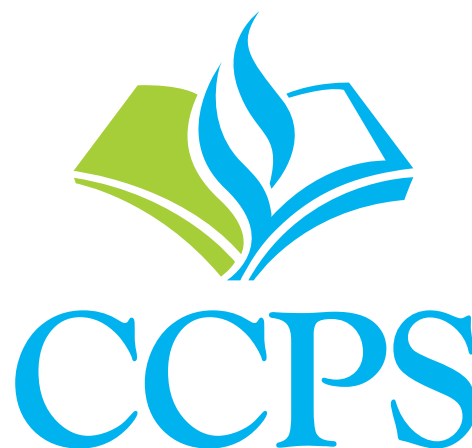


BRAND GUIDELINES

logo | print | web | video



Collier County Public Schools

Brand Guidelines Introduction

Collier County Public Schools' (CCPS) new look embodies the diversity of thoughts, teaching techniques, and talents demonstrated in our classrooms each day.

In a truly transparent and collaborative effort, more than 4,000 stakeholders had a voice and a vote in the selection of the CCPS logo and tag line.

This Brand Guidelines handbook was developed to ensure that the consistency and excellence the CCPS logo stands for will be protected and preserved in each and every use. These brand guidelines include approved standards and specifications for the various visual elements of the Collier County Public Schools brand identity system.

As CCPS staff, by following these guidelines and using the logo correctly and consistently, **YOU** will help nurture the brand's value.

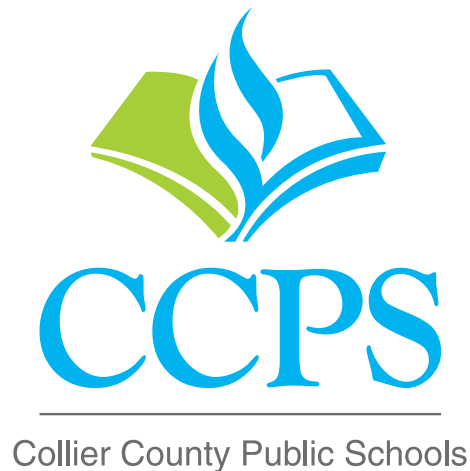
CCPS Brand Values



District Signature (horizontal)



District Signature (vertical)



The district signature is the official logo for Collier County Public Schools and is the main visual element in the CCPS identity system. The signature is available in both horizontal and vertical configurations in order to accommodate multiple layout needs.

The district signature should always include all elements, unless needed in a very small size at which time the horizontal rule and the "Collier County Public Schools" name may be dropped. Please see page 5 for more details.

Customized department signatures (page 3) are created by inserting the department name with the district signature using a specific template. Departments are **NOT** permitted to have customized logos not consistent with the CCPS brand.

Department Signatures (horizontal)

one-line department name

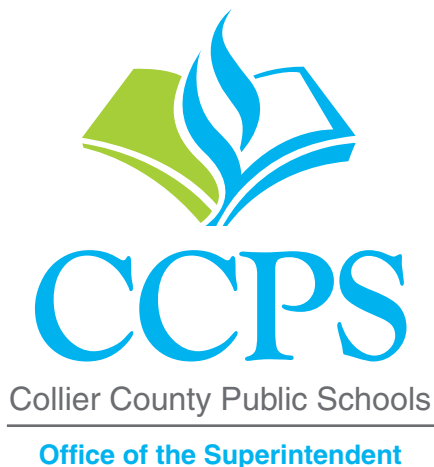


two-line department name

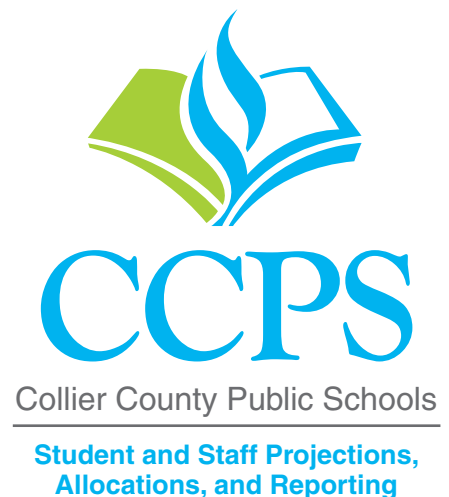


Department Signatures (vertical)

one-line department name



two-line department name



Signature Configurations



District and department signatures are configured as shown here.

