CCSD15

Community Consolidated School District 15

BRAND GUIDE

COMMUNICATIONS DEPARTMENT

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CCSD15

PRIMARY LOGOMARK

REVERSED

SPATIAL GUIDELINES*

PRIMARY HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

*Gray area represents minimum margin between wordmark and other elements.

SECONDARY LOGOMARK

COMMUNITY CONSOLIDATED
SCHOOL DISTRICT 15

SECONDARY HORIZONTAL LOGOMARK

COMMUNITY CONSOLIDATED
SCHOOL DISTRICT 15

STANDALONE ICON

COLORS

CMYK 100, 100, 36, 33
RGB 32, 29, 83
PMS 2758 C

CMYK 14, 85, 73, 3
RGB 204, 74, 74
PMS 1797 C

FONTS

BRANDON GROTESQUE
MONTSERRAT

VERTICAL LOGOMARK

JOHN G. CONYERS
LEARNING ACADEMY

REVERSED

JOHN G. CONYERS
LEARNING ACADEMY

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 99, 94, 5, 1
RGB 44, 54, 145
PMS 2746 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

CENTRAL ROAD
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 82, 86, 8, 1
RGB 81, 69, 145
PMS 2104 C

CMYK 90, 94, 22, 10
RGB 65, 52, 117
PMS 2112 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

FRANK C. WHITELEY
ELEMENTARY SCHOOL

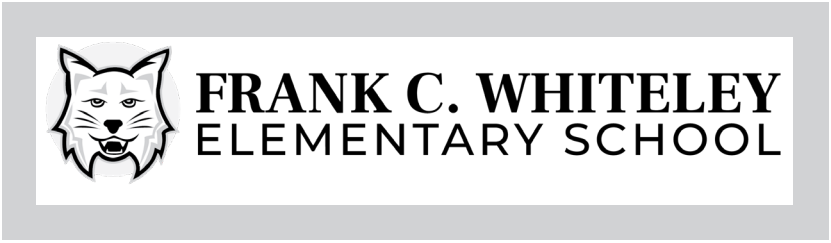
REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*



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MASCOT

COLORS

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

GRAY M. SANBORN
ELEMENTARY SCHOOL

REVERSED

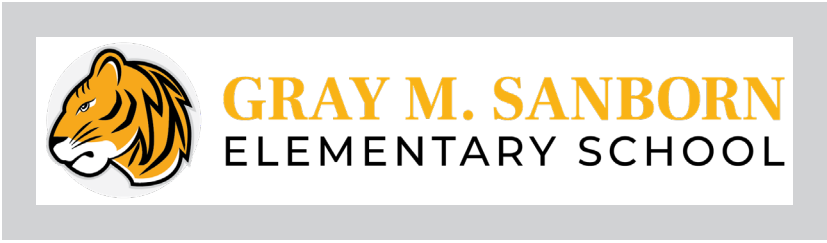
GRAY M. SANBORN
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*



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MASCOT

COLORS

CMYK 1, 38, 100, 0
RGB 247, 168, 27
PMS 137 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

HUNTING RIDGE
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 1, 33, 100, 0
RGB 252, 178, 21
PMS 2010 C

CMYK 100, 87, 42, 41
RGB 17, 40, 75
PMS 281 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

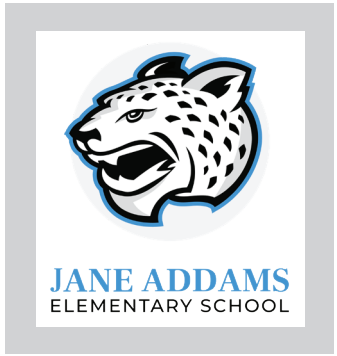
VERTICAL LOGOMARK

JANE ADDAMS
ELEMENTARY SCHOOL

REVERSED

JANE ADDAMS
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 68, 30, 0, 0
RGB 76, 150, 209
PMS 2915 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

KIMBALL HILL
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 81, 9, 78, 1
RGB 26, 164, 106
PMS 2551 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

LAKE LOUISE
ELEMENTARY SCHOOL

REVERSED

LAKE LOUISE
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*

LAKE LOUISE
ELEMENTARY SCHOOL

HORIZONTAL LOGOMARK

LAKE LOUISE
ELEMENTARY SCHOOL

REVERSED

LAKE LOUISE
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*

LAKE LOUISE
ELEMENTARY SCHOOL

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MASCOT

COLORS

CMYK 99, 95, 5, 1
RGB 44, 54, 145
PMS 2746 C

CMYK 0, 36, 84, 0
RGB 251, 175, 67
PMS 136 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 1, 33, 100, 0
RGB 252, 178, 21
PMS 2010 C

CMYK 93, 82, 2, 0
RGB 50, 74, 156
PMS 2132 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

MARION JORDAN
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 89, 59, 1, 0
RGB 21 105, 178
PMS 2144 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

PLEASANT HILL
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 16, 100, 87, 6
RGB 196, 18, 48
PMS 186 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

