



BRAND SYSTEM

OFFICIAL USAGE & STYLE GUIDE

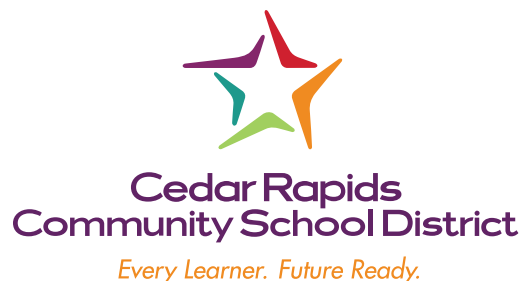


Cedar Rapids
Community School District
Every Learner. Future Ready.

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ABOUT THIS GUIDE



INTRODUCTION

At the Cedar Rapids Community School District we steadfastly deliver on the promise of *Every Learner. Future Ready.* We believe in Innovation; equity; leadership as a collaborative action; student ownership; a safe, engaging, growth-oriented, and diverse culture and climate; and high quality instruction which profiles academic, social, and emotional learning to all students.

WHY IT'S IMPORTANT TO BE CONSISTENT

Your brand is your identity – it stands for what you believe in and how you want the world to perceive your organization. This brand standards guide was created to give Cedar Rapids Community School District a resource for how to properly apply your brand to all types of applications: merchandise, fliers, web, signage and more. A brand standards guide helps you stay true to the investment you made in your logo and provides consistency and professionalism to your identity.

A highly-recognized brand can become a valuable asset. That's why keeping logos and trademarks consistent will help promote Cedar Rapids Community School District's success.

This guide can be used as an internal document, and also shared with vendors who may need access to such information as Pantone® colors, guidance on allowable clearance and proper placement of the logo. It puts best practices of design into a format that will serve as a reference point for all applications. As Cedar Rapids Community School District grows, staying true to the initial design will help create a consistent brand image.

District logo files are available on www.crschools.us or may be requested from Graphics and Printing at 319.558.2200 or graphics@crschools.us.

If you have questions regarding specific use or need more information, feel free to contact Community Relations at 319.558.2124.

COLOR PALETTE SPECIFICATIONS

PRIMARY COLOR PALETTE



Green
SPOT: PMS 367
CMYK: 41/0/100/0
RGB: 164/205/57
HEX: A4CD39



Teal
SPOT: PMS 7473
CMYK: 80/10/45/0
RGB: 0/167/157
HEX: 00A79D



Purple
SPOT: PMS 2623
CMYK: 45/100/0/55
RGB: 86/0/78
HEX: 56004E

SECONDARY COLOR PALETTE



Red
SPOT: PMS 186
CMYK: 15/100/90/0
RGB: 210/35/51
HEX: D22333



Orange
SPOT: PMS 144
CMYK: 0/50/100/0
RGB: 247/148/29
HEX: F7941D



Gray
SPOT: PMS Cool Gray 4
CMYK: 25/20/20/0
RGB: 191/191/191
HEX: C0BFBF

The consistent use of these colors will create recognition and strengthen the brand identity.

Cedar Rapids Community School District has standards for reproducing colors so they will always look consistent, no matter where they appear. For example, the logo should be reproduced in full color whenever possible.

These colors should be employed throughout Cedar Rapids Community School District communications and are equivalent to the Pantone® Matching System numbers listed in the table below. For four-color process printing (also known as full-color printing), refer to the CMYK values shown. For desktop publishing, such as Google Docs or Google Slides, refer to the RGB (print/on-screen) values. For web applications, refer to the RGB (print/on-screen) values or Hexadecimal web values.

The Pantone and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible. For applications in color systems not included here, use the Pantone values for color matching.

TYPOGRAPHY

Print and Digital typographic suggestions for Cedar Rapids Community School District.

Headline font: Montserrat Regular, all caps preferred.

Subhead font: Montserrat Bold

Body font: Montserrat Regular

Cedar Rapids Community School District has chosen Montserrat font family for availability, clarity and consistency. Montserrat is a Google font that can be used in print or digitally. Montserrat can be downloaded for free at fonts.google.com/specimen/Montserrat

When Montserrat is unavailable the Calibri font family should be used as a replacement. Additionally, Futura may be used.

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Montserrat Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Montserrat Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Montserrat Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Montserrat Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Montserrat Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Futura Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Futura Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Futura Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Futura Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

LOGO - CONCEPT



**Cedar Rapids
Community School District**

Every Learner. Future Ready.

ICON

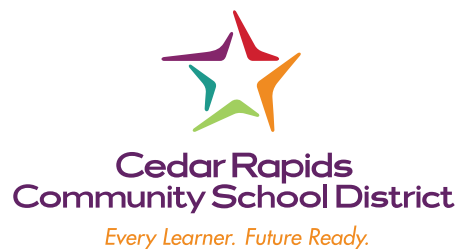
The Cedar Rapids Community School District logo represents the District's best attributes. Its colors symbolize diversity (of students, staff and community) and inclusivity.