District Signatures

Spacing between elements should be the height of the "C" in "Collier County Public Schools."



Vertical Department Signature

The horizontal rule should be moved under "Collier County Public Schools" with the department name centered under it.

Horizontal Department Signature

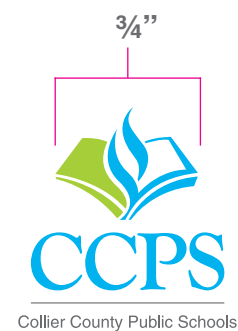
The horizontal version of the department signature should not extend to the right beyond the width of the blue/green logo as shown below.



Size Restrictions

In order to ensure maximum legibility, the district signature should not be smaller than the specifications shown here.

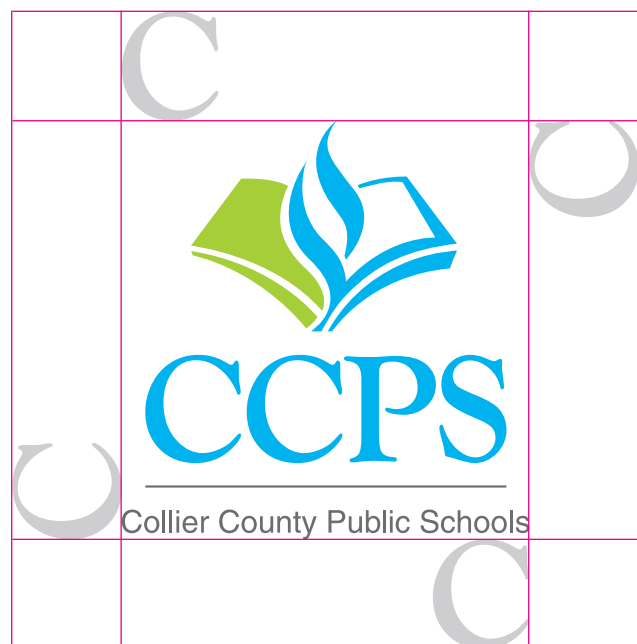
If there is a need for a smaller logo or if the legibility of "Collier County Public Schools" would be compromised by the size, only then may the vertical/horizontal rule and "Collier County Public Schools" be dropped from the signature. If this need to be done, the district name "Collier County Public Schools" must be placed near the signature in legible type.



Clear Space Requirements

In all possible circumstances, placement of district and department signatures in layout should allow for clear space surrounding the logo elements.

Photos, miscellaneous graphical elements, type, or other items should not overlap or touch the CCPS logo.



Color Palette

District Colors

CCPS BLUE

C 90 / **M** 0 / **Y** 0 / **K** 0
R 0 / **G** 179 / **B** 240
HEX: #00B3F0
Pantone Coated: Process Cyan
Pantone Uncoated: 306

CCPS GREEN

C 40 / **M** 0 / **Y** 100 / **K** 0
R 166 / **G** 206 / **B** 57
HEX: #A6CE39
Pantone Coated: 375
Pantone Uncoated: 374

Secondary Colors



C 100 / **M** 15 / **Y** 0 / **K** 40
R 0 / **G** 105 / **B** 152
HEX: #006998

Pantone Coated: 7469
Pantone Uncoated: 641



C 0 / **M** 0 / **Y** 0 / **K** 70
R 89 / **G** 90 / **B** 92
HEX: #595A5C

Pantone Coated: Cool Gray 11
Pantone Uncoated: 433



C 0 / **M** 0 / **Y** 0 / **K** 40
R 168 / **G** 170 / **B** 173
HEX: #A8AAAD

Pantone Coated: Cool Gray 6
Pantone Uncoated: Cool Gray 6



C 10 / **M** 100 / **Y** 100 / **K** 40
R 218 / **G** 33 / **B** 40
HEX: #DA2128

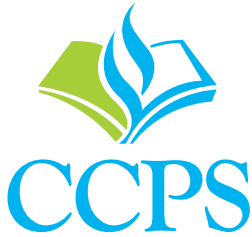
Pantone Coated: 1795
Pantone Uncoated: 1795



