



CASCADE
CHRISTIAN SCHOOLS

BRAND STANDARDS GUIDE

CASCADE CHRISTIAN SCHOOLS

Rev. May 2024



OUR MISSION:

To glorify God by providing an excellent Christ-centered education dedicated to developing discerning leaders who are spiritually, personally, and academically prepared to impact their world

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WHAT ARE BRAND STANDARDS?

The purpose of these brand standards is to provide guidance on how to present our institutional branding so that Cascade Christian Schools looks and feels like a unified whole.

By using the tools and guidelines contained within these brand standards, we create a cohesive look and feel that will make Cascade Christian Schools recognizable to all audiences. If not mentioned in the BSG, adhere to standards set by The Associated Press Stylebook. This is the most recent version. For specific Christian references, refer to the Christian Writer's Manual of Style.

For questions about the Cascade Christian Schools Brand Standards Guide, please contact:

CCS Communications Team
CCSbranding@CascadeChristian.org
253-841-1776

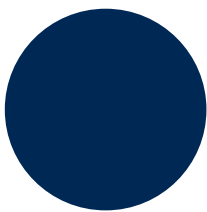


DISTRICT BRANDING

COLOR PALETTE

Cascade Navy, Teal, and Gray are the brand's primary colors and should be used as the main colors in marketing, advertising, merchandise, events, etc.

Accent color should be used sparingly for design purposes only.



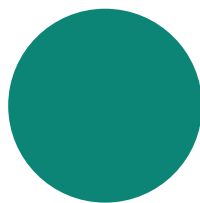
CASCADE NAVY

CMYK - 100/69/8/54

RGB - 0/40/85

Hex - #002855

PMS - 295



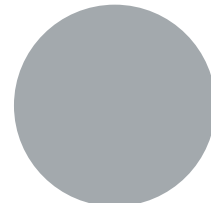
CASCADE TEAL

CMYK - 100/2/60/14

RGB - 0/134/117

Hex - #008675

PMS - 327



CASCADE GRAY

CMYK - 21/11/9/23

RGB - 162/170/173

Hex - #A2AAAD

PMS - 429

ACCENT COLOR

This is not a CCS school color but an accent used for visual contrast and designs.



TANGERINE

CMYK - 0/70/100/0

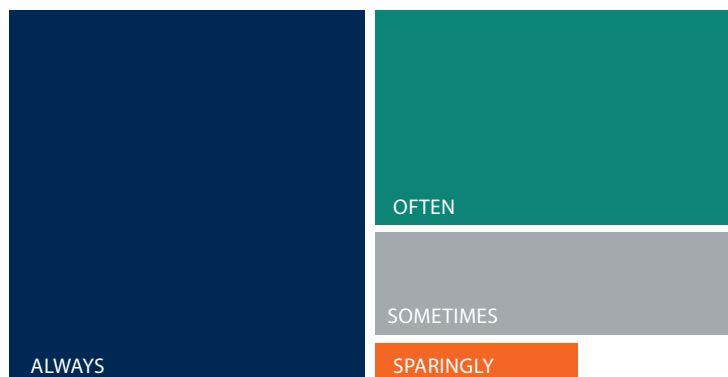
RGB - 255/103/31

Hex - #FF671F

PMS - 165

COLOR USAGE

By using color wisely, you can help create a strong visual identity for the Cascade Christian Schools' brand. Below demonstrates priority usage for our palette. The core brand colors are given larger coverage and should be used most often. The accent color should be used sparingly for design purposes only.



TYPOGRAPHY

The primary typography for the Cascade Christian Schools’ branding is Georgia and Gotham. To ensure the Cascade Christian Schools’ brand is properly represented across all media, please be sure to use the appropriate typeface when possible: Georgia and Gotham for print and merchandise use, and Source Serif Pro and Montserrat for web use.

PRIMARY TYPEFACES

GEORGIA

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

HEADLINES - GEORGIA
BOLD

SUBHEADINGS - GEORGIA

Body Copy - Gotham

GOTHAM

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

WEB TYPEFACES / CCS COMMUNITY & PUBLIC EMAIL TYPEFACES

Source Serif Pro

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

HEADLINES - SOURCE SERIF
BOLD

SUBHEADINGS - SOURCE SERIF
REGULAR

Montserrat

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

Body Copy - Montserrat
Regular
Email Body Copy -
Montserrat Light

Typography Continued

ACCENT TYPEFACE

Just Lovely

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

NOTE

Just Lovely is an
accent script for
design use only.