The stylized star symbolizes illumination; excellence; and boundless, dynamic energy.

FONT

The font is strong and decisive. Deep purple intersects the calm stability of blue with fierce energy of red, evoking both grounded energy and ambition.

LOGO - VARIATIONS



Logo - Vertical Lock-up w/tagline



Logo - Vertical Lock-up



Logo - Horizontal Lock-up w/tagline



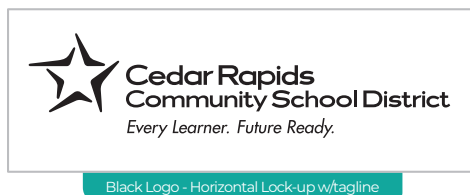
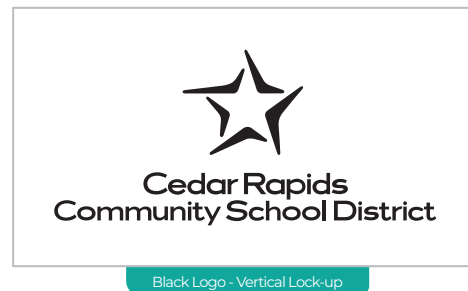
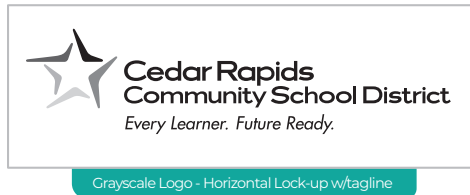
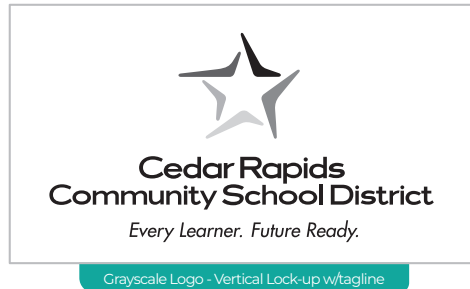
Logo - Horizontal Lock-up

The logo may be used with or without the vision statement "*Every Learner. Future Ready.*"

When the vision statement is included it must appear in the font, color and design as shown.

Logos must not be altered in any way other than to adjust the size proportionally. When used on branding, co-branded materials, or other items such as garments or commodities, it may be necessary to print the logo on a color background. It is never acceptable to change the color of the logo, but the logo may be overprinted on light shades of color or lightly colored and textured backgrounds that do not make it illegible.

LOGO - VARIATIONS



ONE-COLOR LOGO

When the full-color and reversed-out logos are not options, the logo should be printed in 100% black.

Grayscale and black logos should be used only as needed.

The logo can be made available with the vision "Every Learner. Future Ready."

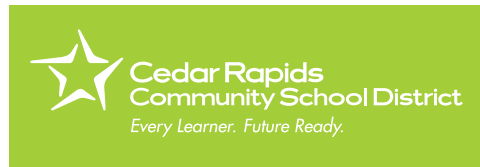
LOGO - VARIATIONS



Reverse Logo - Vertical Lock-up w/tagline



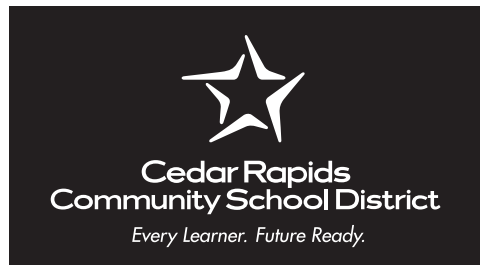
Reverse Logo - Vertical Lock-up



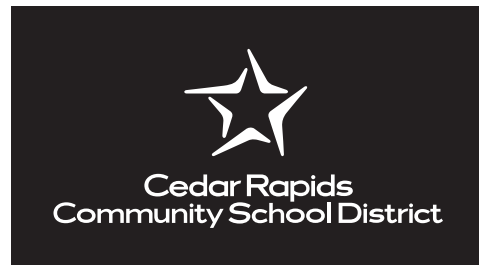
Reverse Logo - Horizontal Lock-up w/tagline



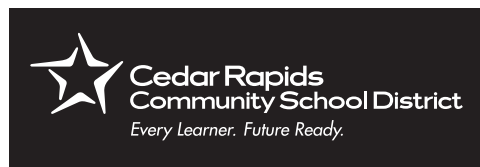
Reverse Logo - Horizontal Lock-up



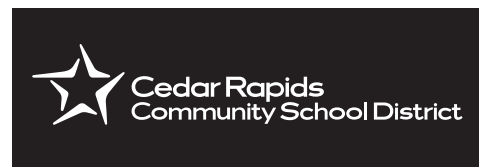
Reverse Logo - Vertical Lock-up w/tagline