C 0 / **M** 70 / **Y** 100 / **K** 0
R 243 / **G** 112 / **B** 33
HEX: #F37021

Pantone Coated: 1505
Pantone Uncoated: Pantone Orange 021

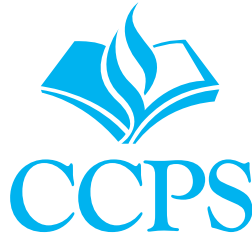
Color



Collier County Public Schools

Full-color

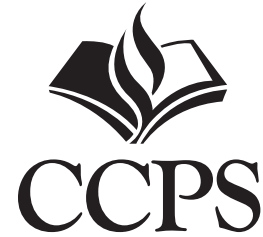
May not be placed on any color background other than white or a very light background



Collier County Public Schools

One-color

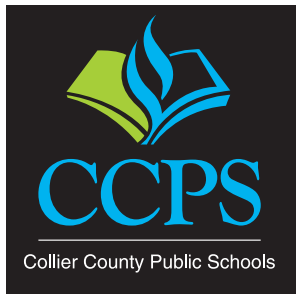
For one-color reproduction, may use CCPS Blue (90% cyan)



Collier County Public Schools

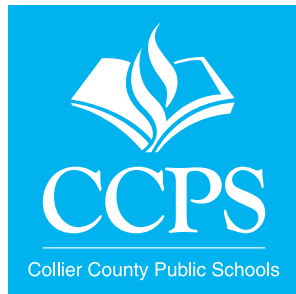
Solid Black

For one-color solid black reproduction or routine photocopying purposes



Color Reversed

May be placed only on a black background. Horizontal rule and small text in white.



Reversed White

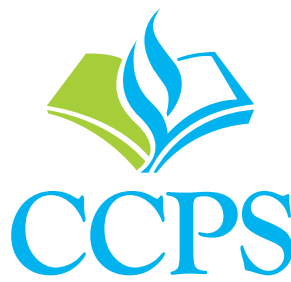
May be used on color or black backgrounds

The full color signature is the preferred version of the logo and should be used on white ONLY.

The remaining options should only be used depending on layout needs or limitations on reproduction (i.e. black printing only).

Typography

Goudy Old Style Bold



Collier County Public Schools

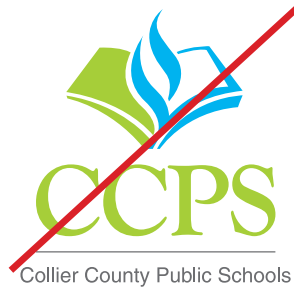
Helvetica Regular *

* **Note:** Arial Regular may be used as an alternative sans serif typeface to Helvetica Regular.

Unacceptable Uses



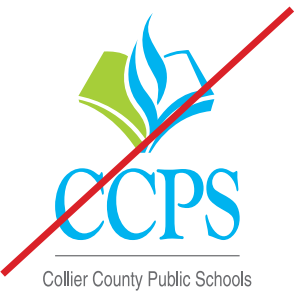
Do not substitute colors.
The signature should not be in any color other than the allowable colors.



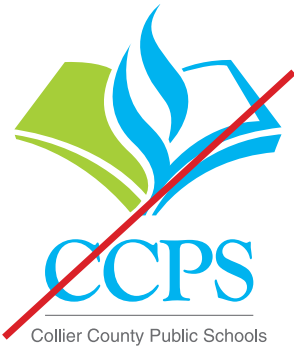
Do not switch colors.
The district colors on the full color signature should never be switched.



Do not screen.
The signature should not be a screen or tint of original colors.