Permission must be
given for other uses.

ELEMENTARY TYPEFACE

Tungsten

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

NOTE

Tungsten is the
typeface used for
Elementary Athletics
only.

Permission must be
given for other uses.

FILE TYPES + USAGE

For the best outcome, it is important to ensure that the correct file type is being used for the correct application. Use this guide to determine which file type is best suited for your needs.

PRINT AND MERCHANDISE

Use the following logo types when any kind of professional print work, including embroidery and screen printing, is needed. Some examples are business cards, brochures, vehicle decals, T-shirts/swag, stationary, folders, signage, etc.



WEBSITES AND SCREENS

Use the following logo types when the logo will be displayed on a screen, such as in websites, mobile applications, slideshows/presentations, email signatures, electronic letterheads, social media, etc.



NOTE

If you are unsure of what file type to use, please consult with the Communications Team at CCSbranding@CascadeChristian.org or 253-841-1776.

DISTRICT LOGO

The Cascade Christian Schools name and logo are two of the schools' most important and visible brand assets, and we all share responsibility to ensure they are used effectively. Cascade Christian Schools is the primary name and logo of the schools.

There are two logo orientations: horizontal and stacked. The horizontal version is the primary version and should be used when possible. The stacked orientation may be used when a more vertical logo is needed.

NOTE

THE LOGO AND THE DISTRICT SEAL FOLLOW THE SAME TYPOGRAPHIC, COLOR, AND SOCIAL MEDIA PRESENCE GUIDELINES.

PRIMARY HORIZONTAL



SECONDARY STACKED



LOGO MARK



NOTE

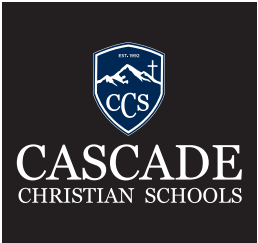
If you are unsure of how to use the district logo properly, please consult with the Communications Team at CCSbranding@CascadeChristian.org or 253-841-1776.

Logo Usage

FULL COLOR



REVERSE



ONE COLOR - BLACK



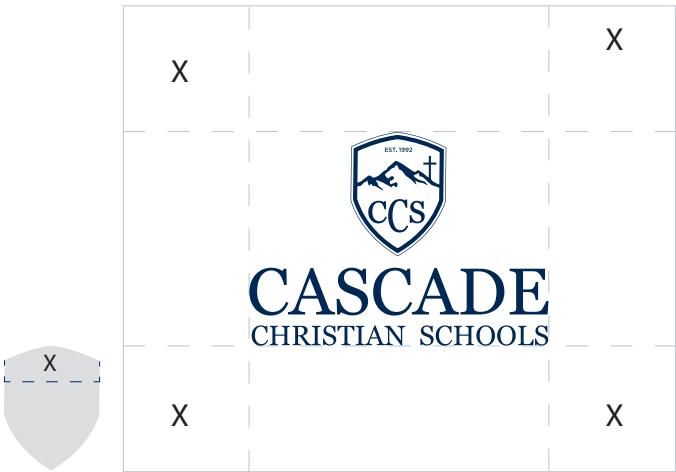
ONE COLOR - WHITE



CLEAR SPACE

NOTE

Clear space must be kept around the logo. The size of the padding around the logo should be about equal to the width of the outer stroke of the shield.



MINIMUM WIDTH



1.5 Inches



.75 Inches

NOTE

To ensure that the logo and its elements remain recognizable, the logo should never be smaller than the minimum size.

Logo Violations

In order to maintain the design integrity of the Cascade Christian Schools' brand and maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the logo:



Never distort, rotate, or tilt the logo.



Never switch colors or use unapproved or secondary colors.



Never change the logo's typeface or use unapproved typefaces with the logo.



Never use without associated typography.

DISTRICT SEAL

The Cascade Christian Schools District Seal is used by permission only and is reserved solely for limited, official district use, such as diplomas, certificates, transcripts, contractual documents requiring a seal, and certain District Office needs.

The seal may be used on logo wear with the approval of the Communications Team.