Reverse Logo - Vertical Lock-up



Reverse Logo - Horizontal Lock-up w/tagline



Reverse Logo - Horizontal Lock-up

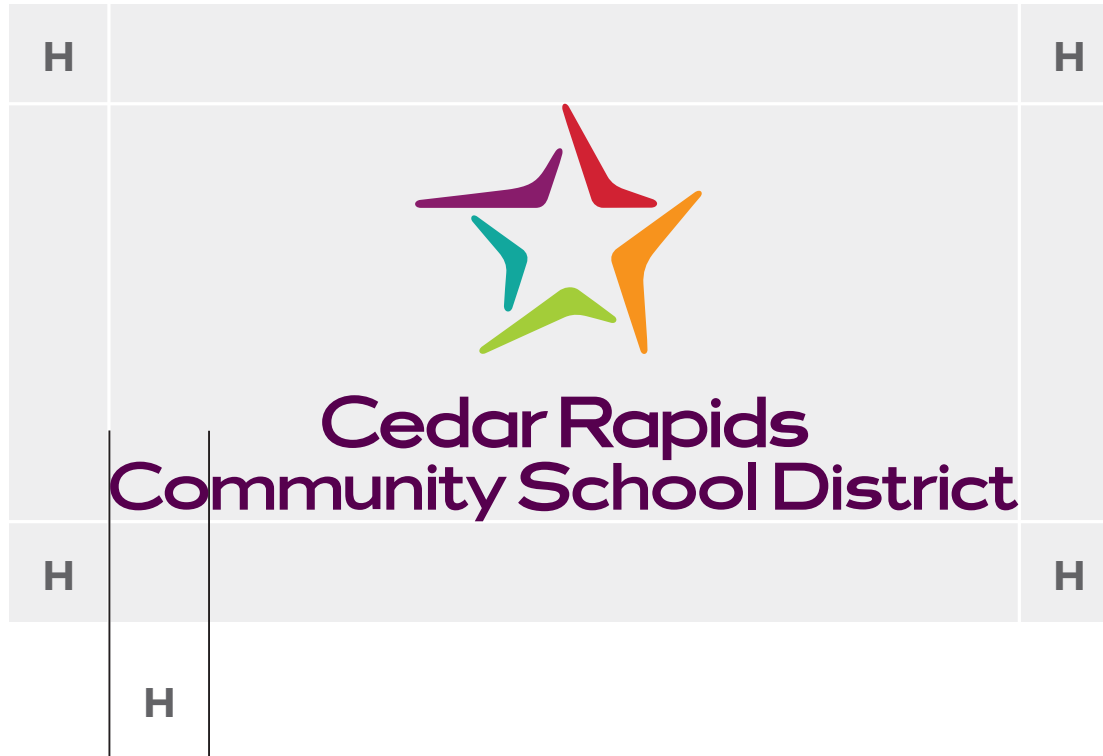
REVERSED-OUT LOGO

The logo can also be used in a reversed-out manner if background color or background photography does not allow the full-color logo to appear clearly.

Reverse logos should be used only as needed.

The logo can be made available with the vision "Every Learner. Future Ready."

LOGO - SURROUNDING SPACE



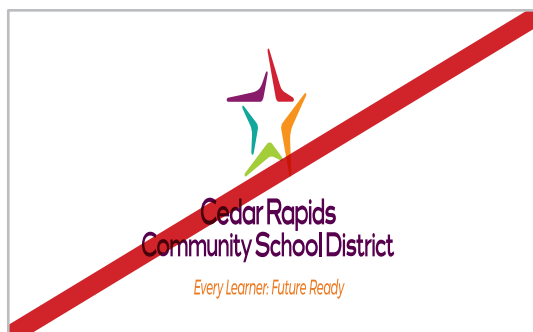
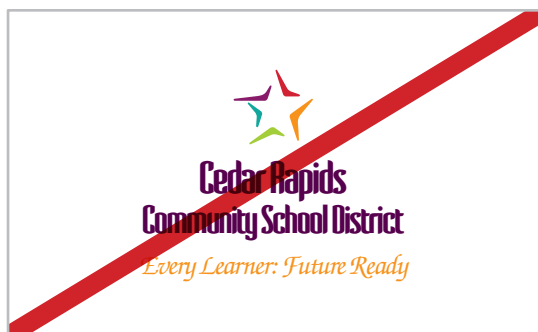
A minimum area surrounding the logo must be kept clear of any other company names, symbols and/or logos by a minimum of 1 H heights. More than the minimum clear space is encouraged if the application provides the opportunity.

Minimum clear space on all sides is equal to the width of the “Co” in Community.