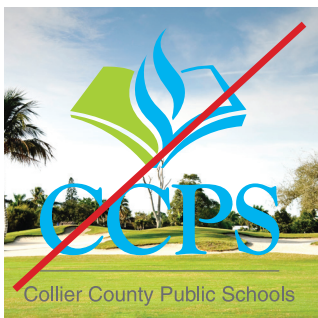
Do not distort.
The signature should not be compressed or expanded.



Do not resize elements.
Size of individual elements should not be altered.



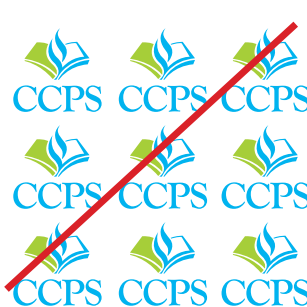
Do not rotate.
The signature should never be rotated.



Do not place on photo.
The signature should not be placed on a photograph or patterned background.



Do not add elements.
Clipart or other elements should never be added to any part of the signature.



Do not repeat.
Signature or logo should not be used as a pattern or decorative element.

District Letterhead

Not actual size

The diagram illustrates a letterhead template for Collier County Public Schools (CCPS). It features a blue header with the CCPS logo and the text "Collier County Public Schools" and "Today's Learners • Tomorrow's Leaders". The main body of the letter is enclosed in a pink border, with a top margin of 2 1/2 inches and a bottom margin of 1 1/4 inches. The letter content includes a date, a salutation, three paragraphs of placeholder text, a closing, and a signature line. The left margin is 1 inch and the right margin is 1 inch. Contact information is provided at the bottom right of the page.

January 10, 2015

Dear Salutation Lastname,

Testrum sa necta dolorat quiduci inciet, coreprora a dolentum ende labo. Itas exerum earum et pores con nonsedi abo. Nam aci qui renimin ventinctas debitaerum voloriat. Itat reperum dollum nonsequ ibusamet a quis aliquam quosa erenis ut ut optiuscid quisimp oriore, si ipit, comnia prae restor milibeaque volupit illant.

Ulpa quid quam volo et eiciur? Am endesecea volorumet haruptae doluptatiur? Epudia consecra eperum di bla vit, corum eossitati nit volupis quiatem fugia sitae aut fugia dersped eum eictia nisciate qui dolore perro ent acestruptat ea qui ra se vento exceper spienias alist que vitius aliquis essimus maxime ritatqui a sunt, eveliquasin eatior alia simporem reptam dolorem. Urem se et odio milit hit aut ad maionecum rector? Rate nos es rehenis nist et quos et od et ut dolorep eribus pictaesti doluptatibus ab ipsam cullabo reprem con nonem quossum aliquae verrorem labo. Sum sandi dolor aliquatur, officil incipid elesent, od et ventota quosapiderum et arum et, quid et audis digent, sit vendi is rector?

Uptam essuntiam quo es imi, quodipsam, occatur sit, ut et ad eos mo molorem nihit que ni aut eum et, sust untiosam, nulligendia nam, sapernam am fugia eum eum venimpo remquo voluptas estiam rendicipiet am il et lamet dellias sitature volor reptatur aut ullame est, sequas am dolupta sunt, nihiciae remquati bersper orestis aut et quia dolom quisitatqui odis delita sam, nis aliquam, quo cuscipissiti della di aborrorest, coritio berferero conem ad moloritates repro quosusande plataec ullantio cor ratur magnatatus con plibus, conseratem fuga. Atur ressequi niet aut pos eum doles miliae dia vel id qui delis quiatibus ab ilic tore nest andignistiam soloritis mintur ab iur a poris quod et ad quo eturion est, a doles everrunt quae im sitaquam aci que aut.