NOTE

If you are unsure of how to use the district seal properly, please consult with the Communications Team at CCSbranding@CascadeChristian.org or 253-841-1776.

District Seal Usage

FULL COLOR



REVERSE



ONE COLOR - BLACK

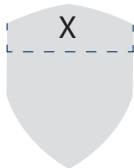


ONE COLOR - WHITE



CLEAR SPACE

NOTE
Clear space must be kept around the logo. The size of the padding around the logo should be about equal to the width of the outer stroke of the



MINIMUM WIDTH



1 Inch

NOTE
To ensure that the logo and its elements remain recognizable, the logo should never be smaller than one

District Seal Violations

In order to maintain the design integrity of Cascade Christian Schools' brand and maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the logo:



Never distort, rotate, or tilt the logo.



Never switch colors or use unapproved color combinations.



FOOTBALL

Never change the typeface or use unapproved typefaces with the logo.



Never use without associated typography.

COUGAR MOUNTAIN

The Cougar Mountain graphic is for SUPPORT USE ONLY. It is not meant to stand alone. If this graphic is used, the primary or district logo must also be visible in the overall design.

Some examples of usage are on folders, backs of business cards, social media cover photos, and as a background on awards.



EXAMPLE USAGE



BRAND VOICE

To ensure consistency in written communications, please follow the guidelines in place for proper written form. Questions regarding the guide should be directed to the CCS Communications Team.

ADDRESSES

Addresses being entered into the master database(s):

- Spell out words like Street and Drive.
- Directional portions of address are capital letters, no space and no punctuation, unless the direction precedes a street number, or a street name that is a letter.

Examples:

100 East 21st Street (not: 100 E 21st St.)
12345 A Street SE (not: 12345 "A" Street SE)
6789 Southwest A Street (not: 6789 S.W. A St.)
9876 Parkview Drive (not: 9876 Parkview Dr.)

LOCATION TITLES

Frederickson Campus
McAlder Campus
Pioneer Campus
Puyallup Early Learning Center

EMAIL ADDRESS

The email address should include caps to help the reader distinguish name and words in address. For example, BusinessDept@CascadeChristian.org instead of businessdept@cascadechristian.org.

BIBLE QUOTATIONS

The New International Version (NIV) is used unless the author needs to quote specific phrasing from another version. If using a different version, please clarify. Use BibleGateway.com to verify verses.

Examples:

"I sought the Lord, and he answered me; he delivered me from all my fears."
(Psalm 34:4, NIV)

I sought the Lord, and he answered me; he delivered me from all my fears.
—Psalm 34:4 (NIV) *note italics*

The psalmist wrote, "I sought the Lord, and he answered me; he delivered . . .
me from all my fears" (Psalm 34:4, NIV).

TIMES

Times should be as follows:

- 2:00-4:00 p.m. (or) 2:00 to 4:30 p.m.
- 10:00 a.m. to noon

Do: Have a space between number and a.m. or p.m.; sparingly use AM/PM but be consistent in a document

Do: Use “noon” or “midnight” (not: 12:00 p.m. or 12:00 a.m.)

Don’t: Leave off the minutes (:00)

Don’t: Use am or pm (with no periods)

WEBSITE

CascadeChristian.org

Enroll today! (add hyperlink to *Enroll today!*)

Don’t: Use *Enroll today at CascadeChristian.org/Admissions* unless in a static piece, such as a billboard or flyer

CAPITALIZATION

Capitalization is kept to a minimum in modern writing. If there’s no rule or authority for capitalizing, use lowercase. Titles in running text are lowercase (e.g., our superintendent, Dr. Friesen, spoke to students) unless used before the person’s name (e.g., former Secretary of State Colin Powell visited).

