



COMMUNITY CONSOLIDATED SCHOOL DISTRICT 59

PREPARING STUDENTS TO BE SUCCESSFUL FOR LIFE

OUR BRAND
ISN'T A LOGO.



OUR BRAND IS THE
DISTRICT'S REPUTATION FOR
PREPARING STUDENTS TO BE
SUCCESSFUL FOR LIFE.



OUR BRAND IS THE
STUDENTS WE EDUCATE
AND THE TEACHERS WHO
EDUCATE THEM.



The mission of CCSD59 is “preparing students to be successful for life.” We are committed to that mission and this is expressed through the district’s new brand identity. The logo has been created with three primary elements: an academic torch, a path, and a shield.

Academic Torch: CCSD59 has a rich tradition of excellence in the education we provide to our students. The academic torch is a visual representation of tradition and excellence. The torch also represents lighting the way for our students and their future, igniting a passion for learning, and our staff passing the torch of learning to their students.

Path: Embedded in the center of the torch is a pathway. Our district is preparing students to be successful for life, and this journey is represented visually by the path. Whatever path our students choose in life, we will help guide them on that journey and prepare them for success.

Shield: The shield shape encapsulating the torch and path presents a visual element often used in traditional academic logos. While our district embraces continual improvement and moving forward to face the future, we do understand and embrace the district’s long standing tradition of success.

OUR LOGO REINFORCES
THE DISTRICT’S BRAND

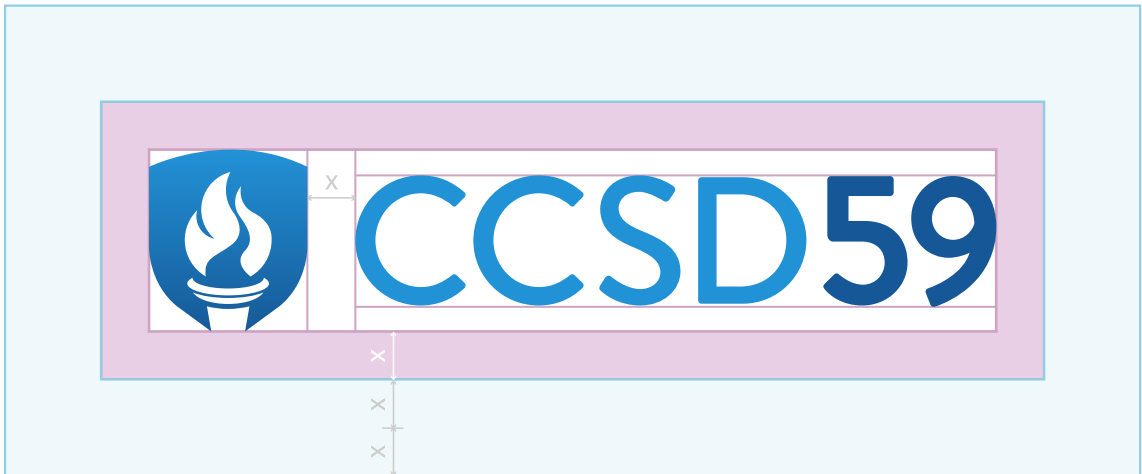
PRIMARY LOGO 1



SAFE ZONE - NO IMAGES OR TEXT SHOULD BE IN THIS AREA



SUGGESTED CLEAR SPACE



SAFE ZONE - NO IMAGES OR TEXT SHOULD BE IN THIS AREA



SUGGESTED CLEAR SPACE

LOGO ALTERNATIVES



COMMUNITY CONSOLIDATED
SCHOOL DISTRICT 59



COMMUNITY
CONSOLIDATED
SCHOOL
DISTRICT 59



COMMUNITY CONSOLIDATED
SCHOOL DISTRICT 59

SOCIAL MEDIA ICONS



PREFERRED ICON



ALTERNATE ICON

COLOR GUIDE



#105997 C:
R:16 M:
G:89 Y:
B:151 K:



#2292D6 C:
R:34 M:
G:146 Y:
B:214 K:



#89C3F3 C:
R:137 M:
G:195 Y:
B:243 K:



#3E3F44 C:
R:62 M:
G:63 Y:
B:68 K:



#CBCAC8 C:
R:203 M:
G:202 Y:
B:200 K:



#5DB692 C:
R:93 M:
G:182 Y:
B:146 K:

LOGO COLOR VARIATIONS LIGHT BACKGROUND



LOGO COLOR VARIATIONS DARK BACKGROUND



BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@%\$&(,.;?)

Brandon Grotesque is used as the logo typeface. It will also be used carefully as a headline font in communications. Should only be used in ALL CAPS.

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@%\$&(,.;?)

Proxima Nova will be used in communications to supplement Brandon Grotesque.

MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@%\$&(,.;?)

Myriad Pro is the default font to use in communications. Large sections of text should utilize Myriad Pro. If you have neither of the two typefaces above, Myriad Pro is the safest alternate.

IMAGE STYLE



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

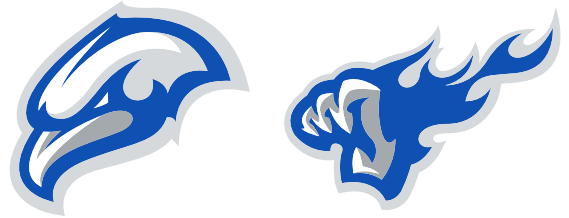
Spontaneous, fun, observational, and energetic photos should be used in lieu of images that appear staged. Effort should be made to take photos at the student's perspective. Natural, real-life people and situations should be portrayed.

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



FRIENDSHIP FIREBIRDS

SCHOOL MASCOT



DISTRICT LOGO WITH
SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



#0F51B2

#A4A9AD

#D5D9DB

#FFFFFF

GROVE ELKS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



HOLMES HAWKS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



#000000

#A41F35

#DD0031

#E74360

#CEA052

#F2D383

RIDGE RAPTORS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



SALT CREEK SEAHAWKS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



#090E8B

#07A08A

#75CCC6

#BDBBBB

#FFFFFF

BRENTWOOD BEARS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



CLEARMONT EAGLES

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



#051D49

#CF0A2C

#FFFFFF

#BDBBBB

#0033A0

#8F1336

#F7323F

#FFB819

#C9920E

ADMIRAL BYRD PENGUINS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



JULIETTE LOW TIGERS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



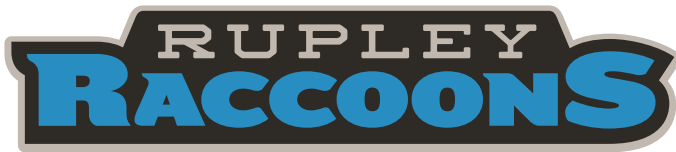
CCSD59

SOCIAL MEDIA ICONS



RUPLEY RACCOONS

SCHOOL MASCOT

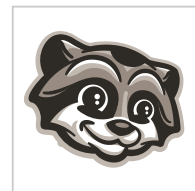


DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



#2E2A25

#288DC1

#C1B8AF

#0076A9

#94C0E9

#978B82

#FFFFFF

FOREST VIEW OWLS

SCHOOL MASCOT

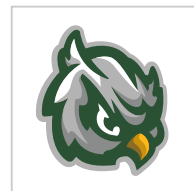


DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



#2B5134

#FFFFFF

#B2B3B2

#978B82

#00833E

#8B6B24

#C9920E

#FFB819

JOHN JAY STARS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



ROBERT FROST POLAR BEARS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



#0071CE

#ABCCEE

#E2ECF8

#FFFFFF

DEVONSHIRE KNIGHTS

SCHOOL MASCOT



DISTRICT LOGO WITH SCHOOL COLORS



CCSD59

SOCIAL MEDIA ICONS



