



Clarksville-Montgomery
County School System



BRANDING GUIDE



CMCSS BRANDING GUIDE

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The brand guidelines provide a resource for future implementation of the Clarksville-Montgomery County School System (CMCSS). The brand guidelines contained in this document describe the fundamental elements of the brand alone with basic instructions for how to use them.

Adherence to these guidelines will ensure consistency and recognition of the brand. Recognition of the greater CMCSS brand is something that will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements and uses in this guide are open to change; however, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.

Our brand is our mission and vision.

Our mission is to educate and empower our students to reach their potential.

Our vision is all students graduate college and career ready.

OFFICIAL DISTRICT NAME & TAGLINE

Official Name:

Clarksville-Montgomery County
School System

Abbreviated Name:

CMCSS

Tagline:

The Defining Difference



DESIGN LOGO

The CMCSS logo creates a recognizable brand representing the focus of our school system, which is 100% of our students graduating college and career ready. The logo is key to presenting a clear and consistent image of a unified school system to all audiences. Use of the logo is mandatory on reports, publications, and “products” created by CMCSS. Its prominence may be varied to reflect the origin and intent of materials.

For example, the “Student Code of Conduct” and other district publications will prominently display the logo and district name on the front page to reflect their system-wide origin.

Approved CMCSS Logo and Variations

The official logo and logomark can only be used in the variations shown. Logos will be reproduced only in PMS 347 C, PMS Cool Gray 11 C, PMS Cool Gray 4 C, PMS Process Black C, and white.

OFFICIAL LOGO



OFFICIAL LOGO MARK



WHITE LOGO VARIATION



WHITE LOGOMARK VARIATION



COOL GRAY 11C LOGO VARIATION



COOL GRAY 11C LOGOMARK VARIATION



PROCESS BLACK LOGO VARIATION



PROCESS BLACK LOGOMARK VARIATION



GRAYSCALE LOGO VARIATION



GRAYSCALE LOGOMARK VARIATION



GREEN LOGO VARIATION



GREEN LOGOMARK VARIATION



COOL GRAY 4C LOGO VARIATION



COOL GRAY 4C LOGOMARK VARIATION



DESIGN LOGO

All Logo Variations

Official Logo
Official Logomark

Grayscale Logo Variation
Grayscale Logomark Variation

White Logo Variation
White Logomark Variation

Green Logo Variation
Green Logomark Variation

Cool Gray 11 C Logo Variation
Cool Gray 11 C Logomark Variation

Cool Gray 4 C Logo Variation
Cool Gray 4 C Logomark Variation

Process Black Logo Variation
Process Black Logomark Variation

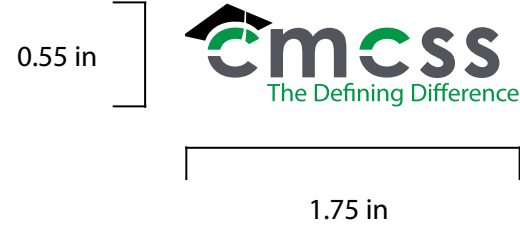


DESIGN LOGO

A minimum size for the full logo must be 0.55 in. tall by 1.75 in. long to ensure readability. When using the CMCSS Logo, always use an approved logo file. Never try to recreate the logo yourself. If you need to resize the logo, always constrain proportions by locking the aspect ratio, so the height and width are scaled together.

There should always be a buffer zone surrounding the CMCSS logo, with no type nor graphics appearing in the zone. The buffer zone is the space that is half of the height ($\frac{1}{2}x$) of the (x) in the logo. It extends above, below, to the left and to the right of the logo. For a printed piece the CMCSS logo placement shall be at least $\frac{1}{2}$ " from the edge or top of page. The "CMCSS" in the logo shall be no smaller than .55" (see height of x).

The "C" version of the logo may be used at a smaller ratio where the logo shall be no smaller than $\frac{3}{8}$ ".



($X \geq .55$ ") Height of X must be equal to or greater than .55".



Prohibited Uses:



Do not use the logo as an element in creating a new logo/identity/tagline for a program or publication.



Do not alter the mark in any way.



Do not replace CMCSS in the CMCSS logo with any other word.



Do not redesign, redraw, animate, modify, distort or alter the proportions of the mark.



Do not surround the mark with—or place in the foreground over—a pattern or design.