When viewed electronically (i.e. website, electronic newsletters), logos must be separated from any other company names, symbols and/or logos by a minimum of 40 pixels or 1 H heights, whichever is greater.

H = Width of the “Co” in Community.

LOGO - INCORRECT USAGE



Do not distort, crop or “jazz up” the brand mark. Ever.

Do not use the logo as a headline. It should be used for support, not to get attention.


Do not use the logo in text. Always use the company name instead.

Always use the correct typefaces and relative positioning and size of all elements.

The examples on this page illustrate some unacceptable displays:

- Do not distort any part of the logo.
- Do not crop any portion of the logo.
- Do not tilt the logo.
- Do not rotate the logo.
- Do not apply an effect to the logo.
- Do not modify the color of the logo.
- Do not add images or other icons that obscure or alter the logo.
- Do not make any other distortions just because they aren’t listed or portrayed on this page.

BUSINESS CARD - DISTRICT

		Cedar Rapids Community School District <i>Every Learner. Future Ready.</i>
Name		
Title		
E-MAIL: name@crschools.us		Educational Leadership & Support Center
DIRECT EXTENSION:	319-000-0000	2500 Edgewood RD. NW
OFFICE PHONE:	319-000-0000	Cedar Rapids, Iowa 52405
MOBILE PHONE:	319-000-0000	
FAX:	319-000-0000	www.crschools.us

Business Card - Front

	Mission: To ensure all learners experience a rigorous and personalized learning experience so they have a plan, a pathway, and a passion for their future
---	---

Business Card - Back

Please use the following specifications when creating our standard district business cards.

DISTRICT BUSINESS CARD LAYOUT - FRONT

Logo should appear in the top left corner .137" from the left side and .185" from the top. The length of the logo should be 2.28". Contact name should be set in 9pt Montserrat Semibold in 100% black. Title should be set in 9pt Montserrat Light in 75% black. E-mail and phone number descriptors should be set in 5pt Montserrat Bold with all caps in 75% black. E-mail address should be set in 8pt Montserrat Regular in 100% black. Phone numbers should be set in 7pt Montserrat Semibold in 100% black. "Educational Leadership & Support Center" should be set in 7pt Montserrat Semibold in 100% black. Address should be set in 7pt Montserrat Light in 100% black. URL should be set in 7pt Montserrat Bold in Cedar Rapids Community School District orange. All text should be set with a -25 tracking.


DISTRICT BUSINESS CARD LAYOUT - BACK

Background is white. The "All Star" icon should be placed .195" from the left and .466" from the top. Icon should measure .541" w x .473" h. "Mission" should be set in 14pt Montserrat Bold with Cedar Rapids Community School District purple. Mission text should be set in 10pt Montserrat Light with an 11pt leading and a color of white. All text should be set with a -25 tracking.

PRINTING

The Cedar Rapids Community School District print shop can layout and print your business cards. Their phone number is 319.558.2200.

BUSINESS CARD - SCHOOL

<div>School Logo Area</div> <div> CEDAR RIVER ACADEMY</div>	
Name	
Title	
E-MAIL: name@crschools.us	
MAIN OFFICE: 319-000-0000	720 7th Ave. SW
CLASSROOM: 319-000-0000	Cedar Rapids, Iowa 52404
FAX: 319-000-0000	www.taylor.crschools.us
Cedar Rapids Community School District	

Please use the following specifications when creating our standard school business cards.

