the work you do for our organization.

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Clearview
Public Schools

We All Belong – We All Succeed

USING THE BRAND IDENTITY GUIDELINES

This document is intended to be used by Clearview Public Schools, and its external agencies and suppliers as a guide for implementing their brand identity. The information provided will assist in the consistent and effective use of Clearview Public Schools brand. It contains illustrated and written guidelines for every approved application of the organization's brand identity. If a proposed application is not outlined in this guide, please contact the Communications Department. See section B page 5 for contact information.

WHAT IS BRAND IDENTITY?

Brand Identity is the visual imagery we use to represent ourselves. It is the public "face" of our organization. Brand Identity, a function within branding, is in reality a double-edged sword. Used wisely and carefully, it projects a positive image on the public's association with our work. Used poorly, the negative image drawn from the brand identity can have drastic and long-lasting effects on a public's perception of an organization. The key word to identify with a strong, positive, and cohesive brand identity is 'consistency'.

WHAT DOES THE SIGNATURE REPRESENT?

Our logo shows our students and staff in celebration with hands reaching up for success. The stars are the three primary colours which together produce all colours, displaying both diversity and belonging. The logo has a "C" for Clearview, with the "shoulders" of the logo profiling the rolling hills in Clearview, a feature in our communities.

The three stars in our logo represent our staff, the parents of our students, and our communities – each support and encompass our students – helping to achieve success together.

**Clearview
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WHY FOLLOW A UNIFIED LOOK

Get greater value for your dollar.

Complementing our organization's logo with a complete look makes our documents more recognizable. Greater recognition gives the public a better understanding of the breadth of our services. It also gives us more impact for our advertising/publication dollars. When we all communicate with a unified look, the greater the impact of our many initiatives, projects and services.

Reflect the quality of your programs and services.

The programs and services that you offer are valuable and worthwhile. Quality communications resources aid you in communicating the quality of your programs to the users of those programs. A clear unified look becomes recognizable to users and new programs and services become easier to implement as the identity is recognized.

Save your resources.

Designing a publication can be very labour intensive, especially since staff have limited design software and training. This is one reason we recommend that a professional agency design your corporate materials. Providing brand standards prevents designers from needing to reinvent the wheel, which translates into extra savings on design; and as an added bonus, designers can add a distinct touch to your publication to reflect your department's unique focus.

Will the Brand Identity program stifle your creativity?

As the Brand Identity program allows for a considerable amount of creativity, all publications and promotional items should fit within the program. For special campaigns or unique materials, there may be room to alter some elements of the program if a strong business case can be made. However, if an equally effective option that fits within the Brand Identity program can be developed, it will be used.

Are there ever any exceptions to the rules?

There are some exceptions to the identity guidelines. Some creative latitude is allowed for decorative applications of the logo as long as the following parameters are preserved.

- The decorative application should always appear in conjunction with a standard configuration of the logo as dictated in this manual.
- The basic form of the logo must not be modified or distorted.
- Elements must not be added to or taken away from the logo.

The logo must not be altered in any way that would alter the symbolism of the design.

Do I have to follow the standards?

As an employee of Clearview Public Schools, it is your responsibility to ensure that your publications and materials follow the Brand Identity guidelines. When departments don't follow the standards, it takes away from the overall integrity of the program. If you have any questions, it is a good idea to call Communications Department before getting started. This can save you time and the possibility of having to redo your project later.

A brand is more than a logo.

- Is your work professional and organized?
- Do you use formal language when dealing with the public?
- What are your goals concerning the people you deal with?

All these questions and more are wrapped up in what your organization's brand is. Remember that a brand is more about how you are perceived in the public as opposed to what you say you are.

The work that we do goes beyond just the logo to ensure we are doing our best to represent Clearview Public Schools openly and accurately to families and organizations we deal with.

AUTHORIZATION FOR USE

Authorization to use the logo on any printed, electronic or promotional material is restricted to the purposes outlined below. Permission to use the signature for other purposes must be obtained from the Communications Department. All documents must comply with the Brand Identity standards.

By School Division Departments

Clearview Public School's signature must appear on any printed or electronic material produced by a Clearview Public School's operation. This includes, but is not limited to, newspaper ads, forms, newsletters, vehicles, displays, brochures, maps, ID cards or signage.