STUART R. PADDOCK
ELEMENTARY SCHOOL

REVERSED

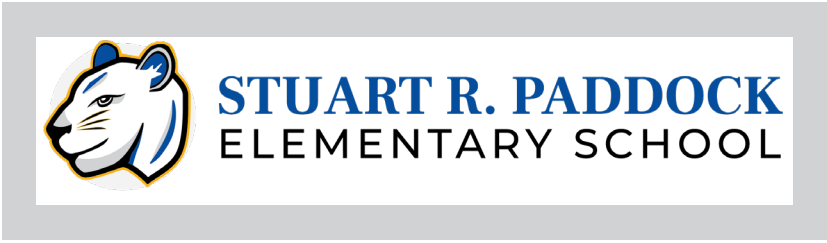
STUART R. PADDOCK
ELEMENTARY SCHOOL

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*



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MASCOT

COLORS

CMYK 100, 78, 5, 0
RGB 4, 78, 157
PMS 2145 C

CMYK 1, 33, 100, 0
RGB 252, 178, 21
PMS 2010 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

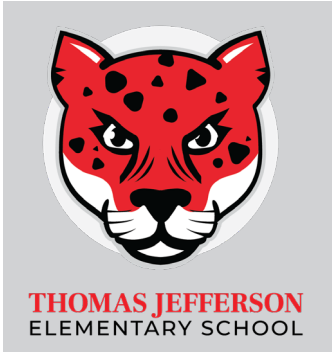
FRANK RUHL LIBRE BOLD
MONTSERRAT MEDIUM

VERTICAL LOGOMARK

THOMAS JEFFERSON
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*

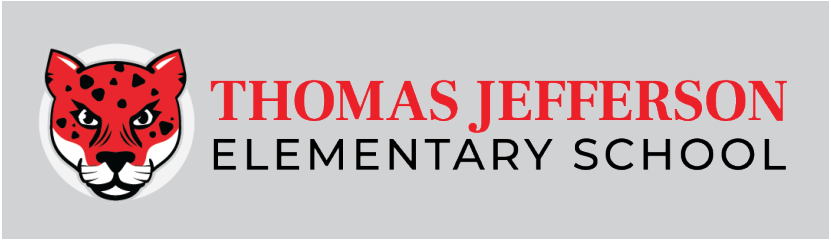


HORIZONTAL LOGOMARK

THOMAS JEFFERSON
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*



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MASCOT

COLORS

CMYK 1, 99, 94, 0
RGB 236, 32, 40
PMS 1788 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

VIRGINIA LAKE
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 71, 15, 0, 0
RGB 29, 170, 225
PMS 306 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

WILLOW BEND
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 16, 100, 87, 6
RGB 196, 18, 48
PMS 200 C

CMYK 89, 77, 1, 0
RGB 55, 82, 163
PMS 2131 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

WINSTON CAMPUS
ELEMENTARY SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 67, 30, 0, 0
RGB 82, 152, 210
PMS 2143 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

CARL SANDBURG
JUNIOR HIGH SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 12, 100, 98, 2
RGB 209, 32, 39
PMS 2035 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

PLUM GROVE
JUNIOR HIGH SCHOOL

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 100, 78, 5, 0
RGB 4, 78, 157
PMS 2145 C

CMYK 0, 41, 98, 0
RGB 250, 163, 30
PMS 2013 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD
MONTSERRAT MEDIUM

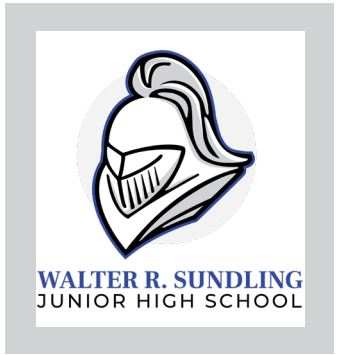
VERTICAL LOGOMARK

WALTER R. SUNDLING
JUNIOR HIGH SCHOOL

REVERSED

WALTER R. SUNDLING
JUNIOR HIGH SCHOOL

SPATIAL GUIDELINES*



HORIZONTAL LOGOMARK

WALTER R. SUNDLING
JUNIOR HIGH SCHOOL

REVERSED

WALTER R. SUNDLING
JUNIOR HIGH SCHOOL

SPATIAL GUIDELINES*

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MASCOT

COLORS

CMYK 93, 82, 2, 0
RGB 50, 74, 156
PMS 2126 C

CMYK 0, 0, 0, 20
RGB 209, 211, 212
PMS 427 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD

MONTSERRAT MEDIUM

VERTICAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

HORIZONTAL LOGOMARK

REVERSED

SPATIAL GUIDELINES*

*Gray area represents minimum margin between wordmark and other elements.

MASCOT

COLORS

CMYK 59, 0, 100, 0
RGB 116, 192, 67
PMS 360 C

CMYK 89, 34, 100, 27
RGB 16, 103, 53
PMS 349 C

CMYK 0, 0, 0, 100
RGB 35, 31, 32
PMS Black C

FONTS

FRANK RUHL LIBRE BOLD
MONTSERRAT MEDIUM

PLEASE REFRAIN FROM:

Distorting the logos

Adding effects such as drop shadows, gradients, etc.

Tilting the logo

Using the logo at illegible sizes

Changing the colors

Placing the logo on top of an image

Substitute the logotype with any other font

Manipulate the logotype to mascot ratio

Using black and white when color is an option

Letting the logo touch any other element - leave a safety margin

Using the logotype without the logomark

Adding an outline of any kind