Do not rotate or render the mark three-dimensionally.



Do not add words, images or any other new elements to the mark.



Do not replace the approved typeface with any other typeface.



Do not enclose the mark in a shape or combine it with other design elements or effects.



Do not modify the size or position relationship of any element within the mark.



Do not add additional copy to the mark.



DESIGN LOGO

Internal Use: For school or district use such as letterhead, brochures, reports, etc., there is no licensing approval required. However, the trademarks may not be altered or sold for profit, and must be reproduced using a high-quality master digital image. These digital images can be obtained at cmcsc.net/communications. For more information, please contact Anthony Johnson at (931) 920-7872.

External Use: For outside entities please contact the Communication Department at (931) 920-7877. The Clarksville–Montgomery County School System is committed to protecting the CMCSS logos and the reputation they represent. No use of the marks is permitted without advance written permission of the CMCSS Communications Department.

Information regarding possible misuse of the CMCSS logo should be reported to the Director of Community Relations and Continuous Improvement or Digital Design and Content Specialist.

DESIGN

BRAND COLORS

CMCSS uses primary and secondary color palettes.

Primary Color Palette

The Primary Palette should be used in all occasions for Clarksville-Montgomery County School System (CMCSS) marketing communications. The palette has been designed to give a bold and exciting direction to the brand, offering flexibility within each design. Percentage tints can be used of any of these colors.

Secondary Color Palette

The Secondary Palette should be used to complement the Primary Palette. Percentage tints can be used of any of these colors.



PMS 347 C
#009A44

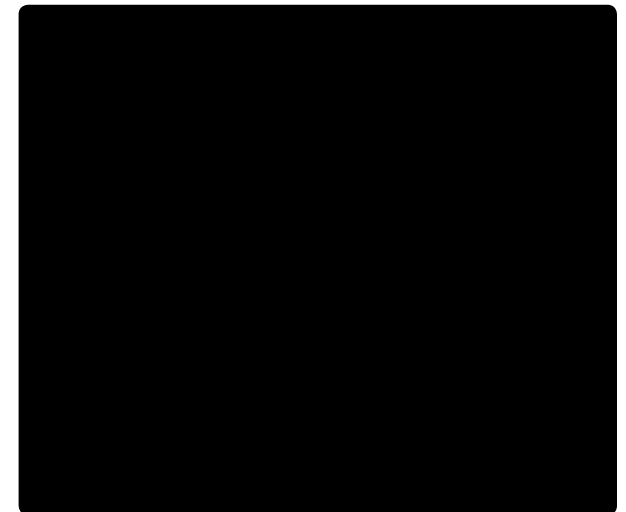
RGB (0,154,68)
CMYK (93,0,100,0)



PMS Cool Gray 4 C RGB (187,188,188)
#BBBCBC CMYK (12,8,9,23)



PMS Cool Gray 11 C RGB (83,86,90)
#53565A CMYK (66,57,51,29)



PMS Process Black C RGB (39,37,31)
#27251F CMYK (0,0,0,100)



PMS 2034 C
#E73C3E

RGB (231,60,62)
CMYK (0,85,80,0)



PMS 2018 C
#FF7500

RGB (255,117,0)
CMYK (0,58,95,0)



PMS 123 C
#FFC72C

RGB (255,199,44)
CMYK (0,19,89,0)



PMS 3268 C
#00AB8E

RGB (0,171,142)
CMYK (86,0,53,0)



PMS 2925 C
#009CDE

RGB (0,156,222)
CMYK (85,21,0,0)



PMS 7441 C
#9F5CC0

RGB (159,92,192)
CMYK (44,70,0,0)



PMS 2188 C
#00426A

RGB (0,66,106)
CMYK (100,39,0,63)