Campuses

Cascade Christian Schools (or Cascade Christian*, CCS**)

Cascade Christian Schools District Office, the District Office (but: the district)

Cascade Christian High School (CCHS**, but: high school)

Cascade Christian Junior High (CCJH**, but: junior high)

Cascade Christian Junior High and High School (Jr High/High School*, JH/HS; as location: Jr/Sr High** or JSH**)

Forum Deo Gloria; also Forum Deo Gloria (PAC); also PAC** (never Performing Arts Center without Forum Deo Gloria preceding it per agreement with donor)

Frederickson Early Learning Center (or Frederickson ELC*, FELC**, but: early learning center, the center)

Frederickson Elementary and Early Learning Center; also Frederickson Campus (FELM**)

McAlder Early Learning Center (or McAlder ELC*, MELC**, but: early learning center, the center)

McAlder Elementary and Early Learning Center; also McAlder Campus (MELM**)

Pioneer Campus (never Pioneer, PC)

Puyallup Early Learning Center (or Puyallup ELC*, PELC**, but: early learning center, the center)

**Shortened titles may be used where the title has already been used in its complete form.*

***Abbreviations may be used for in-house communications.*

District Office (DO) / Departments

Office of the Superintendent
 Department of Advancement; also Advancement Department (but: not Office of)
 Advancement Team
 Alumni Relations; also Alumni Relations Division
 Development; also Development Division
 Department of Business; also Business Department
 Department of Community Engagement; also Community Engagement,
 Communications Team
 Department of Enrollment Management & Red Carpet; also Enrollment Management
 & Red Carpet Department
 Department of Human Resources; also Human Resources Department
 Department of Recreation; also Recreation Department (formerly Extended School)
 Elementary Athletics
 Cougar Club: Before and After-School Care; also Cougar Club
 Cougar Enrichments
 Cougar Prep: Early Learning Enrichments; also Early Learning Enrichments,
 Cougar Prep
 Thrive Summer Programs; also Thrive
 Department of Safety & Security; also Safety & Security Department
 Department of Spiritual Formation; also Spiritual Formation Department
 Department of Student Learning; also Student Learning Department
 Department of Student Services; also Student Services Department

General

With possible exceptions shown below, Merriam-Webster.com Dictionary is our house spelling guide.

3Rs
 4 Pillars
 ASB Leadership Executive Team
 Associated Student Body, ASB
 Bible (always capitalized); (but: biblical)
 Biblical Worldview Immersion (BWI)
 Board of Trustees, the Board (but: board members)
 Body of Christ (referring to the Church)
 CCS Leaders Team, Leaders Team (but: leadership team, administrative team)
 childcare
 Christian
 Christlike
 Church (referring to worldwide fellowship of believers)
 Continuous Enrollment, CE
 Cougar Sightings
 Curriculum Guide
 district-wide
 early childhood education

elementary school

enrollment

FACTS

Fund-a-Need

fundraising

GEN Week

Go Cougs!

God

- Proper names for God and titles used as names: the Almighty, the Alpha and Omega, the Ancient of Days (Daniel 7), baby Jesus, Christ, the Comforter, Creator, the Father, God, a God of love, heavenly Father, Holy Spirit, Jesus, King of kings, Lord of lords, the Prince of Peace, Redeemer, the Rock (Deuteronomy 32), the Savior, the Son, the Son of God, the Spirit (when referring to the Holy Spirit), the Trinity
- Attributes and acts of God: fatherhood, fruit of the Spirit, goodness, grace, holiness, lordship, mercy, sonship, sovereignty
- Indefinite pronouns referring to God: one, somebody, someone, something (as in: God is the one we worship)
- Personal pronouns referring to God: You, Your (in direct address, such as prayers), He, Him, Himself, His
- Relative pronouns referring to God: who, whom, whose (as in: We worship a God who cares.)

godly

gospel (but: John's Gospel, the gospel of Matthew)

grade point average (GPA, plural: GPAs)

Guidance Office

IMPACT Auction (but: auction)

IMPACT Leadership Business Summit (ILBS)

IMPACT Learning Teams (ILTs)

IMPACT Term, also I-Term

International Program (but: international students)

K-12

kindergarten

kindergarten prep, also KPrep (no hyphen)

kingdom of God, God's kingdom

Night of Generosity

off campus (but hyphenated: off-campus event)

Open House

Parent Orientation

Parents for Cascade Christian; also Parents for Cascade (PfC)

Scripture (but: scriptural)

State tournament (or in athletics: State, as in "go to State")

Theatre (course offering)

Thrive Sports Camps

Variable Tuition

SOCIAL MEDIA PRESENCE

- Social media profile photos should include the CCS shield on a blue, teal, or gray background, with blue being the preferred option.
- To ensure that the logo displays fully, please include padding, or space, around the logo/shield before uploading to social media.
- Make graphics to size to avoid any cropping or forced resizing.
- Photos used should be high quality photos of students, staff, events, buildings, and anything else related to CCS. Stock photos may be used for ads if needed.