Sincerely,

Firstname Lastname

5775 Osceola Trail | Naples, Florida 34109 | p: 239.377.0001 | f: 239.377.0181
e: info@collierschools.com | www.collierschools.com

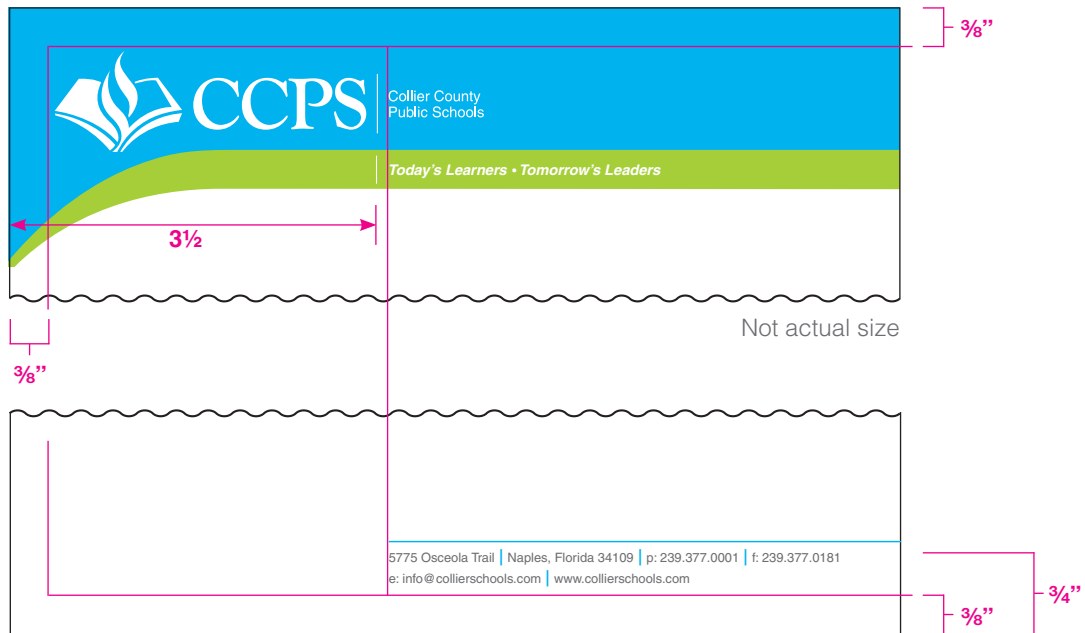
Top Margin 2 1/2"

Bottom Margin 1 1/4"

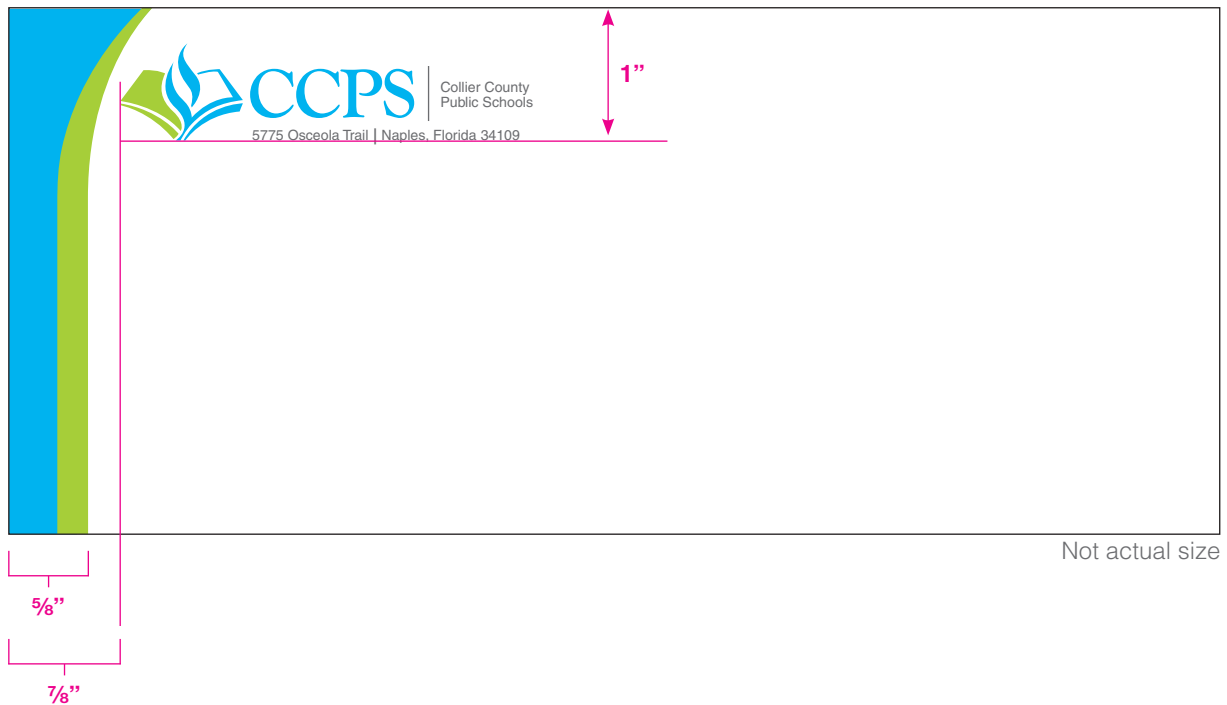
Left Margin 1"