Any department requiring to use a program logo.

By Contracted Agencies

Agencies contracted to perform work on behalf of Clearview Public Schools will use the logo when identifying projects or work directly related to or paid for by Clearview Public Schools.

To Identify Sponsorship or Support

When any department or operation donates resources to support or sponsor a community initiative, Clearview Public School's signature will be used on that initiative's promotional materials.

Any organization using Clearview Public Schools' signature must follow the Brand Identity signature standards. If you are sending the signature to an external organization, please ensure that you also send a copy of this guide, which notes these standards. When you receive a proof back from the organization, it is your responsibility to ensure it adheres to the standards.

WHO CAN YOU CALL IF YOU HAVE QUESTIONS?

Whether you're about to start a project, are in the midst of one or just have a general question, we encourage you to contact:

Communication Coordinator
T 403.742.3331
E communications@clearview.ab.ca

Staff can provide you with options and advice, and get you moving in the right direction to ensure your piece achieves the results you're looking for and fits within the Brand Identity Program.

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APPROVED PRIMARY COLOURS

Colour is a critical element in creating a memorable and asting identity. Using the approved colour palettes will lend consistency to Clearview Public Schools communications.

The primary colour palette is made up of the dark blue, bright blue, yellow and red used in Clearview Public Schools signature and must be used in all communication pieces.

PANTONE®2747

CMYK	RGB	HEX
C 100	R 21	001A72
M 86	G 59	
Y 0	B 138	
K 15		

PANTONE® 300

CMYK	RGB	HEX
C 100	R 0	005EB8
M 44	G 121	
Y 0	B 193	
K 0		

PANTONE® 1235

CMYK	RGB	HEX
C 0	R 253	FFB81C
M 29	G 187	
Y 91	B 48	
K 0		

PANTONE® 186

CMYK	RGB	HEX
C 0	R 227	C8102E
M 100	G 24	
Y 81	B 55	
K 4		

APPROVED COMPLEMENTARY COLOUR

A complementary colour has been chosen for Clearview Public School's Brand Identity and may be used in the organization's communication pieces as a font colour and/or accent colour.

PANTONE® Cool Gray 11

CMYK	RGB	HEX
C 0	R 113	53565A
M 2	G 112	
Y 0	B 116	
K 68		

COLOUR FORMATS

If you are using the colour signature and sending a document to a professional designer or printer, please include the Brand Identity Quick Guide, which outlines the colour combinations that designers and/or printers need to recreate the signature.

CMYK Colours

This signature combines four colours (cyan, magenta, yellow and black) to produce the approved Pantone® colours of the signature. This is the best colour format to use if you will be printing with a four-colour process or will be producing a full colour document.

Pantone® Colours

Use this version if you will be printing your document as a spot-colour job.

RGB Colours

Use this version for screen viewing and large format printing.

Black

Use this version if the signature will be printed on a coloured background or in a black and white document.

Reverse (white)

Use this version if the signature will be printed on a coloured or dark background.

APPROVED FORMATS - PRIMARY SIGNATURE

NOTE: Any other configuration of the signature is not authorized for use.

CMYK or 3 Colour Pantone®

1 Colour Black

White Reverse

NOTE: When using the signature on a medium to dark background, please use the white reverse signature. Do not place the signature on a white box.

Coloured Reverse

NOTE: This version of the signature is to only be used on the approved dark blue (Pantone® 2747) for the background.

APPROVED FORMATS - SECONDARY SIGNATURE
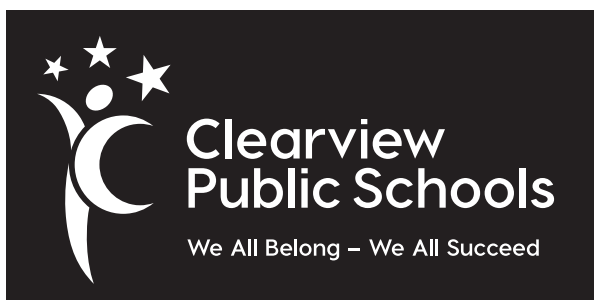
NOTE: Any other configuration of the signature is not authorized for use.

