

School District Logo, Trademarks and Identity Marks	KDF	11/8/06
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RATIONALE/OBJECTIVE

The Cobb County School District (District) recognizes that its branding serves as the image and identity to the public. Board of Education [Policy 2.6](#) (Asset Protection) requires the Superintendent to protect the District’s public image. The visual logo, trademarks and other identity marks used by the District and its various components contribute to clear identification of the District and its image among the public. Establishing a clearly defined Graphic Identity Program protects the District’s identity and ensures consistent presentation of official communications from the District. The Graphic Identity Program also encompasses the branding and identity of each school and program within the District.

RULE

The Cobb County School District Graphic Identity Program serves as a guide for all visual representations of the District. Specific graphic elements, colors, and typefaces have been chosen to give printed and online communications from the District a cohesive, consistent presentation. This Administrative Rule applies to signage, video productions, exhibit materials, vehicles, apparel, and the like, in addition to printed publications and Web sites. Additional recommendations regarding use of District graphic elements will be available under the Communications section of the District Web site.

A. DISTRICT PRIMARY IDENTITY MARKS:

Identity marks include any visual representation associated with the District including graphic elements called logos and wordmarks. Wordmarks are standardized graphic representations of the name “Cobb County School District.”

1. Official Logo:

The official logo of the District is the stylized “C” icon with the outline of Cobb County on its interior. It is used to identify all official communications from the District. The icon is also paired with a variety of approved wordmarks.



CCSD ‘C’ icon



CCSD Wordmark



CCSD Compact Wordmark

2. Use of District Logos:

- a. Guidelines governing the use of District logos are as follows:
 - (1) The District logos are designed to be used as one unit, not as separate letter forms or elements.
 - (2) The symbols of the logo system should not be modified or altered in any way.
 - (3) The proportions of the graphic elements should remain unaltered.
 - (4) The identity marks must be clearly legible at all times.
 - (5) The identity marks must be reproduced from official artwork.
- b. District Divisions and Departments seeking to create unique identities for programs or initiatives must coordinate creative efforts and receive approval for the final concept from the District's Communications Office.

B. COLORS:

1. The District's official color is burgundy (Pantone Matching System [PMS]® 201). Gold, black and beige are appropriate support colors that compliment the burgundy.
2. Use of District Colors:

Guidelines governing the use of District colors are as follows:

 - a. Use the correct Pantone Matching System® colors for burgundy (PMS® 201). Another shade of red or burgundy should not be used as a substitute for PMS 201.
 - b. In four-color print jobs, PMS® 201 can be simulated by using CMYK formula:
7% cyan, 100% magenta, 65% yellow, and 32% black.
 - c. In two-color printing, the use of black ink and PMS® 201 allows the exact burgundy red in the logo and a highlight color throughout the publication. Black may be used for text and photo color.
 - d. In cases where colors other than burgundy and black are used, a monochrome logo should be printed in the darkest color.
 - e. To approximate the official PMS® 201 maroon in electronic communications (Web sites, e-mail), use hexadecimal code #A20B35 or RGB formula:
Red: 162 Green: 11 Blue: 53 .

C: TRADEMARK:

Unless otherwise indicated, the 'C-within-Cobb-County-outline-C' logo and approved wordmarks, including but not limited to Cobb edTV, CobbCast, the PICASSO online curriculum portal, individual school names, school shield designs, school athletics identities, and school mottos are trademarks or service marks of the District and may not be used or displayed in any manner without the express prior written permission of the District. For more information about how to seek permission to use any protected District materials, please refer to [Form IJNDB-4](#) (Legal Issues)].

Adopted: 11/8/06