Right Margin 1"

District Letterhead (cont'd)

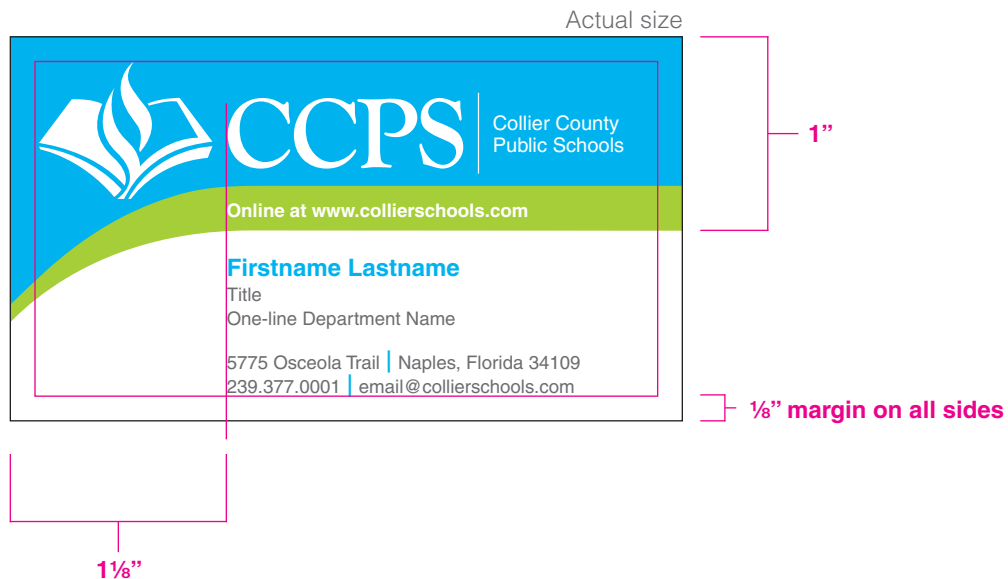


District Envelope

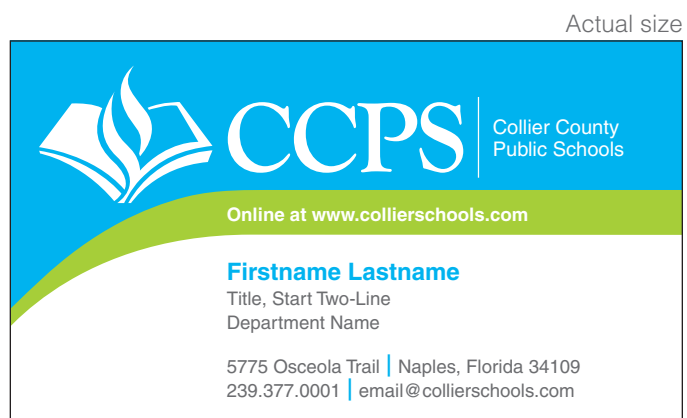


District Business Cards - Version 1

one-line department name



two-line department name



Department/School Letterhead

Not actual size

January 10, 2015

Dear Salutation Lastname,

Testrum sa necta dolorat quiduci inciet, coreprora a dolentum ende labo. Itas exerum earum et pores con nonsedi abo. Nam aci qui renimin ventinctas debitaerum voloriat. Itat reperum dollum nonsequ ibusamet a quis aliquam quosa erenis ut ut optiuscid quisimp oriore, si ipit, commia prae restor milibeaque voluptit illant.