CMYK or 3 Colour Pantone®

1 Colour Black
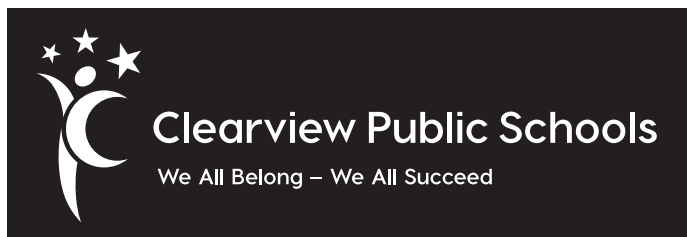
White Reverse

NOTE: When using the signature on a medium to dark background, please use the white reverse signature. Do not place the signature on a white box.

White Reverse

NOTE: When using the signature on a medium to dark background, please use the white reverse signature. Do not place the signature on a white box.

RECOMMENDED FILE FORMATS

Clearview Public Schools signatures are available in EPS, JPG and PNG formats. The chart below will guide you in choosing the appropriate file format for you needs.

The signature is available in a variety of file formats. To access the logo contact the Communications Department. See section B page 5 for contact information.

Authorization to use the logo on any printed, electronic or promotional material is restricted to the purposes outlined in section B page 5. Permission to use the logo for other purposes must be obtained from Clearview Public School's Communications Department.

EPS
- is a vector graphic and can be resized without distortion or loss of detail
- preferred format for printing presses and sign production

JPEG
- smaller file size
- loses detail when enlarged

PNG
- very small file size
- loses detail when enlarged
- preferred format for MS Office documents, PowerPoint and online use

TYPE OF PROJECT	EPS	JPG	PNG
Banners	●		
Business Cards	Not permitted - must be produced by official printer		
Environmental Graphics	●		
Letterhead	Not permitted - must be produced by official printer		
Envelope	Not permitted - must be produced by official printer		
Newsletters	●	●	
Newspapers	●	●	
Offset Printing	●		
Posters	●	●	
Videos	●		
Vinyl Output	●		
Webpages		●	●
Promotional Items	●	●	
Signs	●		

TYPE OF SOFTWARE	EPS	JPG	PNG
Word		●	●
PowerPoint		●	●
Publisher, InDesign	●		
Illustrator, Corel Draw	●		

SIZE REQUIREMENTS

Always maintain the minimum
protective space around the logo to maintain
visual clarity and to provide maximum impact.
The minimum protective space is approximately
the height of the wordmark in the logo.

RESIZING REQUIREMENTS

The signature may be resized to be as large as you
require. It may also be sized smaller, as long as all
components of the signature remains easily legible.

The minimum width of the Signature is 25.4mm (1in).
For Signature with a tag line, the minimum size
is 90 pixels (1.25in).

1" minimum width

1.25" minimum width

INCORRECT SIGNATURE USES

Inconsistent use of the signature will lessen its distinctiveness and diminish its value. In fact, an improperly used signature may no longer be protected by law and the owner may lose the signature entirely. Below are some examples of incorrect use of signature.

1   Do not use a low-resolution version of the artwork

2   Do not distort the signature proportions

3   Do not change the approved signature size relations

4   Do not change the signature type font

5   Do not use the signature type without the signature

6   Do not change the approved signature colours

7   Do not rotate the signature

8   Do not use a drop shadow

9   DO NOT rearrange logo elements

10 Do not reduce the signature to a size that interferes with the legibility

INCORRECT SIGNATURE USES

11   Do not use the signature in outlines

12   Do not screen the colours of the signature

13   Do not add a containing shape to
     the signature

14   Do not place the signature on a background
     that interferes with the legibility

15   Do not use when there isn't enough
     contrast between the signature and the
     background colour

16   Do not box the signature

17   Do not add elements to the signature or
     over the signature

18   Do not use a shape to tightly surround or
     enclose the signature

19   Do not wrap type closely around the signature

20   Do not use within a sentence

11

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USING A SIGNATURE IN MICROSOFT

Placing the signature in your document

Clearview Public Schools signature is available in a variety of file formats.

