CMSD VISUAL IDENTITY

A guide to using

the CMSD logo,

colors and other

visual marketing &

branding elements

Brand

An organization's brand is intangible, and related to the values and culture of the organization. Branding means to market your business's tangible and intangible aspects.

Visual Identity

In contrast, brand identity is tangible, associated with the sensory appeal of the brand. This include the organization's logo, colors, fonts, website, use of photography and other similar elements.

Identity Guidelines

The guidelines provide directions to ensure consistency in how the Visual Identity elements are used throughout the organization.

We build a Brand, but we do not build a Visual Identity. Instead, we design it.

Visual Identity Guidelines

The elements in this guide are used to create the core and expanded visual identity of the Cleveland Metropolitan School District (CMSD). Reference each section to learn more about proper usage and application to ensure the visual identity is applied consistently across all CMSD materials. This includes district-level materials, departmental materials, and school materials.

1. **CMSD Logos**
   How to use the official Old Well logo for the District

2. **Color Pallet**
   Color breakdowns and how to use the primary and secondary color palettes

3. **Typography**
   How to acquire and use the official District typefaces and acceptable substitutes

4. **Department Logos**
   How to qualify for and properly use unit logos and department logos

5. **School Logos**
   How and when to use school logos

6. **Partner Logos**
   When and how to use other District marks, including the seal, Tar Heel and interlocking NC

7. **Additional Visual Elements**
   How to use additional brand elements, such as shapes, patterns, textures, a background photo treatment, photo frames, and callout text templates

8. **Examples**
   Sample projects that highlight brand elements and correct usage

ABOUT CMSD

SECTION 1

The Cleveland Plan

The Cleveland Metropolitan School District (CMSD) is a nationally recognized school district serving over 35,000 students across 100 different school sites in Cleveland, Ohio.

In 2011, Mayor Frank G. Jackson brought together Cleveland's educational leaders and city stakeholders, challenging them to envision a plan that would fundamentally reinvent public education in the city. The mission of Cleveland's Plan for Transforming Schools is to ensure every child attends a quality school and every community has a multitude of great schools from which families can choose.

Enacted in 2012 by Ohio House Bill 525, the Cleveland's Plan set out to ensure every child in Cleveland attends a high-quality school and every neighborhood has a multitude of great schools from which families can choose.

Our Core Values

Our Core Values guide all that we do at CMSD. Below are the graphics we currently use to represent our Core Values with their colors and definition.

EQUITY & INCLUSION
We ensure that each scholar, staff, and community member can fully and comfortably be themselves, has the opportunity to thrive, and is celebrated for their unique contributions, regardless of all dimensions of identity (race, ethnicity, national origin, language, religion, ability, age, citizenship status, sexual orientation, gender identity or expression, socio-economic status, title, or other).

STUDENT & COMMUNITY FOCUSED
We deeply respect our scholars and their families, making them our top priority and placing their needs at the forefront of everything we do.

GROWTH & LEARNING
We inspire and support our scholars, staff, and community members to embrace a growth mindset, find joy and adventure in working through hard problems, and continuously improve, both individually and collectively.

CARE & WELL BEING
We strive to create an environment where each scholar, staff, and community member feels welcome and safe while providing scholars and staff with the necessary wrap-around support to fully engage in their development.

EXCELLENCE & ACHIEVEMENT
We challenge our scholars and staff to achieve excellence and realize their full individual potential, and hold ourselves, as staff, accountable for results.

Brand Voice

The CMSD "voice" should represent and relate to our primary audiences. Overall, it should be aspirational and inspirational. We must communicate the difference our work makes in the lives of our students and of learners around our community.

We must show how the work of our scholars affects people of Cleveland and beyond. We must strive to promote our success stories and show how what our students achieve after they leave our schools and become citizens in the world. Audience members should feel inspired and compelled to take action, whether that's registering for a school, attending an event, becoming a partner, exploring career and academic challenges or making a gift.

The core of our brand voice and messaging is "people."

People, which includes our students, faculty, staff and partners is what makes CMSD work. The collective work of CMSD truly changes a person's life and can set them on the course for an enriching and successful future.

Strategic Priorities

Safe and Supportive Culture
Establish a values-based organizational culture that ensures physical and emotional safety, promotes equity and excellence, and fosters authentic belonging and relationships for all scholars and adults.

A Strong and Engaging
Instructional CoreIncrease scholar engagement in rigorous and engaging learning by deeply and consistently implementing high-quality instructional materials and practices.