Ulpa quid quam volo et eiciur? Am endesecca volorumet haruptae doluptatiur? Epudia consecra eperum di bla vit, corum eossitati nit volupis quiatem fugia sitae aut fugia dersped eum cictia nisciate qui dolore perro ent acestruptat ea qui ra se vento exceper spienias alist que vitius aliquis essimus maxime ritatqui a sunt, eveliquasin eatior alia simporem reptam dolorem. Urem se et odio milit hit aut ad maionecum rectur? Rate nos es rehenis nist et quos et od et ut dolorep eribus pictaesti doluptatibus ab ipsam cullabo reprem con nonem quossum aliquae verrorem labo. Sum sandi dolor aliquatur, officil incipid elesent, od et ventota quosapiderum et arum et, quid et audis digent, sit vendi is rectur?

Uptam essuntiam quo es imi, quodipsam, occatur sit, ut et ad eos mo molorem nihit que ni aut eum et, sust untiosam, nulligendia nam, sapernam am fugia eum eum venimpo remquo voluptas estiam rendicipiet am il et lamet dellias sitature volor reptatur aut ullame est, sequas am dolupta ssunt, nihiciae remquati bersper orestis aut et quia dolum quisitatqui odis delita sam, nis aliquam, quo cuscipissiti della di aborrorest, coritio berferero conem ad moloritates repro quosusande plataec ullantio cor ratur magnatatus con plibus, conseratem fuga. Atur ressequi niet aut pos eum doles miliae dia vel id qui delis quiatibus ab ilic tore nest andignistiam soloritis mintur ab iur a poris quod et ad quo eturion est, a doles everrunt quae im sitaquam aci que aut.

Sincerely,

Firstname Lastname

Today's Learners • Tomorrow's Leaders

5775 Osceola Trail | Naples, Florida 34109 | p: 239.000.0000 | f: 239.000.0000
e: XxxXx@collierschools.com | www.collierschools.com

Top Margin 2½"

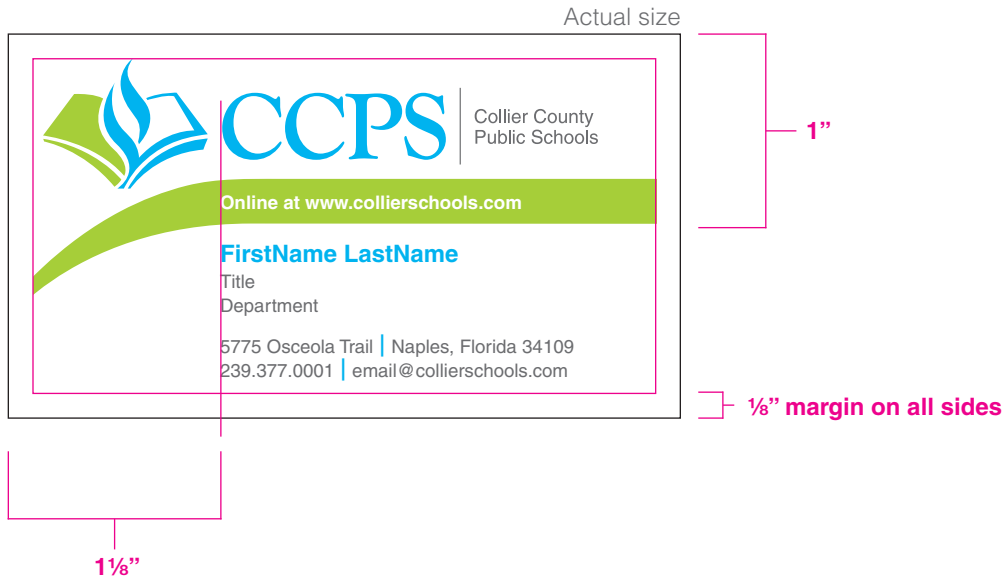
Bottom Margin 1¼"