To insert a Clearview Public Schools signature into a Microsoft document:

1   Select Insert > Picture > From File
    (this will open selections).

2   Click on folder where the signature is stored… click on the desired signature… click on 'Insert'.

3   Once the signature is in your document, refer to the "resizing requirements" for details on resizing the signature properly.

To resize the signature in Microsoft documents:

1   Click on the signature to select it and a box will appear around the signature.

2   Grab one of the corners (not the top or bottom) of the signature.

3   Drag it either in or out to make it smaller or larger. By grabbing the signature from a corner, it will maintain proper proportions so it is not skewed wider or taller than it should be.

Selecting colours

To apply the proper dark blue, bright blue, yellow and red colours.

In Microsoft applications:

1   Go to the colour drop-down box.

2   Select the 'more colours' option.

3   Select the Custom button at the top and fill in the appropriate screen colours (RGB numbers) listed in section C page 2.

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TYPOGRAPHY COMMUNICATIONS TYPEFACES

These typefaces have been chosen for the Clearview Public Schools Identity. They are to be used in all printed and online communications. Each of the fonts were selected for its visual compatibility with Clearview Public Schools brandmark. Only use the weights and styles shown on this page.

Communications Serif Typeface

The communications serif typeface for Clearview Public Schools is Abril Tiling Narrow. Use Abril Tiling Narrow for body copy. Abril Tiling Narrow is the primary serif typeface and should be used whenever possible.

Communications San Serif Typeface

The communications san serif typeface for Clearview Public Schools is Univers. Use Univers for body copy, headlines and subheads. Univers is the primary san serif typeface and should be used whenever possible.

Note: Bold and italics should be used to provide emphasis only. Lengthy amounts of text in either style reduce legibility.

Communications Serif Typeface

Abril Tiling Narrow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Abril Tiling Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Abril Tiling Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Abril Tiling Narrow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Communications San Serif Typeface

Univers 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 45 Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 55 Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 65 Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 75 Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

TYPOGRAPHY INTERNAL TYPEFACES

These typefaces have been chosen for Clearview Public Schools Identity. They are to be used in all printed and online communications. Each of the fonts were selected for its visual compatibility with Clearview Public Schools brandmark. Only use the weights and styles shown on this page.

Internal San Serif Typeface

The internal san serif typeface for Clearview Public Schools is Arial. Use Arial for body copy, headlines and subheads.

Internal Serif Typeface

The Internal serif typeface for Clearview Public Schools is Times New Roman. Use Times New Roman for body copy.

Note: Bold and italics should be used to provide emphasis only. Lengthy amounts of text in either style reduce legibility.

Internal San Serif Typeface

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Internal Serif Typeface

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Times New Roman Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

USE OF TYPE

Use of type styles and sizes is critical to readability and uniformity.

Body copy

In print applications and external communications materials such as brochures, annual reports and posters, the preferred body typefaces are Univers or Abril Tiling Narrow. The minimum type size for body copy in publications is 8 point.

Headings and Subheadings

In print applications and external communications materials, the preferred heading and subheading typeface is Univers.

Text justification

Flush left, ragged right text settings are recommended for all Clearview Public Schools publications to ensure normal work spacing. For short amounts of body copy, centre justified may be used.

Combining typefaces

The use of Univers for heads and subheads with Abril Tiling Narrow for body copy provides a strong contrast.

Leading

Leading is the amount of space left between lines of type. Typically 2 points of leading is appropriate for most text settings.

---

15 pt Univers
75 Black as a heading

10 pt Univers
55 Roman as a subhead

Flushed left, 8 pt w/10 pt Univers 45 Light as body copy.

Example of a Main Heading

Example of a Subhead

Dunt aut nonse consequip elessed min henis num ilit ut utatinim quat. Ut am iustio con ullaortie ming euguer si bla consectem euis nulput volut augiate consenibh etum venis adit atismod min ut adit ate velenibh ea faVero duiscillute minim ilit, vulpute dunt lummy num nissit nit. Consectem euis nulput volut augiate consectem euis nulput volut augiate.

Uptat, sis dolor sim dolesent nos am am, sequis et iliquis doloreet, sed tat. Velendrem vel iriure facin henim diam, conse dolorti nciliquat wis dolorem nim zzrit do dignis dion.