FACEBOOK

Profile: 360 x 360 pixels

Cover photo: 820 x 360 pixels

(note: 90 pixels on the left & right side gets cut off on mobile)

Event cover: 1920 x 1080 pixels

Ad: 1200 x 628 pixels

Timeline photos: 1200 x 630 pixels



LINKEDIN

Cover: 1128 x 191 pixels

Company logo: 300 x 300 pixels

Ads/Links: 1200 x 628 pixels



INSTAGRAM

Profile: 320 x 320 pixels

Stories: 1080 x 1920 pixels

Square images: 1080 x 1080 pixels

Horizontal images: 1080 x 566 pixels

Vertical images: 1080 x 1350 pixels



TWITTER (currently known as X)

Profile: 400 x 400 pixels

Cover: 1500 x 500 pixels

In-Feed photos: 1024 x 512 pixels

COLLATERAL/LOGO WEAR

In order to maintain the consistency and integrity of the Cascade Christian Schools' brand, please purchase merchandise in only the approved colors of GRAY, BLACK, WHITE, or NAVY.

APPROVED PLACEMENTS FOR LOGO ON APPAREL

Shirts/Jackets/Tops - Left breast, upper back, full back, sleeves

Long Pants - Down the leg in a vertical format, left hip, just above the knee

Shorts - Left hip, just above the hem

It is NOT ACCEPTABLE to put the logo on the direct front or seat of pants, shorts, or skirts.



Please use our preferred vendors when possible:

- Artistic Solutions - www.Koolideas.com
- 4imprint - www.4imprint.com
- BSN - www.bsnsports.com

Before ordering, please contact the Department of Community Engagement.

SPLASH LOGO WEAR

We welcome innovative and original ideas that reflect school spirit, provided they still communicate our school brand. All splash designs must be pre-approved before going to print. The Community Engagement Department welcomes collaboration and is open to working with individuals on splash designs.

Consider making onetime orders through Cascade Christian Splash for the purpose of spirit days, campus identifiers, and special events, or just for fun!

APPROVED PLACEMENTS FOR LOGO ON APPAREL

Shirts/Jackets/Tops - Left breast, upper back, full back, sleeves

Long Pants - Down the leg in a vertical format, left hip, just above the knee

Shorts - Left hip, just above the hem

It is NOT ACCEPTABLE to put the logo on the direct front or seat of pants, shorts, or skirts.



Please use our preferred vendors when possible:

- Artistic Solutions - www.Koolideas.com
- 4imprint - www.4imprint.com
- BSN - www.bsnsports.com

Before ordering, please contact the Department of Community Engagement.

4 PILLARS

The 4 Pillars are:

- Academic Excellence
- Leadership Development
- Personal Character Development: Respect, Responsibility, Relationship (3Rs)
- Spiritual Formation

Biblical Worldview Immersion (BWI): Immersing all aspects of a student—head, heart, and hand (actions)—in a biblical worldview in every area of the life of the student*

*BWI definition and application adapted from Roger Erdvig in *Beyond Biblical Integration* (Summit Ministries, 2020), pp. 10, 28.

SPIRITUAL THEME DESIGN

The annual spiritual theme design focuses on a specific theme each school year. Icons and designed fonts can be used to represent that focus (e.g., a brick/rock font to represent the theme “Unshakeable”).

I-TERM



I-Term logo follows the same guidelines as the district logo when it comes to violations. The logo should never be distorted, switched in colors, or have elements added or taken away.



JH/HS ATHLETICS

JH/HS Athletics Logo Usage

The Cascade Christian Cougars Athletics program has established a standard and guideline for use of its spirit logo. **The logo is to be used for Athletic Department and Recreation Department purposes only.** The logo is designed for use on merchandise, player uniforms, publications, and marketing and promotional materials. Our goal is to rebrand athletics by 2030.



