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CINCINNATI PUBLIC SCHOOLS

# Logo Standards and Usage Guidelines

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Revised 2009

# CPS — Yesterday and Today...

In 1995, Cincinnati Public Schools determined the strategy that influenced the creation of the CPS logo. This unique symbol reflects the educational objectives, direction and basic philosophy of the organization:

- National leadership in school reform.
- Commitment to quality, integrated education.
- Commitment to active learning.
- Pride in involved citizenry.

The Cincinnati Public Schools' logo embraces its heritage and reflects the district's on-going commitment to collaboration — students, teachers, administrators, staff, parents, partners and community — as the foundation for success.

The CPS symbol is a circle of hands that celebrates inclusiveness and diversity as the star of achievement and the way to the future.

Developed as a community service project by Cincinnati-based Libby, Perszyk, Kathman (LPK), the original logo was adopted in 1996 and refined in 2007.



1995

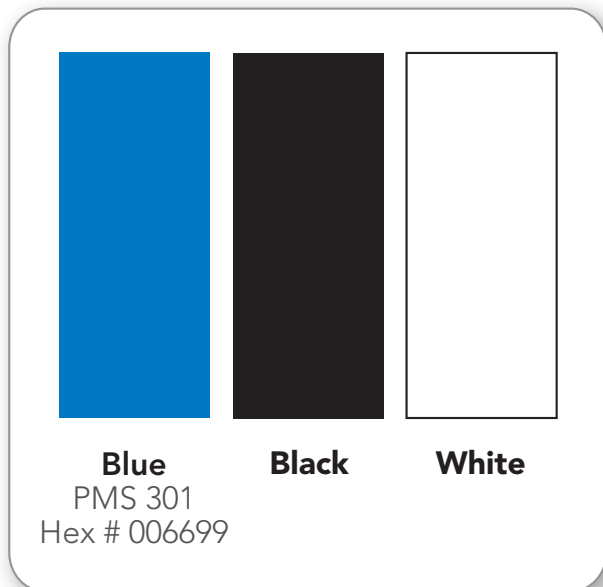


2007

# CPS Logo Color and Variations

The standard color representations for the CPS logo are PMS 301 blue, black, or reversed out from a background color. See NOTE\*.

(The exception would be a single color application where the primary color is another other than black.)



To maintain the integrity of the brand, do not recreate or alter the CPS logo. Use only logos provided by Cincinnati Public Schools Design Department.

Go to [www.cps-k12.org/branding](http://www.cps-k12.org/branding) to download logos.

**\* NOTE:** The ratio of solid filled hands for the reversed out version differs from the blue and black versions. Therefore, NEVER alter the color of any of the logo versions.

# Area of Isolation

Proper spacing around the CPS logo promotes legibility and maintains the integrity of the CPS brand identity.

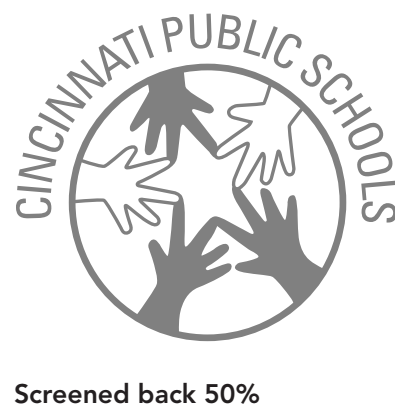
Minimum spacing around the logo is approximately one hand length on all sides.

Do not place typography, graphics, photos or images within the area of isolation.



# Acceptable Applications

Under special circumstances, it is acceptable to use a screened version of the logo.



# Logo Violations

**General Rule: Never modify or try to recreate the logo. Use only the logos provided on the CPS website.**

**Go to [www.cps-k12.org/branding](http://www.cps-k12.org/branding) to download logos.**

- 1, 2, 3: DO NOT alter the approved brand color options
- 4: DO NOT alter the Font/Type alignment or style.
- 5, 6: DO NOT skew or stretch the logo.
- 7: DO NOT compromise the area of isolation around the logo.
- 8: DO NOT create an alternate logo or symbol using the CPS logo.
- 9: DO NOT alter, fill-in or redraw the symbol.