---

15 pt Univers
75 Black as a heading

10 pt Univers
55 Roman as a subhead

Flushed left, 8 pt w/10 pt Abril Tiling Narrow Regular as body copy.

Example of a Main Heading

Example of a Subhead

Dunt aut nonse consequip elessed min henis num ilit ut utatinim quat. Ut am iustio con ullaortie ming euguer si bla consectem euis nulput volut augiate consenibh etum venis adit atismod min ut adit ate velenibh ea faVero duiscillute minim ilit, vulpute dunt lummy num nissit nit. Consectem euis nulput volut augiate consectem euis nulput volut augiate.

Uptat, sis dolor sim dolesent nos am am, sequis et iliquis doloreet, sed tat. Velendrem vel iriure facin henim diam, conse dolorti nciliquat wis dolorem nim zzrit do dignis dion.

USE OF TYPE

Bold and Italics

Bold and italics should be used to provide emphasis only. Lengthy amounts of text in either style reduce legibility.

Use bold and italic text sparingly and for emphasis only. The use of bold type in lengthy body copy takes up more room and often creates legibility issues.

Use bold and italic text sparingly and for emphasis only. The use of italic type in lengthy body copy takes up more room and often creates legibility issues.

Contrast

Anything that reduces contrast reduces legibility. Text over a tint or colour background will decrease legibility and should be used with discretion. Avoid lengthy amounts of reversed body copy on a dark background, it may cause legibility issues.

Anything that reduces contrast reduces legibility. Text over a tint or colour background will decrease legibility and should be used with discretion. Avoid lengthy amounts of reversed body copy on a dark background, it may cause legibility issues.

| 10% | 30% | 60% | 100% |

Anything that reduces contrast reduces legibility. Text over a tint or colour background will decrease legibility and should be used with discretion. Avoid lengthy amounts of reversed body copy on a dark background, it may cause legibility issues.

| 10% | 30% | 60% | 100% |

TEMPLATES E

Clearview
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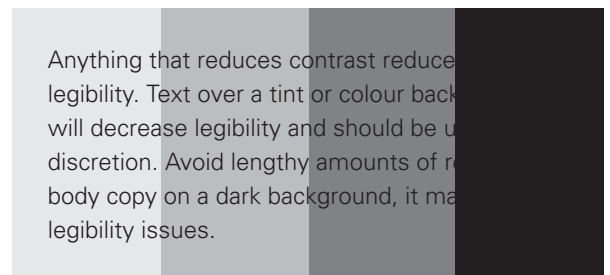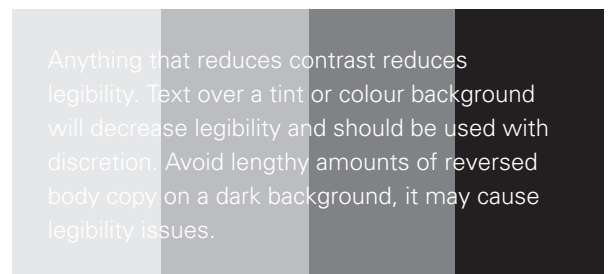
LETTERHEAD

To order letterhead contact the Communications Department. See section B page 5 for contact information.

Not shown at actual size

BUSINESS CARD AND ENVELOPES

To order business cards contact the
Communications Department. See
section B page 5 for contact information.

To order envelopes contact the
Communications Department. See
section B page 5 for contact information.