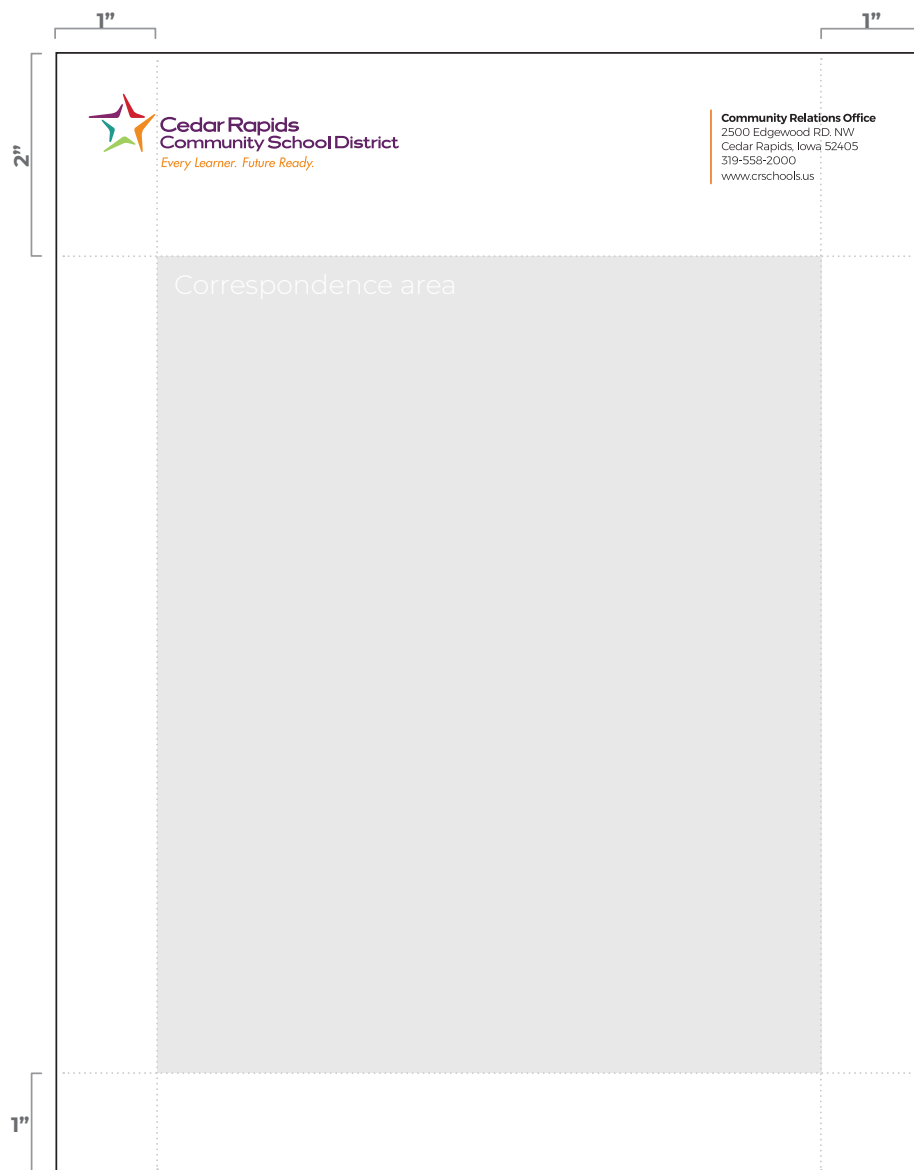
SCHOOL BUSINESS CARD LAYOUT - FRONT

Logo should appear in the area that measures 2.2" w x .625" h and is .318" from the left and .158" from the top of the card. School logo should NOT venture outside of this area. Contact name should be set in 9pt Montserrat Semibold in 100% black. Title should be set in 9pt Montserrat Light in 75% black. E-mail and phone number descriptors should be set in 5pt Montserrat Bold with all caps in 50% black. E-mail address should be set in 8pt Montserrat Medium in 100% black. Phone numbers should be set in 7pt Montserrat Semibold in 100% black. School address should be set in 7pt Montserrat Light with 9pt leading in 100% black. School URL should be set in 6pt Montserrat Bold and color can be chosen from your school's color palette. "Cedar Rapids Community School District" should be set in 4pt Montserrat Bold in 100% Cedar Rapids Community School District purple. All text should be set with a -25 tracking.

PRINTING

The Cedar Rapids Community School District print shop can layout and print your business cards. Their phone number is 319.558.2200.

LETTERHEAD - DISTRICT



Please use the following specifications when creating our standard district letterhead.

DISTRICT LETTERHEAD LAYOUT

Logo should appear in the top left corner .3" from the left side and .4" from the top. The dimensions for the logo should be 3" w x .755" h. Section title should be set in 8pt Montserrat Semibold in 100% black. Address, phone number and URL should be set in 8pt Montserrat Light with 10pt leading in 100% black. Text should be left justified and be placed .584" from the top and .5" from the right side of the page. All text should be set with a -25 tracking. Correspondence area measures 1" from right, left and bottom sides and 2" from the top of the page.