DESIGN

BRAND COLORS

Targeted Palettes

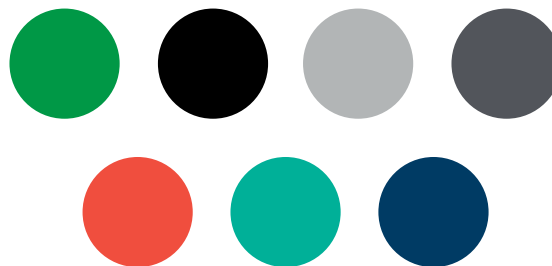
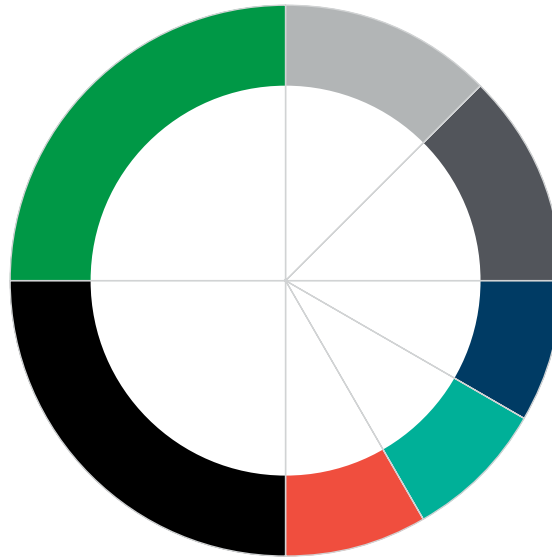
Coordinated palettes help us distinguish what audience we are speaking to and control tone through color. It also helps us avoid using too many colors in one piece.

Our secondary colors have been selected with the same precision as our primary colors. The palette of accent and neutral colors has been chosen to work in support of CMCSS Green.

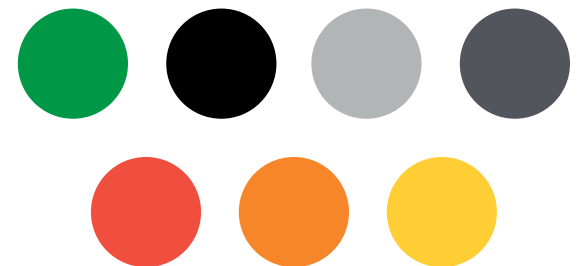
Our colors have been chosen to work well in combination with each other, and to enable a full range of visually engaging communications.

Try to avoid using more than three secondary colors with the CMCSS Green in any one layout.

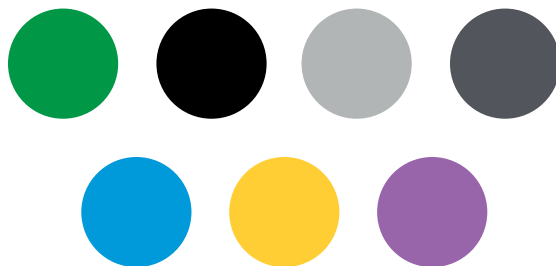
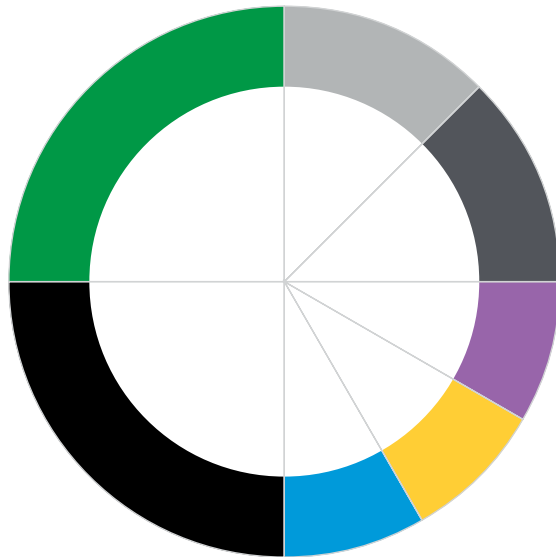
EXAMPLE 01



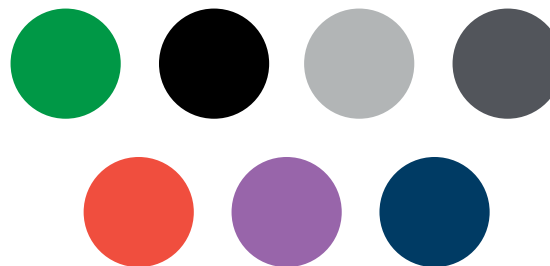
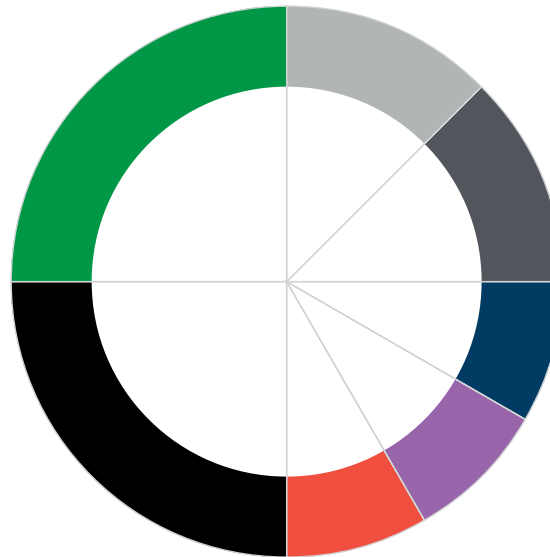
EXAMPLE 02