Not shown at actual size
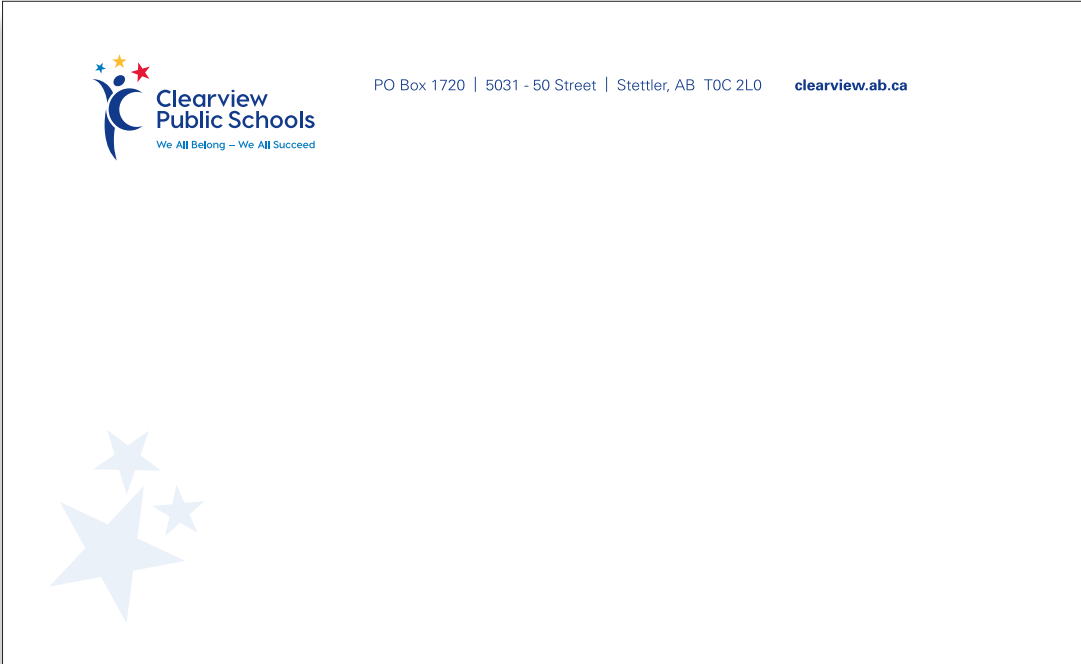
BROCHURE TEMPLATES

The brochure templates have been built in Adobe® InDesign and will be only be available to our Communications Department. Each department can request a brochure design for their different programs and services. Four different brochure cover options have been provided to give the template variety. The feature images on the front of the cover can be changed to compliment the subject matter.

Not shown at actual size

3 PANEL BROCHURE – OUTSIDE

The templates have been designed to utilize the space most effectively. While the different panels of the template can be adjusted and customized as per the subject matter keep the margins, fonts and brand identity signatures in tact to retain the overall professionalism of the piece.

SECTION HERE

Heading to go here second line here D

Body copy here. Or a volluptiam seditium res nestempostin nimpore stemolupta dis doloris sed eveliquam ipsanditibus vel il magniscit essundunt excerchil et quam et unt rurbus etur mosamene volum et utemporrum aut undae qui optinve litatur? Git laboribus volorrum que nos dolore cus.
Itae pa volutec ulparia ssequi reiciume pores as et volut molorporit. Num sit pli-bust, archic te con parcim et, inus sum voluptat atur sus sit am essedi.

"
Quote or statement to go in this spot

SECTION HERE

Heading to go here D

Body copy here. Or a volluptiam seditium res nestempostin nimpore stemolupta dis doloris sed eveliquam ipsanditibus vel il magniscit essundunt excerchil et volum et utemporrum aut undae qui optinve litatur? Hit faccaborio. Bea nonsenduntis restem lam qui sapi-dus que simendi testium facestia imus et ut etus doluptatur simin rest, sus, culparum, vere moluptae ventem nest, sape adi te nonsequas repraepuda.

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PO Box 1720
5031 - 50 Street
Stettler, AB T0C 2L0
403.742.3331

clearview.ab.ca

#CSD71
@csd71 E

Clearview
Public Schools A

CENTRAL SERVICES

Learning Supports

"
Quote or statement to go in this spot B

C

Not shown at actual size

Instructions

A   Always keep logo on top of brochure cover.

B   Use different cover templates to vary colour sequence.

C   Always use full colour professional stock photos or custom photography for cover image. *Note: Never use clipart.*

D   Always use approved fonts as outline on Pg. D2

E   Keep brand signature and contact information in this space.

3 PANEL BROCHURE – INSIDE

Inside body copy will vary, however keeping a consistant look graphically to Clearview Public Schools brochures are very important. Please ensure you leave an adequate amount of blank or "white" space. This keeps readers from becoming overwhelmed by crowded information and gives more prominence to the information that is presented by creating a clean, uncluttered look.

Not shown at actual size

Instructions

F   This colour block can be changed to match the primary colour block on the front cover.