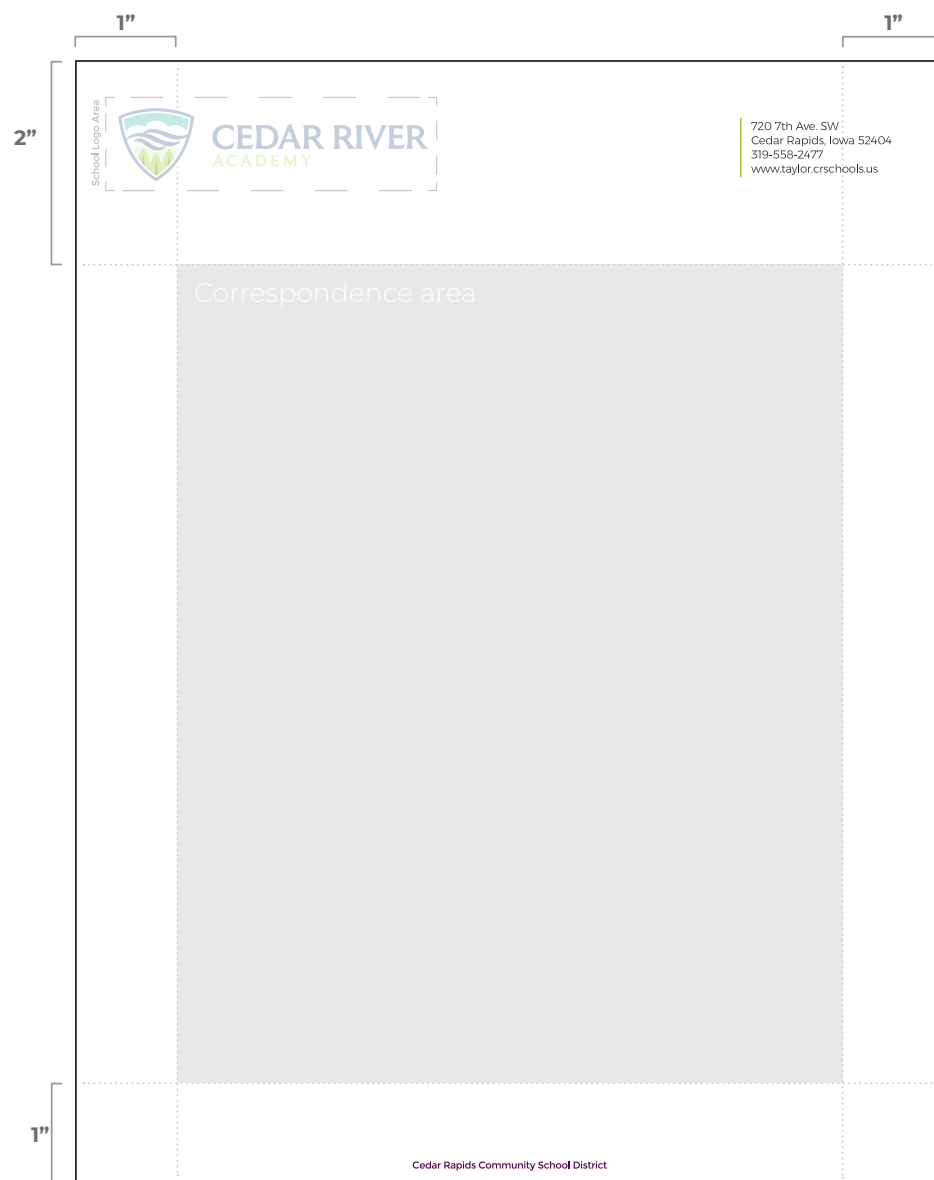
PRINTING

The Cedar Rapids Community School District print shop can layout and print your letterhead. Their phone number is 319.558.2200.

DIGITAL LETTERHEAD

The Cedar Rapids Community School District print shop can layout a digital letterhead for you in Microsoft Word or Google Docs. Their phone number is 319.558.2200.

LETTERHEAD - SCHOOL



Please use the following specifications when creating our standard district letterhead.

SCHOOL LETTERHEAD LAYOUT

Logo should appear in the area that measures 3.25" w x .914" h and is .3" from the left and .36" from the top of the card. School logo should NOT venture outside of this area. Address, phone number and URL should be set in 8pt Montserrat Regular with 10pt leading in 100% black. Text should be left justified and be placed .6" from the top and .6" from the right side of the page. A 1pt rule should be placed .125" to the left of the address information and color can be chosen from your school's color palette. All text should be set with a -25 tracking. Correspondence area measures 1" from right, left and bottom sides and 2" from the top of the page. "Cedar Rapids Community School District" should be set in 7pt Montserrat Regular in 100% Cedar Rapids Community School District purple centered and within .25" of the bottom of the page.