Left Margin 1"

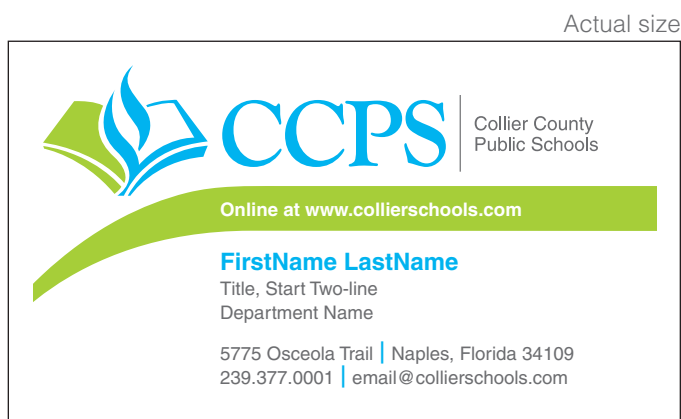
Right Margin 1"

Department/School Business Cards

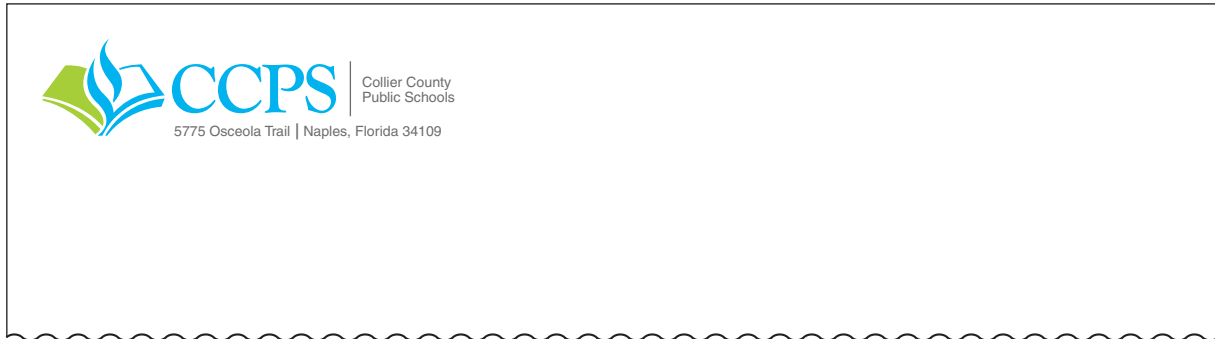
one-line department name



two-line department name

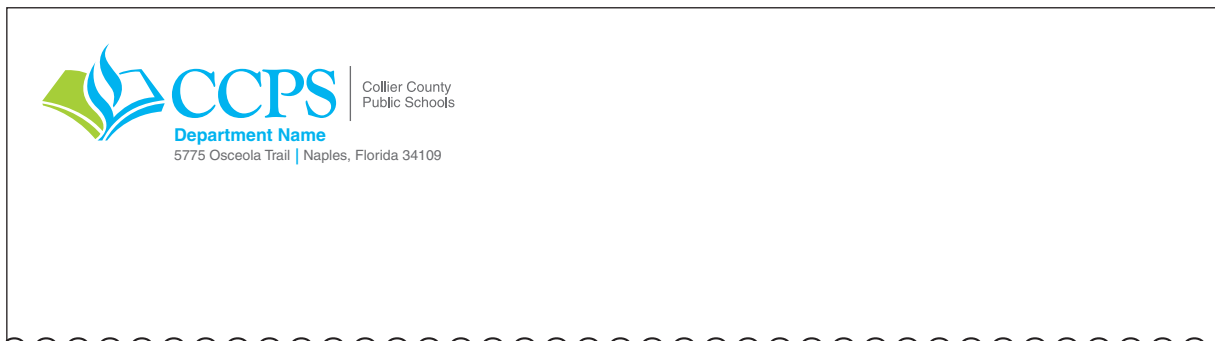


District Envelope



Not actual size

Department/School Envelope



Not actual size

Envelope Return Label