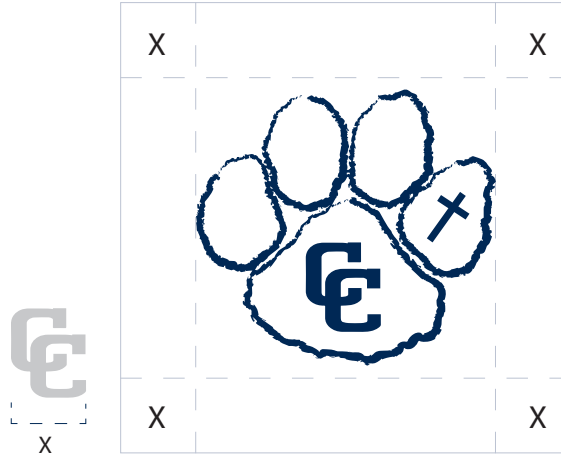
NOTE

If you are unsure of how to use the logo or its variation properly, please consult with the Communications Team at CCSbranding@CascadeChristian.org or 253-841-1776.

CLEAR SPACE

NOTE

Clear space must be kept around the logo. The size of the padding around the logo should be about equal to the width of the linked “CC” lettering.



MINIMUM WIDTH

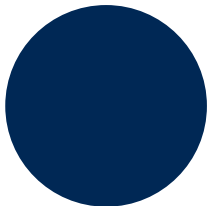


1/2 Inch

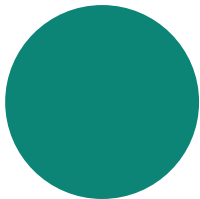
NOTE

To ensure that the logo and its elements remain recognizable, the logo should never be smaller than the recommended size.

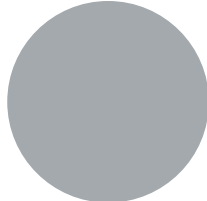
JH/HS Athletics Color Palette



CASCADE NAVY
CMYK - 100/69/8/54
RGB - 0/40/85
Hex - #002855
PMS - 295



CASCADE TEAL
CMYK - 100/2/60/14
RGB - 0/134/117
Hex - #008675
PMS - 327



CASCADE GRAY
CMYK - 21/11/9/23
RGB - 162/170/173
Hex - #A2AAAD
PMS - 429

FULL COLOR
Cascade Navy



LOGO ON A DARK BACKGROUND



ALTERNATE COLORS

Cascade Teal or Gray when needed. Solid paw is for SUPPORT USE ONLY. It is not meant to stand alone. If the solid paw is used, the primary district logo must also be used.



JH/HS Athletics Logo Violations

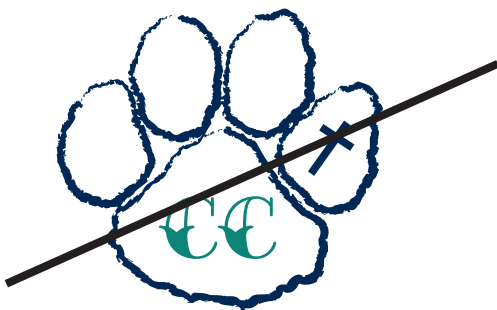
In order to maintain the design integrity of the CCS Athletics logo and to maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the logo:



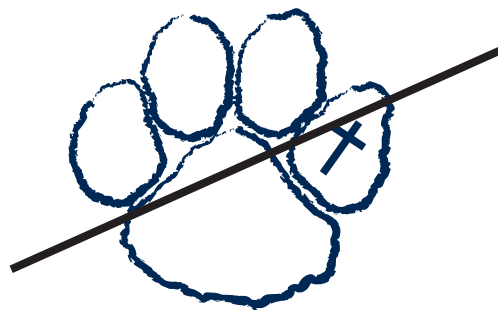
Never distort logos.



Never switch colors or use unapproved color combinations.



Never change typefaces.



Never use without associated typography.

Collateral/Logo Wear: Athletics

In order to maintain the consistency and integrity of the Cascade Christian Schools' brand, please purchase merchandise in only the approved colors of GRAY, BLACK, WHITE, or NAVY.

APPROVED PLACEMENTS FOR LOGO ON APPAREL

Shirts/Jackets/Tops - Left breast, upper back, full back, sleeves

Long Pants - Down the leg in a vertical format, left hip, just above the knee

Shorts - Left hip, just above the hem

It is NOT ACCEPTABLE to put the logo on the direct front or seat of pants, shorts, or skirts.