Educator Learning
Establish professional learning experiences and opportunities that empower each CMSD educator to model our values and improve their craft, with emphasis on opportunities related to instruction and instructional leadership.

Coherent Central System
Strengthen central office processes to ensure financial sustainability, increase responsiveness to schools, and promote equity, clarity, and coherence.

Engaged Community
Establish and maintain strong partnerships with scholars, families, staff, and other community members (including residents, civic leaders, local businesses, and nonprofits) that foster authentic engagement aligned to CMSD's mission, values, and strategic plan.

SECTION 2

The Heart of Our Identity

The Cleveland Metropolitan School District logo is the keystone of our visual identity. This logo should be used on all communications materials. Using the logo consistently will enhance the recognition of the District by all audiences. Even when one of the CMSD schools is using their logo, the CMSD logo must also be used on the material and in the proper format.

The logo must be sized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

Primary Logo (Horizontal)
The primary logo uses a horizontal layout. This composition is ideal for horizontal banners, mastheads, footers and landscape compositions.

When the full color or black logo is used in printing the logo, the minimum width for the logo is 1.875 inches. When the logo appears as a white knockout on a color background, the **minimum width is 2 inches.** If a 4-color process build is used to print the logo, the minimum width is 2 inches.

Primary Logo (Stacked/Vertical)
The stacked composition, which features the book icon and the wordmark, is ideal for vertical or square compositions, such as covers, clothing, graphic icons and other square or narrow treatments.

When full color or black is used in printing the logo, the minimum width for the logo is 1.215 inches. When the logo appears as a white knockout on a color background, the **minimum width is 1.3 inches.** If a 4-color process build is used to print the logo, the minimum width is 1.3 inches.

(PRIMARY HORIZONTAL)

MIN. WIDTH = 2"

(PRIMARY VERTICAL)

MIN. WIDTH = 1.3"

The CMSD Logo is intended for all applications such as marketing communications, student-facing collateral, and department materials. Design files can be accessed online in multiple formats. **Click here to download logo files.**

Acceptable Variations of Our Logo

In addition to using the full color version of the CMSD logo, there are a few acceptable color variations that may be used for publications, presentations and online. The guidelines below apply to both the CMSD primary and secondary logos.

Full Color
The full-color version of the CMSD logo is the preferred version and recommended for use on all official correspondence, signage, ceremonial materials, official booklets and programs.

Solid Black
The CMSD logos may be used in a one-color version instead of full-color. However, the only acceptable one-color version is full black.

Reverse Color/White
The one-color reverse treatment is acceptable when using the logo on a solid background. Generally, the acceptable solid-color backgrounds include the darker logo pallete colors (black, navy, blue). Please avoid using the lighter colors with reversed logo as shown here.

Secondary Version
Description here

How To Use The CMSD Logo

- The logo must be reproduced from high-resolution digital artwork.

- As the primary graphic identity for the District, the logo (or official unit logo or department logo) must appear on all communications, including brochures, stationery, business cards and websites.

- The logo may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, the vertical line, outlines and embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.

- The logo may not be cut or cropped in any way.

How Not To Use The CMSD Logo

- Do not configure the elements into a different logo.

- Do not crop or remove any part of the logo.

- Do not distort the logo.

- Do not tilt the logo in any direction.

- Do not add any shadows, effects or other elements to the logo.

- Do not alter the proportions of the logo.

- Do not attach a program-level identification to the logo or attempt to create your own unit or department logo.

- Do not duplicate any part of the logo to create a pattern.

- Do not recreate the type or substitute another typeface.

- Do not surround logo with other competing shapes.
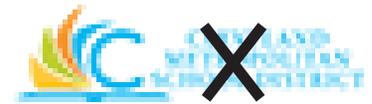
Legal Protections of the CMSD Logo

The CMSD name, brand and logo are protected by standard trademark laws that prohibit individuals from using our name and logo without permission, unless the use falls within the boundaries of fair use.

- The CMSD brand is protected by U.S. trademark laws and can only be used with official permission

- The CMSD Communications Office vets all requests to ensure proper and appropriate use of our name/brand and to ensure quality representation of our logo (png, jpg, gif), with regard to color and size for any intended use in print or web treatment.

- We ensure that individuals and organizations, as well as CMSD staff, do not copy, mimic, distort or otherwise compromise CMSD's brand identity

- Fair use or nominative use of the CMSD name and logo by media for description and identification is permissible.

- Fair use of our logo is permitted only under certain circumstances and should not be assumed.