G   Always use full colour professional stock photos or custom photography for cover image. *Note: Never use clipart.*

Always keep an image in this top banner. All other photos are optional and dependent on the amount of text. Never use more than 3 photos on the inside spread.

POWERPOINT

While it is understood that there will be a need for customization we strongly encourage you to use the colour palette provided in section C page 2 and any other design elements used in all school documents. Ensure that the signature is prominent and retains the required minimum clear space. A simple, strong and consistant approach is preferred.
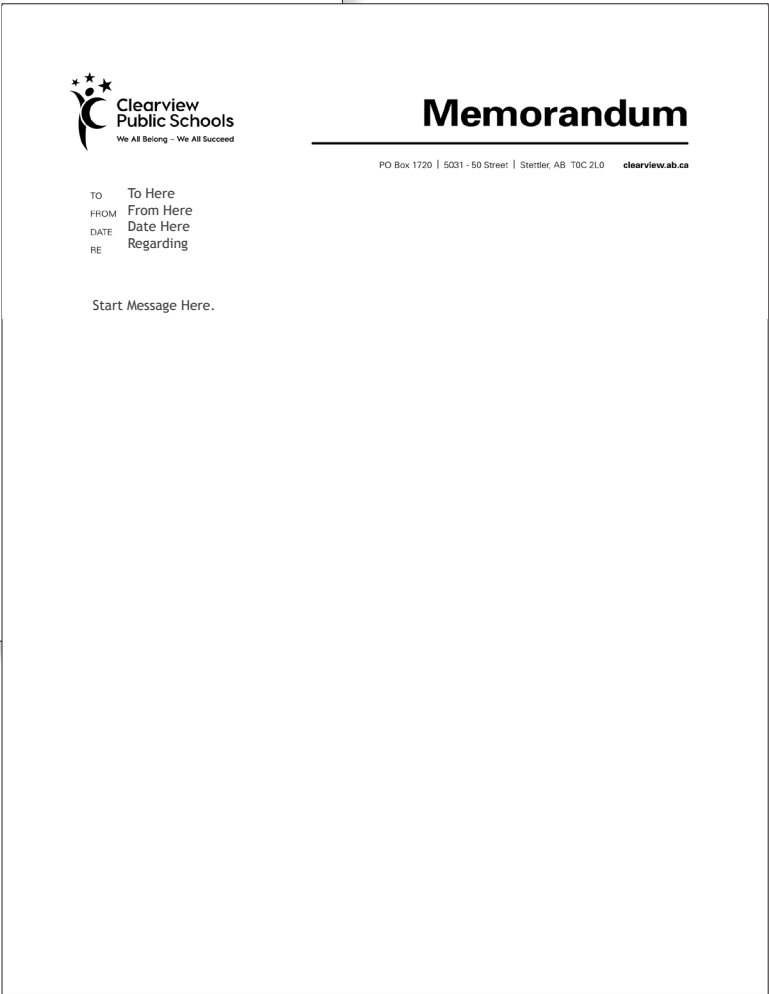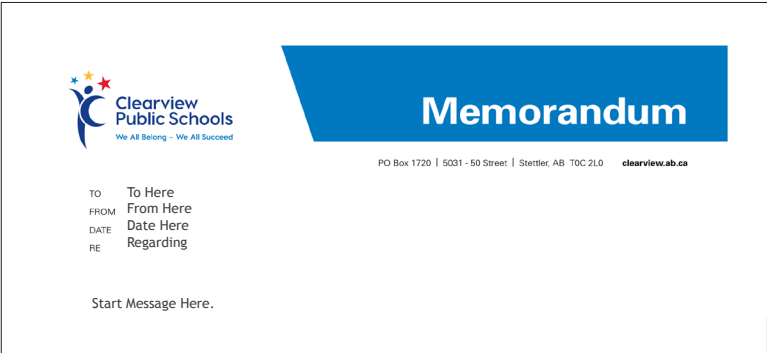
To Download the PowerPoint templates, contact the Communications Department. See section B page 5 for contact information.