Please use our preferred vendors when possible:

- Artistic Solutions - www.Koolideas.com
- 4imprint - www.4imprint.com
- BSN - www.bsnsports.com

Before ordering, please contact the Department of Community Engagement.



RECREATION DEPARTMENT

RECREATION DEPARTMENT

The Cascade Christian Recreation Department has established a guideline for the use of its logo. The logo is to be used for Recreation Department purposes only.

The logo is designed for use on merchandise, player uniforms, publications, and marketing and promotional materials.

The logo should appear in full color when possible.

PRIMARY HORIZONTAL



SECONDARY SIMPLE



NOTE

If you are unsure of how to use the logo or its variation properly, please consult with the Communications Team at CCSbranding@CascadeChristian.org or 253-841-1776.

ELEMENTARY ATHLETICS

PRIMARY LOGO



ATHLETICS LOGO



SECONDARY LOGOS



CASCADE CHRISTIAN SCHOOLS
ELEMENTARY ATHLETICS



CASCADE CHRISTIAN SCHOOLS
ELEMENTARY ATHLETICS

TYPOGRAPHY

Tungsten

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

NOTE

Tungsten is the typeface used for Elementary Athletics only.

Permission must be given for other uses.

MINIMUM WIDTH

NOTE

To ensure the logo and its elements remain recognizable, the logo should never be smaller than the recommended size.



1 Inch



CASCADE CHRISTIAN SCHOOLS
ELEMENTARY ATHLETICS

1.75 Inches

Elementary Athletics Logo Violations

In order to maintain the design integrity of the Cascade Christian Schools' brand and maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the logo:



Never distort logos.



Never switch colors or use unapproved color combinations.



Don't add to or take away from the logo.

COUGAR CLUB AND ENRICHMENTS

When the name is in written form, a colon can be used after the main title. Please follow the logo usage to ensure consistent representation.

The logo should appear in full color when possible.



NOTE

If you are unsure of how to use the logo or its variation properly, please consult with the Communications Team at CCSbranding@CascadeChristian.org or 253-841-1776.

Cougar Club and Enrichments Logo Usage

FULL COLOR



ONE COLOR



ONE COLOR - BLACK



GRAYSCALE



CLEAR SPACE

NOTE

Clear space must be kept around the logo. The size of the padding around the logo should equal width of the paw.



MINIMUM WIDTH



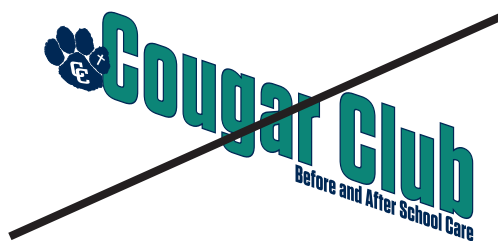
1.75 Inches

NOTE

To ensure that the logo and its elements remain recognizable, the logo should never be smaller than the recommended size.

Cougar Club and Enrichments Logo Violations

In order to maintain the design integrity of Cascade Christian Schools' brand and to maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the logo:



Never distort logos.



Never switch colors
or use unapproved
color combinations.



Never change typefaces.



THRIVE SUMMER PROGRAMS

Thrive Logo Usage

The main Thrive logo must include the “Summer Programs” for the main program. Sub programs may be added to the bottom of “Thrive” using Cascade Navy, in a bold sans-serif typeface (Tahoma, Arial, and Helvetica being acceptable options).

The program logo changes every year. The logo **MUST be in a circle** and use the color palette listed on the “Yearly Thrive Logo Color Palette” page.

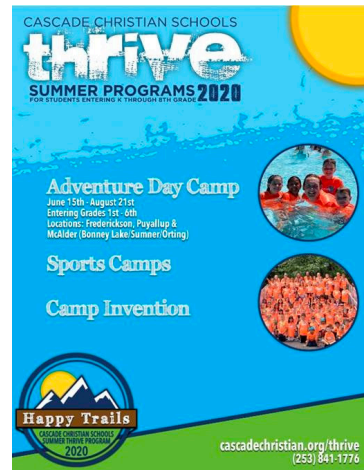
MAIN PRIMARY LOGO



YEARLY LOGO EXAMPLES



SECONDARY LOGO



MINIMUM WIDTH



1.5 Inches



1.5 Inches

NOTE

To ensure that the logo and its elements remain recognizable, the logo should never be smaller than the recommended

Thrive Logo Violations

In order to maintain the design integrity of the Thrive Summer Program logo and to maximize the logo's effectiveness, it is mandatory that the logo be applied as indicated without modification. The logo is not to be altered in any way. Shown below are unacceptable uses of the logo:



Never distort logos.