- Use of the CMSD brand or logo in any way that suggests endorsement where none exists will result in a cease and desist order

- Selling items with the CMSD logo without authority to do so is an infringement of trademark.

- Appropriation of the CMSD name, brand or logo for use on competing goods or services or for any use that could cause confusion regarding ownership or endorsement is strictly prohibited.

Clear Space Requirements

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. Specifically, there must be a minimum of 1/2 the distance "x" between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing "CMSD" and the unit or department name may fall inside the clear space.

The CMSD Logo "Book"

The CMSD "book", as pictured here, is the only acceptable logo mark. It may not be reconstructed or altered in any way. This logo mark may be used as a design element separate from the formal logo only if the formal logo appears elsewhere on the printed or digital piece.

If you are using the CMSD "book" then your document must contain the words, "Cleveland Metropolitan School District" at the top or bottom of the page. in this guide for examples.

The CMSD "book" logo may also be used a light watermark on the background of a document.

Logo Access

The CMSD website contains a variety of logo file types that you may download and use for your project or document. It is important to use the correct file type to ensure clarity, sharpness and consistency of the logo.

CMSD logos can be downloaded at **www.ClevelandMetroSchools.org/Page/539**

Resolution
To print correctly, high-resolution graphics must be at least 300 dpi (dots per inch) at the actual size for they will appear when printed.

For use on-screen (such as the web or social media) or for email, the required resolution is only 72 dpi at the actual size for which it will appear on screen.

Preferred File Types
The chart below shows the preferred file types for the CMSD logo depending on its use.

PROGRAM	FILE TYPE(S)
Adobe Illustrator	EPS, Vector
Adobe InDesign	EPS, Vector
Adobe Photoshop	EPS, Vector, JPG, PNG
PowerPoint	JPG, PNG
MS Word	EPS, PNG, JPG, TIFF
Excel	JPG, PNG
Social Media/Web	JPG, PNG
Canva	EPS, Vector, TIFF

OTHER
CMSD LOGOS

SECTION 3

Connecting the CMSD Brand

The CMSD district logo is an important part of our branding and identification. No visual element should be allowed to undermine or weaken the district logo. Division and department identification on collateral distributed to the public should clearly indicate that the department is part of CMSD and must, therefore, contain the district logo in a way that is consistent with current brand standards.

Divisions & Department Logos
Beginning February 1, 2024, the use of logos for Divisions and Departments within CMSD will be discontinued. This is being done to ensure that the overall brand of CMSD is solidified within the public and that we operate as one Central Office providing unified service and support to all.

The name of the Division or Department may be used in your email signature or on your business card directly below your title. Listing the division or department underneath official logo is also acceptable.

School Logos, Athletic Logos and Mascots
School logos and mascots are an extension of the district brand and have a unique visual identity that compliments the branding of CMSD. School and athletic mascot logos should only be used in conjunction with official CMSD school communications. (need more guidance here)

CLEVELAND METROPOLITAN SCHOOL DISTRICT

DIVISION OF INFORMATION TECHNOLOGY

CLEVELAND METROPOLITAN SCHOOL DISTRICT

DIVISION OF DISTRICT OPERATIONS

CMSD

EXTERNAL AFFAIRS

CMSD COLOR PALETTE

SECTION 4

CMSD Primary Colors

The colors associated with CMSD are a key element of our visual identity. They relate to our core values and strategic priorities. Our primary colors are identified below. The "CMSD Blue" is the main color of the District and must be used at least 10% on all designs.

These colors make our materials instantly recognizable and are a source of pride and our identity. The color palette should be used in all print and digital design work.

This is especially true with the CMSD logo. Adhering to the following logo color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity. Each color block below contains the color values for print (CMYK) and web (RGB) as well as Hex (also used for web.

Primary Colors

CMSD BLUE	CMSD ORANGE	CMSD GREEN	CMSD YELLOW
Strength, Dependability	Adventurous, Energetic	Growth, Liveliness, Imagination	Happiness, Joy, Positivity
C87, M1, Y0, K0 R0, G179, B239 Hex #00B3EF	C0, M45, Y91, K0 R 249, G 157, B 49 Hex #F99D31	C22 M0, Y100, K8 R193, G205, B35 Hex #C1CD23	C0, M21, Y88, K0 R255, G202, B56 Hex #FFCA38

CMSD Secondary/Accent Colors

The CMSD brand uses both a primary and secondary color palette. The secondary color palette should be used sparingly as accents to complement the primary palette.