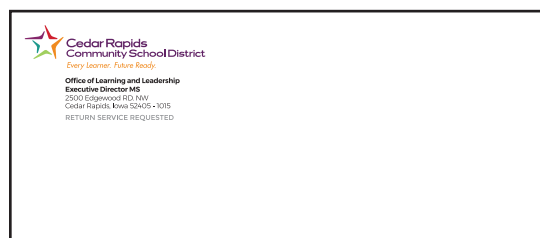
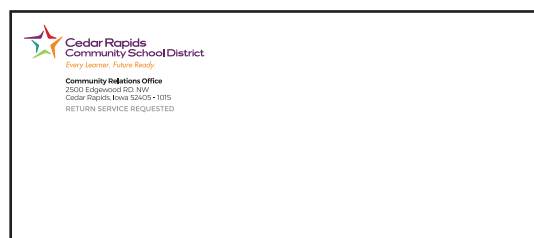
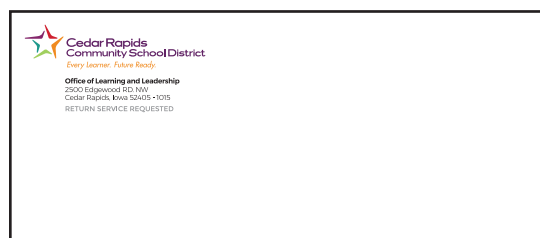
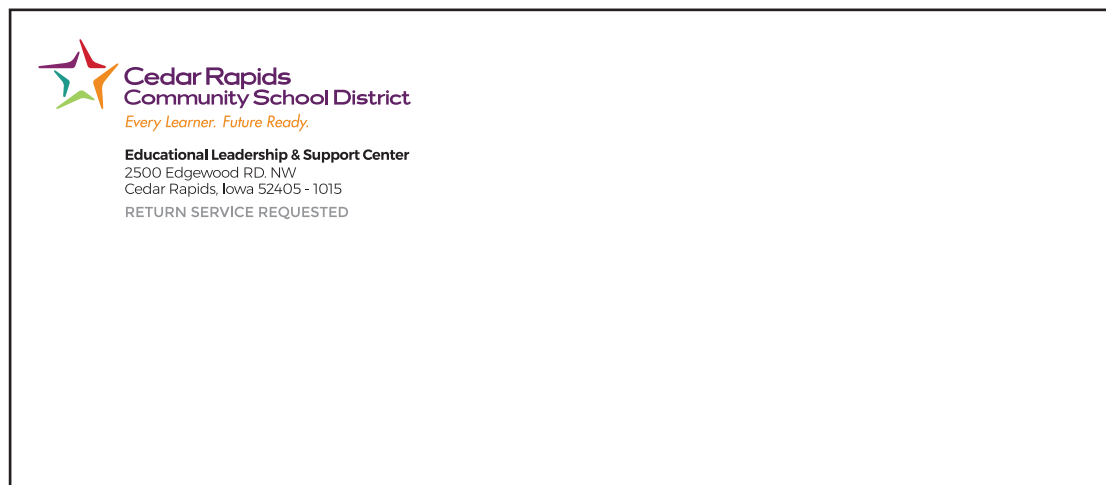
PRINTING

The Cedar Rapids Community School District print shop can layout and print your letterhead. Their phone number is 319.558.2200.

DIGITAL LETTERHEAD

The Cedar Rapids Community School District print shop can layout a digital letterhead for you in Microsoft Word or Google Docs. Their phone number is 319.558.2200.

ENVELOPES - DISTRICT



Please use the following specifications when creating our standard district envelopes.

DISTRICT ENVELOPE LAYOUT

Logo should appear in the top left corner .3" from the left side and .3" from the top. The dimensions for the logo should be 3.2" w x .807" h. Section title should be set in 9pt Montserrat Semibold with 10pt leading in 100% black. Address should be set in 9pt Montserrat Light with 10pt leading in 100% black. "RETURN SERVICE REQUESTED" should be set in 9pt Montserrat Regular all caps in 50% black. Text should be left justified and be placed 1" from the left side of the page. All text should be set with a -25 tracking.

PRINTING

The Cedar Rapids Community School District print shop can layout and print your envelopes. Their phone number is 319.558.2200.

ENVELOPES - DISTRICT

(#10 - BLACK & WHITE)



**Cedar Rapids
Community School District**

Every Learner. Future Ready.

Educational Leadership & Support Center

2500 Edgewood Road NW
Cedar Rapids, Iowa 52405-1015

RETURN SERVICE REQUESTED

ENVELOPES - DISTRICT

(#10 - BLACK & WHITE BULK)



**Cedar Rapids
Community School District**

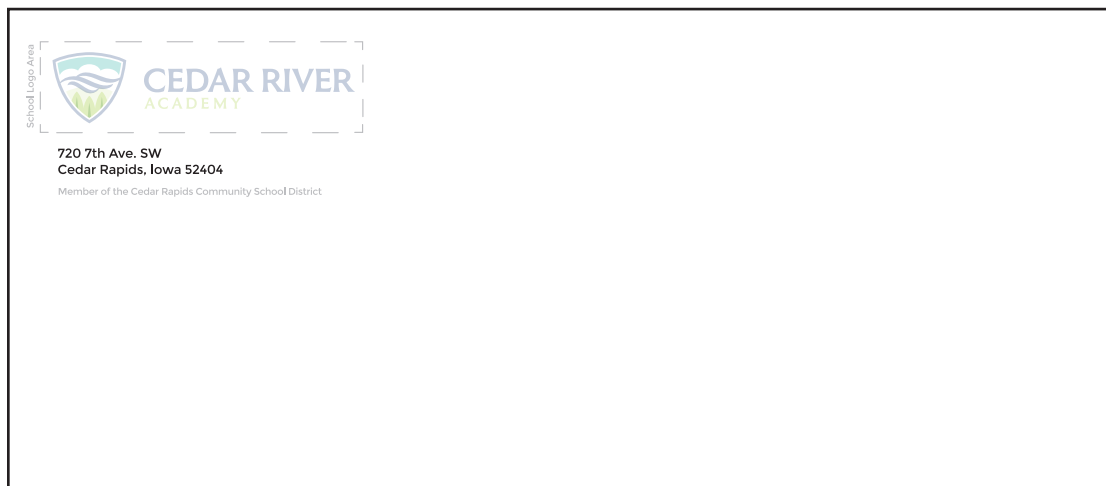
Every Learner. Future Ready.