EXAMPLE 03



EXAMPLE 04



DESIGN

BRAND COLORS

Each color can be used to enhance the emotional connection that CMCSS seeks to find with its audience.

fun / **safety** / **joy** /
health / **integrity** /
 peace / **understanding** /
intelligence / **connection** /
companionship / **surprise** /
trust / calmness /
confidence / **kindness** /
determination

DESIGN TYPOGRAPHY

These font families should be used for all communications. This is to ensure the consistent look and feel of the brand.

Myriad Pro is the primary typeface for CMCSS. It may be used for headlines, subheads, and secondary body copy.

Freight Text Pro is the primary typeface for body copy, but may be used for subheads.

Freight Text Pro Italic may be used for subheads and pull quotes.

Myriad Pro

(Headlines, Subheads, Secondary body copy, and Pull quotes)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } : " ; ' , . / < > ?
a b c d e f g h i j k l m n o p q r s t u v w x y z

Freight Text Pro

(Subheads, and Primary body copy)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } : " ; ' , . / < > ?
a b c d e f g h i j k l m n o p q r s t u v w x y z

Freight Text Pro Italic

(Subheads, and Pull quotes)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } : " ; ' , . / < > ?
a b c d e f g h i j k l m n o p q r s t u v w x y z

EXAMPLE 01

HEADER

SUBHEAD TEXT

Secondary Subhead Text

This is an example of a paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum

“Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.”

dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

EXAMPLE 03

Header

SUBHEAD TEXT

Secondary Subhead Text

This is an example of a paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

“Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.”

et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor

in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

EXAMPLE 02

HEADER

Subhead Text

SECONDARY SUBHEAD TEXT

This is an example of a paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

“Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.”

aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat

nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

EMAIL SIGNATURE

FORMAT & DIRECTIONS

The CMCSS and student e-mail systems have been provided for the internal and external communication of employees, board members, and students. Responsible and ethical use of the e-mail system is required and should reflect professional standards at all times. The e-mail system may not be used for personal gain or political or religious views or in any illegal, offensive or unethical manner, to include bullying-related acts. Personal e-mails should be limited. All e-mail is the property of CMCSS and should not be considered private or confidential and as such, is subject to review at any time by authorized CMCSS personnel.

All district employee emails must adhere to the signature guidelines provided by the Technology Department. The only valid email signatures are those created using the following webpage: <https://portal.cmcss.net/emailsignature.aspx>

EXAMPLE 01

Jane Doe
Email Signature Coordinator,
Communications Department
Clarksville-Montgomery County School System
Office: 931-551-1000
Cell: 931-551-1001
Fax: 931-551-1002
Email: jane.doe@cmcss.net



DO...

- Use Arial as font
- Use plain text
- Use font size 11
- Use PMS 347 for name and school district & bold
- Use the full color version of the logo

DON'T...

- Use photos, images, or clip art
- Use third party signatures
- Use quotes
- Use other mission statements
- Use links to other websites



IMAGERY

STYLE GUIDE

Photographs and videos are powerful tools. Our mission and ethos are communicated in the imagery we use. Through photography and video we are able to share personality, diversity, and community.

Spontaneous, fun, observational, and energetic photos should be used in lieu of images that appear staged. Natural, real-life people and situations should be portrayed.

Perspective is everything. Taking photos from a student's or teacher's vantage point is paramount. Do not look down on a student.

Photos taken should use natural light when possible and capture candid moments.

CMCSS Students are active and intentional, show them getting hands on with their work through collaboration and engagement.

Employees must ensure students have not opted out of having their picture taken, per FERPA, before taking or publishing photos.



Clarksville-Montgomery County School System

www.cmcss.net