Our secondary palette consists of colors that compliment our primary palette and can be used for supporting elements like accents,backgrounds and text. The colors in our secondary palette have been selected for their ability to work in harmony with our primary purple and gold. They allow for broader expression of our visual identity. Our secondary colors should never be used in a way that overpowers our primary palette.

Secondary/Accent Colors

BACKGROUND BLUE	TEAL	FUSCHIA
Strength, Dependability	Clarity, Open Communication, Practical Thinking	Uplifting, Energizing
C100, M91, Y34, K26 R31, G46, B94 #1F2E5E	C80, M5, Y40, K0 R0, G174, B169 #00AEA9	C10, M94, Y23, K0 R217, G51, B122 #D9337A
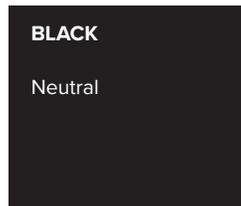
BLACK	DARK GRAY	LIGHT GRAY
Neutral	Neutral	Neutral
C0, M0, Y0, K100 R0, G0, B0 #000000	C65 M50, Y45, K35 R77, G87, B93 #4d575d	C0, M0, Y0, K20 R204, G204, B204 #CCCCCC
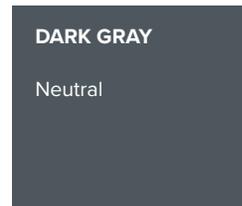
CMSD TYPOGRAPHY

Standard Fonts

Consistent typography is one of the best ways to make our design professional and recognizable. Having a defined type style is vital to CMSD's visual identity. CMSD uses a few different fonts/typefaces as part of its visual identity.

Having multiple typeface options allows for flexibility and creative expression. Some typefaces work best for body copy or headlines in print materials, while other typefaces work best for online applications.
On the following pages are a few examples of the typeface options that are available within each family.

Print Graphics
The following fonts are preferred when designing print materials and using Adobe products. These fonts are part of the Adobe Creative Cloud products.

Proxima Nova	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#$	Proxima Nova Condensed	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#$
Proxima Nova Medium	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#$	Proxima Nova Extra Condensed	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#$
Proxima Nova Bold	**ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#$**	Proxima Nova Wide	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#$
Proxima Nova ExtraBold	**ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#$**	Proxima Sera	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#$

Microsoft 365/Google Fonts

In some cases fonts (other than those available on Adobe Creative Cloud) may be used. This applies when using Microsoft products such as Word, Excel, PowerPoint, etc.) or when used online.

Aptos

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890&#$

Aptos Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890&#$**

Aptos Serif

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890&#$

Aptos Serif Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890&#$**

CMSD SOCIAL MEDIA

SECTION 6

Engaging With the Public

The popularity and effectiveness of social media makes it an essential part of any integrated marketing plan. Facebook, Twitter, Instagram, YouTube, and LinkedIn, can be effective means of communication to CMSD's target audiences, partners and community.

With the use of so many social media outlets, it is important that there be some oversight of these channels and that the CMSD brand and message remain consistent. To assist and provide some guidance we have developed guidelines for any school or department looking to have a social media account.

The Social Media Guidelines can be downloaded here: _____

CMSD CO-BRANDING

SECTION 7

Working With Our Partners

Co-branding shows a partnership between CMSD and another company or community organization. When we co-brand, we're lending our credibility to a smaller brand — or benefiting from the credibility of a larger one. Co-brands are often used on materials, like presentations and marketing collateral, where both brands have ownership.

Every case is different. It is your responsibility to understand and obtain the proper permissions from both CMSD External Affairs Division and the partner involved. When co-branding, use all established guidelines for the standard use of our logo and apply these co-branding guidelines in addition:

- The CMSD logo should always appear to be visually equal to the co-branding partner. Our logo should never appear subordinate in size.
- The logos should not be positioned in such a way that creates confusion as to the partnership with CMSD.
- The logos should be separated by at least 1/2 inch.
- When side-by-side, the logos should be vertically center aligned. When stacked, the logos should be horizontally center aligned.
- The partner should not incorporate the CMSD logo into their own logo. When partners are using our logo in their co-branded materials, they should observe our visual guidelines but not emulate or recreate our signature visual style.
- Partners must submit all co-branded material to the CMSD External Affairs division for approval prior to use.