Educational Leadership & Support Center
2500 Edgewood Road NW
Cedar Rapids, Iowa 52405-1015

RETURN SERVICE REQUESTED

**NONPROFIT ORGANIZATION
U.S. Postage Paid
Cedar Rapids, Iowa
Permit No. 147**

ENVELOPES - SCHOOL



Please use the following specifications when creating our standard district envelopes.

SCHOOL ENVELOPE LAYOUT

Logo should appear in the area that measures 2.67" w x .77" h and is .3" from the left and .25" from the top of the card. School logo should NOT venture outside of this area. Address should be set in 8pt Montserrat Regular with 10pt leading in 100% black. "Member of the Cedar Rapids Community School District" should be set in 6pt Montserrat Semibold in 30% black. Text should be left justified and be placed .427" from the left side of the page. All text should be set with a -25 tracking.

PRINTING





The Cedar Rapids Community School District print shop can layout and print your envelopes. Their phone number is 319.558.2200.

EMAIL SIGNATURE - DISTRICT



Calibri Bold - 12pt - #000000 — **Name**
Calibri Regular - 12pt - #808080 — **Title**
Calibri Regular - 10pt - #808080 — Direct Extension: 319-000-0000
Office Phone: 319-000-0000
Mobile Phone: 319-000-0000
Fax: 319-000-0000

Calibri Bold - 11pt - #000000 — **Educational Leadership& Support Center**
Calibri Regular - 10pt - #808080 — 2500 Edgewood RD. NW
Cedar Rapids, Iowa 52405
Calibri Bold - 10pt - #ED7D30 — **www.crschools.us**

#00A99D —    

Please use the following specifications when creating our email signatures.

DISTRICT SIGNATURE

Cedar Rapids Community School District logo should fit within a 300px by 75px box and always be placed above the contact information. URL should be used with Cedar Rapids Community School District orange. Social media icons should be Cedar Rapids Community School District teal.

EMAIL SIGNATURE - SCHOOL



- Calibri Bold - 12pt - #000000 — **Name**
- Calibri Regular - 12pt - #808080 — **Title**
- Calibri Regular - 10pt - #808080 —
 - Main Office: 319-000-0000
 - Classroom: 319-000-0000
 - Fax: 319-000-0000
- Calibri Bold - 11pt - #000000 — **Cedar Rapids Community School District**
- Calibri Regular - 10pt - #808080 —
 - 720 7th Ave. SW
 - Cedar Rapids, Iowa 52404
- Calibri Bold - 10pt - Color can be chosen from school palette — www.cramagnet.crschools.us
- Color can be chosen from school palette —

Please use the following specifications when creating our email signatures.

SCHOOL SIGNATURE

School logo should fit within a 300px by 75px box and always be placed above the contact information. URL and social media icon colors can be chosen from your school's color palette.

GOOGLE SLIDES



Please use the following specifications when creating our Slides presentations.

PRESENTATION LAYOUT

Title page heading should be set in 45pt Calibri bold with sub-heading in 29pt - both in CRCSD purple. Content slide title should be set in 34pt Calibri bold in purple.

PRESENTATION TEMPLATE

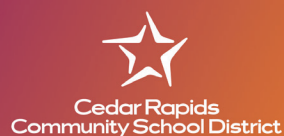
Templates are available through Slides in Google Suite or may be requested from Graphics and Printing at graphics@crschools.us.

PUBLICATIONS

SUSTAINABILITY THE DISTRICT



***Future Ready.
Today.***



CEDAR RAPIDS COMMUNITY SCHOOL DISTRICT SUSTAINABILITY PLAN

*Success in Education Now and for
Future Generations of Students*



PUBLICATIONS:

A variety of published materials are generated to communicate to our staff, families, and community each year. These publications reach thousands of people and are a valuable opportunity to develop and maintain an identity as a school district. The Cedar Rapids Community School District logo should appear on all building-specific publications on the front or back cover or on the inside of the front or back cover of brochures, catalogues, and other materials.

Use the provided examples as inspiration for color combinations and layout. The Office of Community Relations and/or Graphics and Printing is available to assist with publication layout and design of district-wide materials.

DEPARTMENTAL TEMPLATE

Department Name Here