PowerPoint - Template
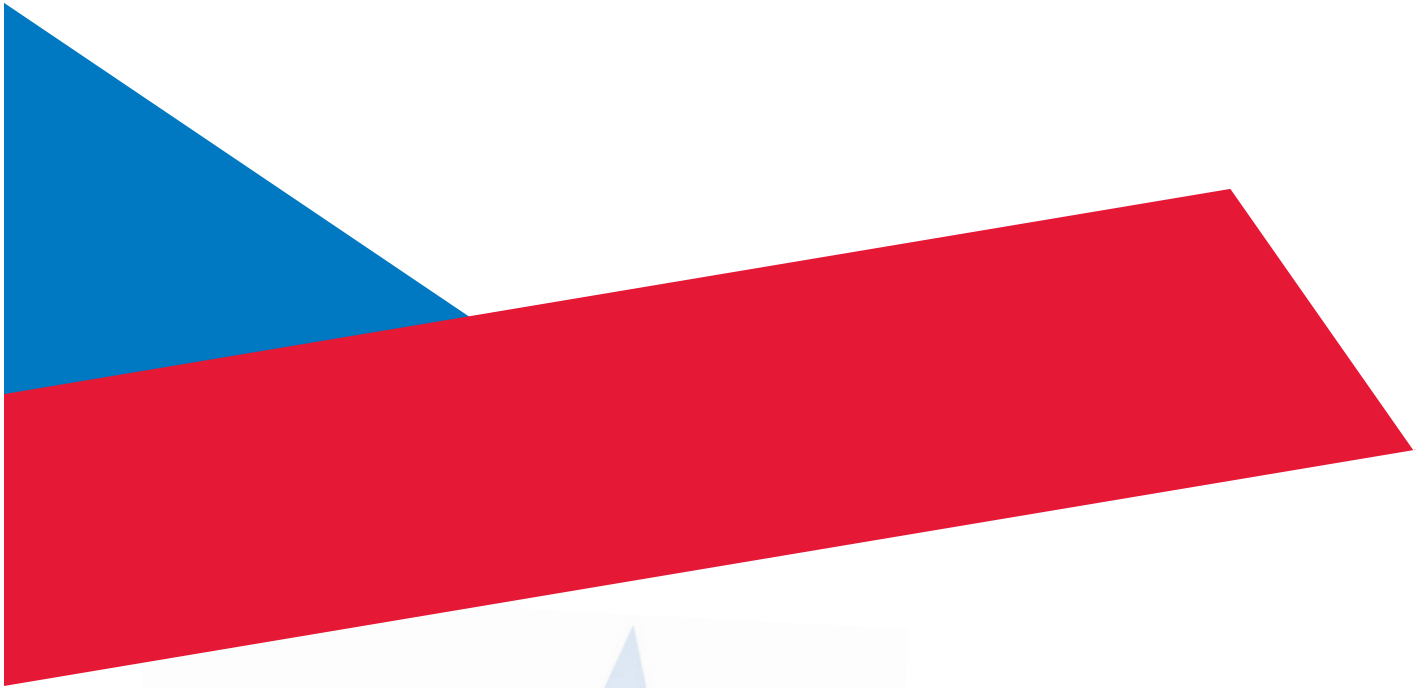
Not shown at actual size

MEMO SHEET

A memo sheet with the correct graphic elements in position is available as a word template in either colour or black and white. To download contact the Communications Department. See section B page 5 for contact information.

Not shown at actual size

BRAND APPLICATION F

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DISPLAYS

The bannerstand display template has been built in Adobe® InDesign and will be only be available to our Communications Department.

For Clearview Public Schools displays ensure that the signature is prominent and retains the required minimum clear space. A simple and strong approach is preferred for all displays, keep body copy to a minimum.

Below is an example of a display. Due to different sizes and materials it is understood that there will be a need for customization, we strongly encourage you to use the colour palette provided in section C page 2 and any other design elements used in all of our documents. Always use high-resolution full colour photos.

To order a display contact the Communications Department. See section B page 5 for contact information.

Bannerstand Display

Signage

For Clearview Public Schools signage ensure that the signature is prominent and retains the required minimum clear space. A simple and strong approach is preferred for all displays, keep body copy to a minimum.

Below is an example of different uses.

WEARABLES

These examples show how the brand identity can be incorporated on school promotional items. This is not a catalogue.

PROMOTIONAL ITEMS

These examples show how the brand identity can be incorporated on school promotional items. This is not a catalogue.