MIN. WIDTH = 1/2"
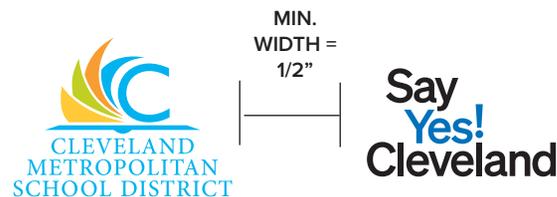
CMSD PROFESSIONAL CORRESPONDANCE

SECTION 8

CMSD Letterhead

All CMSD letterhead must adhere to the identity guidelines established within this style guide. Please do not attempt to format your own letterhead. Approved versions of the CMSD letterheads are available electronically for download as Word files. CMSD letterhead should be used for official correspondence

The approved letterhead files for downloading are available at:
https://clemetroschools.sharepoint.com/sites/Engagement2/SitePages/Communication.aspx
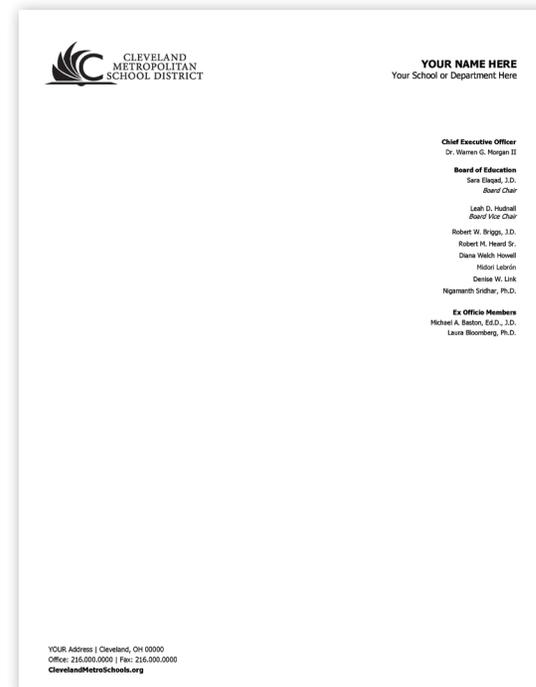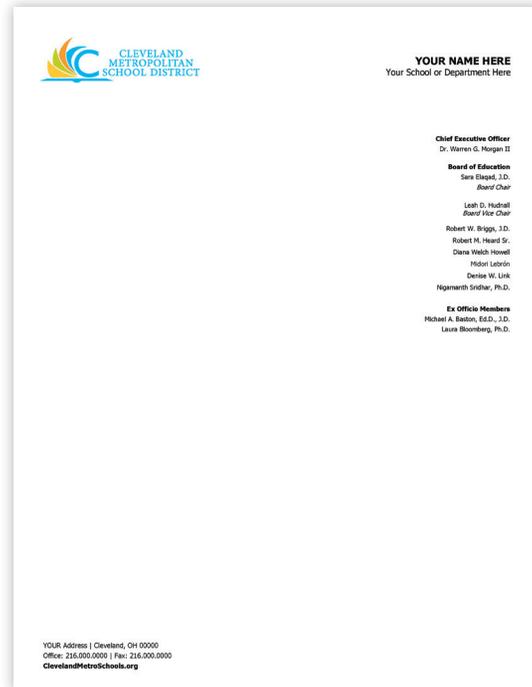
CMSD Business Cards

CMSD Business cards can be ordered online through our intranet. We use a 3rd party vendor and have provided an official template to the vendor.

The CMSD Business cards (show below) can be order at: https://clemetroschools.sharepoint.com/sites/Engagement2/SitePages/Business-Cards.aspx

Email Signatures

Sometimes your email messages require a phone call or direct mail to properly respond to them. An email signature is important so recipients can quickly respond to you by methods other than an email reply. It is important that all employees at CMSD present a consistent and professional appearance with all their correspondence, especially email. Below is the preferred method for everyone's email "signature" at the end of their emails.

Here are some things to keep in mind regarding your email signature:
- All email signatures must contain your name, title, and office address
- Office and Cell (if applicable) phones are required to be on your email signature
- Your email address and the CMSD website address should be after our contact information
- The only logo on your signature should be the CMSD logo. The CMSD logo should be about the same length as your phone number.

Below is the proper format for your email signature:

John Smith
Director, Academic Affairs
Cleveland Metropolitan School District
1111 Superior Avenue East
Cleveland, Ohio 44114

Office: 216.838.01234
Cell: 216.415.9876
john.smith@clevelandmetroschools.org
www.ClevelandMetroSchools.org