CREIGHTON SCHOOL DISTRICT

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SCHOOL DISTRICT

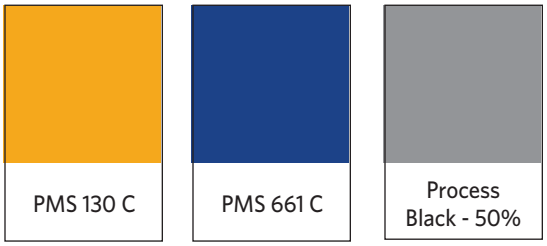
Brand Identity Standards

January 2017

CORPORATE COLOR PALETTE

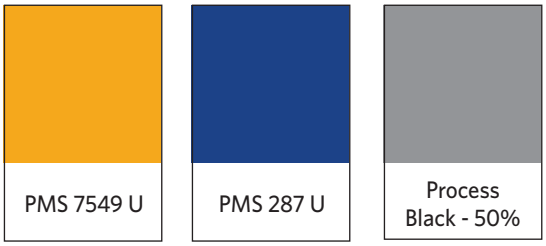
PMS Colors - Coated

Creighton Yellow: PMS 130 C
Creighton Blue: PMS 661 C
Creighton Grey: Process Black 50%



PMS Colors - Uncoated

Creighton Yellow: PMS 7549 U
Creighton Blue: PMS 287U
Creighton Grey: Process Black 50%



CMYK Values

Creighton Yellow: C=0, M=38, Y=100, K=0
Creighton Blue: C=100, M=75, Y=0, K=6
Creighton Grey: C=0, M=0, Y=0, K=50

RGB Values

Creighton Yellow: R=242, G=169, B=0
Creighton Blue: R=0, G=53, B=148
Creighton Grey: R=147, G=149, B=152

HEX Values

Creighton Yellow: F2A900
Creighton Blue: 003594
Creighton Grey: 939598

CREIGHTON SCHOOL DISTRICT LOGO

Standard Orientation – No Tagline

Standard Orientation

Adventurous Thinkers • Collaborative Learners
Kind Hearted Leaders

Horizontal Orientation – No Tagline

Horizontal Orientation

Adventurous Thinkers • Collaborative Learners • Kind Hearted Leaders

Type Only

ACCEPTABLE LOGO USAGE

NOTE: Use of the standard two-color corporate mark on white background (on the preceding page) is always preferred over any alternate treatment.

Acceptable Usage — Single-Color Vertical (BLACK or BLUE)

Black

Adventurous Thinkers • Collaborative Learners
Kind Hearted Leaders

PMS 661C
or
PMS 287U

Adventurous Thinkers • Collaborative Learners
Kind Hearted Leaders

Acceptable Usage — Single-Color Horizontal (BLACK or BLUE)

With tagline

Adventurous Thinkers • Collaborative Learners • Kind Hearted Leaders

PMS 661C
or
PMS 287U

Adventurous Thinkers • Collaborative Learners • Kind Hearted Leaders

Acceptable Usage — On Colored Backgrounds

NOTE: Use for both vertical and horizontal versions.

UNACCEPTABLE LOGO USAGE

NOTE: The Creighton School District logo should be reproduced only as specified previously. Examples of unacceptable usage of the Creighton School District logo are illustrated below.

Do not stretch or change the proportion of the logo.

Do not use colors other than the approved corporate colors.

Do not place a drop shadow behind the logo.

Do not place the logo on a patterned or unacceptable backgrounds.

Do not angle the logo.

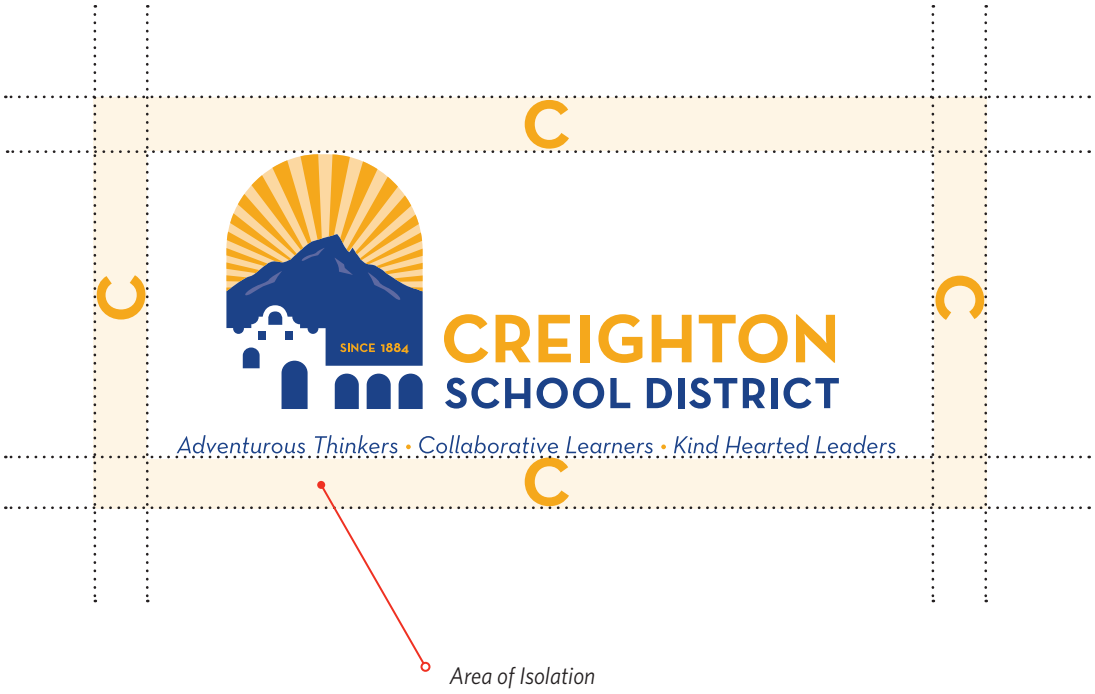
Do not use screen tints for coloring the logo.

Do not alter the alignment or position of elements in the logo.

Do not place gradations or patterns within the logo.

AREA OF ISOLATION

An area of isolation equal to the height of the capital “C” should surround the logo. No other elements should appear within this area. The logo should also not be placed next to complex or distracting elements that compete visually with the logo.



PRINTED COLLATERAL

A variety of printed items can support and reinforce the Creighton School District brand creating a unified presentation of the district.

Presentation Folder and Stationery

PowerPoint Presentation

TYPOGRAPHY

LOGO / HEADLINE FONT

Neutra Text

The primary font for the Creighton School District logo and for "limited" use in headlines, addresses and other corporate uses.

NEUTRA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

NEUTRA BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&()*

NEUTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

NEUTRA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

GENERAL / BODY COPY FONT

Whitney

The primary font for general use in the bulk of body copy.

WHITNEY BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

WHITNEY BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&()*

WHITNEY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

WHITNEY BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

ALTERNATE FONT FAMILY (IN PLACE OF WHITNEY)

In cases where fonts are not available (ie. web-based applications, MS Word/PP, etc.) we recommend the following substitution:

CALIBRI ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

CALIBRI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&()*

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

CALIBRI BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

CREIGHTON SCHOOL DISTRICT
SINCE 1884

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@CreightonSchools.org

CREIGHTON SCHOOL DISTRICT

SINCE 1884

Adventurous Thinkers • Collaborative Learners • Kind Hearted Leaders

Adventurous Thinkers, Collaborative Learners, Kind Hearted Leaders.

Headline