Never switch colors or use unapproved color combinations.



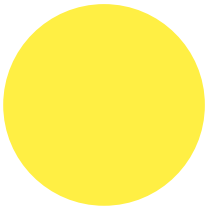
Never change typefaces.



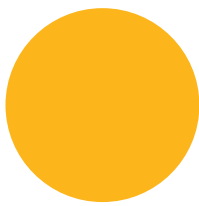
Never use without associated typography.

Yearly Thrive Logo Color Palette

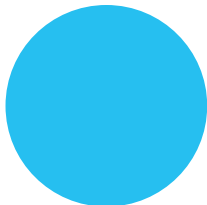
The following colors are only to be used for the yearly circular Thrive Summer Camp logo, and not for any district designs.



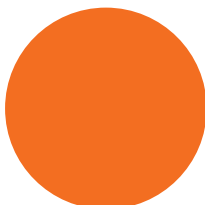
YELLOW
CMYK - 0/2/83/0
RGB - 250/224/83
Hex - #FFD94D
PMS - 113



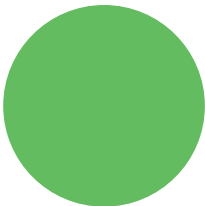
LIGHT ORANGE
CMYK - 0/31/98/0
RGB - 255/184/28
Hex - #FDB715
PMS - 1235



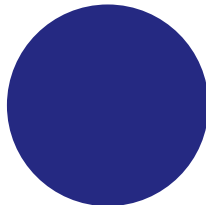
CYAN
CMYK - 67/2/0/0
RGB - 65/182/230
Hex - #2AACE2
PMS - 298



ORANGE
CMYK - 0/70/100/0
RGB - 255/103/31
Hex - #F16623
PMS - 165



GREEN
CMYK - 63/0/84/0
RGB - 108/194/74
Hex - #75B743
PMS - 360



BLUE
CMYK - 100/98/0/15
RGB - 21/31/109
Hex - #1A325D
PMS - 2756



ADVANCEMENT DEPARTMENT

Event and Fundraising Logos

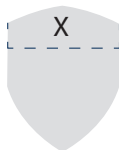
NOTE Event logos follow the rules for the district logo when it comes to colors and logo violations. Please see the appropriate sections for more information. The typeface Just Lovely may be used as a secondary font for event logos (e.g., Alumni logo).



CLEAR SPACE

NOTE

ALL EVENT LOGOS FOLLOW THIS GUIDELINE: Clear space must be kept around the logo. The size of the padding around the logo should be about equal to the width of the



MINIMUM WIDTH



2 Inches for
single-line logos



1 Inch for
multi-line logos

NOTE

Night of Generosity and CougArts are SINGLE-LINE logos. IMPACT Auction, Cougar Classic, and Alumni are MULTI-LINE.

Event and Fundraising Logos Violations

In order to maintain the design integrity of our fundraising and event logos and to maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the logo.

All event logos follow these rules.



Never distort logos.



Never switch colors or use unapproved color combinations.



Never change typefaces.



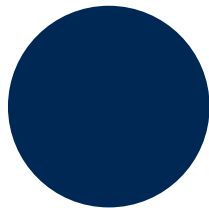
Never use without associated typography.

Addendum: Making Room For Growth

This addendum allows the MAKING ROOM FOR GROWTH logo to use a lime green alongside the Cascade Navy. This is currently the only campaign allowed to use a nonstandard color.

When the campaign is over, this logo and color palette will be archived.

Making Room
For Growth



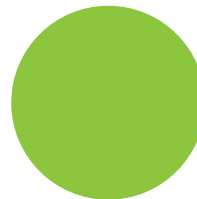
CASCADE NAVY

CMYK - 100/69/8/54

RGB - 0/40/85

Hex - #002855

PMS - 295



LIME GREEN

CMYK - 0/31/98/0

RGB - 140/198/63

Hex - #8CC63F

PMS - 2285

Making Room
For Growth

1 Inch

