



***CENTRAL
PRIVATE***

BRANDING GRAPHIC STANDARDS



OVERVIEW:

A brand's visual identity includes elements such as the logo, color, typography and imagery. By consistently leveraging these elements, we present a familiar and reliable branding to our customers and gain a competitive advantage in the marketplace through quick visual recognition of Central Private.

The Central Private logo should always be rendered exactly as illustrated & described in this document. The relationship of the graphic to the logotype is specific in size and placement and should always be used together. While the typography of the logo is related to other standard typefaces, it is custom- designed and unique.

To maintain consistency throughout all branding efforts, the use of the Central Private logo must adhere to the standards and guidelines that follow.



MARK:

To achieve a competitive advantage in the marketplace through quick visual recognition of Central Private's Brand, it is important the following elements are consistent in every instance where the logo is used.

- For the logo to communicate effectively, it should not be crowded or over whelmed by other elements such as headlines, text, imagery or the outside edge of the printed piece. Control space or "clear space" simply means keeping the area surrounding the logo free of visual distraction. This protected area preserves the legibility and visual impact of the logotype.
- On signage and facilities, the protected area may vary according to the specific application.
- The following colors are to be used for this mark. No other colors shall be substituted nor either of the following colors be omitted:

 **PMS WHITE**

 **PMS 186C**

 **PMS COOL GRAY 8**

 **PMS 446C**

- The logo lettering should always be shown in the Ankle Pants font style. The lettering should have a PMS WHITE fill, with a border of PMS 186C and PMS COOL GRAY 8.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

- The PMS WHITE fill will always touch the PMS 186C border, and the PMS 186C will always touch the PMS COOL GRAY 8 border.
- PMS 446C is ONLY used for the internal fill of the Redhawk logo.



#1



#2



#3



#4



#5



#6



USAGE:

Depending on the item or design, there are a six different logo options from which you can choose.

As a general guideline:

- #3 or #4 are the only logos to be used as a letterhead or document heading.
- The Redhawk should never be used separately from the shield.

The "Your Legacy Begins Here" Tagline is to be used in the same manner consistently across all forms of media, when used at all. ALL words must be set in a script formatting (Dancing Script or a similar format) and always placed under the #3 or #4 logo as shown in the example below:



INCORRECT USAGE

MAINTAINING THE LONG-TERM IMPACT AND INTEGRITY OF THE CENTRAL PRIVATE LOGO IS ONE OF THE KEY OBJECTIVES OF THIS IDENTITY PROGRAM. ADHERING TO THESE GUIDELINES WILL ENSURE PROPER REPRODUCTION AND APPLICATION OF THE CENTRAL PRIVATE BRANDING.

- DO NOT STRETCH THE LOGO UN-PROPORTIONATELY (I.E. DO NOT PULL FROM THE SIDES, TOP, OR BOTTOM; ONLY PULL FROM THE CORNERS). THE LOGO SHOULD ALWAYS BE SCALED PROPORTIONATELY.
- DO NOT USE THE LOGO WITH, OR AS PART OF, ANOTHER LOGO OR SYMBOL.
- DO NOT ENCLOSE THE LOGO IN A SHAPE.
- DO NOT SKEW, BEVEL, FOLD, DIMENSIONALIZE OR OTHERWISE ALTER THE SHAPE OF THE LOGO.
- DO NOT MAKE THE LOGO THREE DIMENSIONAL FOR PRINT OR WEB, NOR USE A DROP SHADOW ON THE LOGO.
- DO NOT GRANT PERMISSION FOR OTHER VOLUNTEER GROUPS, ORGANIZATIONS, OR COMPANIES TO USE THE CENTRAL PRIVATE LOGO WITHOUT APPROVAL FROM THE CENTRAL PRIVATE HEAD OF SCHOOL.
- DO NOT TRANSPOSE THE LOGO COLORS.
- DO NOT TYPESET THE LOGOTYPE.
- DO NOT SUBSTITUTE OTHER TYPEFACES, WEIGHTS OR STYLES.
- DO NOT CHANGE THE COLOR OF THE LETTERS.
- DO NOT SEPARATE THE REDHAWK FROM THE SHIELD.

STITCH FILES

EMBROIDERY & PATCHES

These logos are approved to be used when embroidery is required, ie. polo shirts, hats, etc.

- The Redhawk logo can only be embroidered in the following colors as shown:
 - Multi - PMS WHITE, PMS 186C, PMS COOL GRAY 8, & PMS 446C
 - Solid - PMS WHITE
 - Solid - PMS COOL GRAY 8
 - Solid - PMS 186C
 - Solid - PMS 446C
- The CP log can only be embroidered as shown.



COMMUNICATIONS POLICY

COMMUNICATING THE CENTRAL PRIVATE BRAND THROUGH WRITTEN CORRESPONDENCE AND COMMUNICATIONS

All communications and information disseminated in any media format must be consistent with the branding guidelines as described in this document.

This includes:

- print, digital, web, social media, flyers, advertisements, signage etc.
- any information that represents official communication on behalf of the Central Private Administration (i.e. volunteer groups, clubs & organizations, athletics, etc.)

All communications and information disseminated in any media format on behalf of the school in an official capacity must be approved by the Head of School.

Central Private School may be written, typed, and shown in the the following terms:

- Central Private School
- Central Private
- CP

Redhawk should always be written, typed, and shown as one word with a capital “R” and the remaining letters as lowercase.