



**COMMUNITY CONSOLIDATED SCHOOL
DISTRICT 21**

BRANDING GUIDELINES

July 2023

(updated December 2023)

Table of Contents

| | |
|--------------------------------|----------------|
| 1. Brand Basics..... | Page 4 |
| 2. Brand Voice..... | Page 10 |
| 3. Visual Elements..... | Page 16 |
| 4. Resources..... | Page 56 |

Introduction and Contacts

The importance of brand consistency

Maintaining a strong and recognizable brand is a key component to CCSD21's reputation. This guide has been created to make it easier for you to correctly and regularly represent the CCSD21 brand when you develop communications and/or event material.

How to use this guide

Brand Basics - This section highlights the basic elements of our brand.

Brand Voice - This section covers what the CCSD21 voice is and sounds like.

Visual Elements - This section provides concrete direction on how to use specific components, such as logos, photography and typography.

Resources - This section includes a list of resources and contact information to help you.

BRAND BASICS

Mission

A Mission Statement is a brief aspirational sentence or two that clearly describes the values our organization aims to provide students. It explains why we exist and our purpose. This statement is not intended to be used literally in communications. Instead, it is the prevailing thought behind every communication.

Ensure engaging, innovative, equitable and safe learning experiences for every student, every day.

Brand Personality

Our brand personality should shine through in everything we do and say.

A brand's personality represents the characteristics or traits that people associate with our district. It helps shape the way people feel about our district. It helps define the "look and feel" or how the district comes across at a personal and emotional level.

CCSD21's brand personality is made up of nine words/phrases:

Equity
Whole Child
Engagement
Stewardship
Continuous Improvement
Trust & Respect
Partnership
Accountability
Growth Mindset

Brand Narrative

Our narrative is the story we want to share. It's the story we want to tell others about our district at every opportunity through our voice and visuals. It's the proof points that we are living our Mission Statement. Think of it as the who, what, when, why and how of our district. Here are some helpful examples:

Equity - We believe in equal opportunity and experience for all students.

Whole Child - We recognize both academic and non-academic needs.

Engagement - We value others' voice and input to involve stakeholders.

Stewardship - We use our resources wisely.

Continuous Improvement - We provide programming to challenge growth.

Trust & Respect - We demonstrate trust & respect.

Partnership - We work with others to be responsive to changing needs.

Accountability - We ensure students are ready for success.

Growth Mindset - We provide a mindset of growth.

Tagline

The CCSD21 tagline helps unify us.

The tagline is a short, memorable description that distills our brand narrative into a memorable message that's meaningful across all departments and schools. It acts as our catchphrase.

Empowering every student, every day.

Note: Please do not modify or create another tagline for the district. You are free to use a tagline for your own school.

Hashtag

The CCSD21 hashtag helps unify us and creates a searchable way to find our content on social media. The hashtag identifies our brand into memorable word(s) that's meaningful across all departments and schools.

#21Learns

BRAND VOICE

Brand Voice

The **CCSD21 VOICE** expresses how we want to sound to others. We choose our words deliberately and craft our message to express our brand.

Our **BRAND PERSONALITY** is what we're like...just like a person's personality.

For example: BMW is a sophisticated, upper-class brand while Toyota is an economical, practical brand.

CCSD21 brand is: friendly, inviting and educated.

CONTENT is the message – the points we want to make within a message to inform and encourage readers to take action. Content can be anything from informing parents of test requirements to encouraging parents to attend an event.

STONE is the variation of voice we use depending on the audience and medium.

For example: United Airlines is a professional tone of voice while Southwest Airlines is known for their humorous tone.

CCSD21 tone is: down-to-earth, easy to understand.

How to put the CCSD21 brand voice into practice by placing our personality traits into your writing.

Personality Trait #1 - Friendly

- Use friendly, personalized, plain language when possible.
- Use easy to understand, simple sentences.
- Be transparent and open with text.
- Avoid acronyms and scholarly language.

Personality Trait #2 - Inviting

- Look for opportunities to convey inclusion.
- Use encouraging, aspirational words and phrases.
- Write from a place of warmth.

Personality Trait #3 - Educated

- Write from experience with facts, not opinions.
- Write with professionalism.
- Be thorough so questions are answered within your message.

How to combine brand personality with brand narrative

Personality Trait #1 - Friendly

- We attract, nurture and retain great staff.
- We understand the needs of both elementary and middle school students.

Personality Trait #2 - Inviting

- Our teachers care about the students. We are here to empower students to succeed.
- We treat all students as individuals, with unique skills, talents and challenges.

Personality Trait #3 - Educated

- CCSD21 is planning to transfer \$20 million from its education fund into the operations and maintenance fund. This money will be transferred into the capital projects fund, as required by law, for use to complete projects as part of the 10-year facilities and maintenance plan.
- A competitive boys volleyball program will be introduced across CCSD21 middle schools beginning with the 2023-2024 school year.

Additional guidelines for building our brand voice

Write in a way that's friendly, casual and conversational.

DON'T: It is important to attend your student's parent teacher conferences.

DO: Come join us!

Use contractions:

DON'T: We are handing out flyers.

DO: We're handing out flyers.

Use active voice instead of passive voice.

DON'T: The calendar can be found..

DO: You can find our calendar...

Use more inclusive language, like: we, us, our instead of students, teachers, etc.

DON'T: Community Consolidated School District 21 stands by administration values.

DO: We stand by our values.

Avoid acronyms (if possible) and formal language.

DON'T: The characteristics of a PLC include...

DO: The Professional Learning Community is ...

When sending long messages, break it up with headlines, subheads or bullets.

DON'T: The characteristics of a PLC include creating a helpful and positive environment; being open minded and developing positive relationships; and communicating effectively with others.

DO: The characteristics of a PLC include:

- creating a helpful and positive environment;
- being open minded and developing positive relationships; and
- communicating effectively with others.

Use examples or quotes to help clarify or add transparency.

DON'T: The principals at the elementary schools deepen their partnerships with families by doing...

DO: "I look forward to deepening my partnership with our families," said Twain's principal.

Edit your message and read it aloud. If it sounds unnatural, it needs to be revised.

AP style guide suggestions on common words, phrases and sentences

Titles

Use lowercase letters when not used with an individual's name.

(Ex. The assistant superintendent of student services and safety is here all day.)

Use uppercase letters when used with an individual's name.

(Ex. John Smith, the Assistant Superintendent of Finance and Operations, is here all day.)

Write out **Community Consolidated School District 21** in the first reference of your document. After that, list it as CCSD 21 (with a space between CCSD and 21).

*(Ex. Community Consolidated School District 21 (“**CCSD 21**”))*

Acronyms

Community Consolidated School District 21 can be shortened to an acronym.

DON'T: display like this: CCSD 21

DO: display like this: CCSD21 or D21

Spelling

There are two ways to spell kindergartners. We will use one version so we are consistent throughout the district.

DON'T: spell kindergart**e**ners

DO: spell kindergartners (less one “e”)

Departments

When listing departments, use lowercase letters when it stands alone.

(Ex. There are several departments at CCSD21.)

Use uppercase letters when naming a specific department.

(Ex. The Communications Department is located on the 2nd floor.)

Dates

When listing dates for an event or calendar, use the following format:

DON'T: July 10**th**, 2023

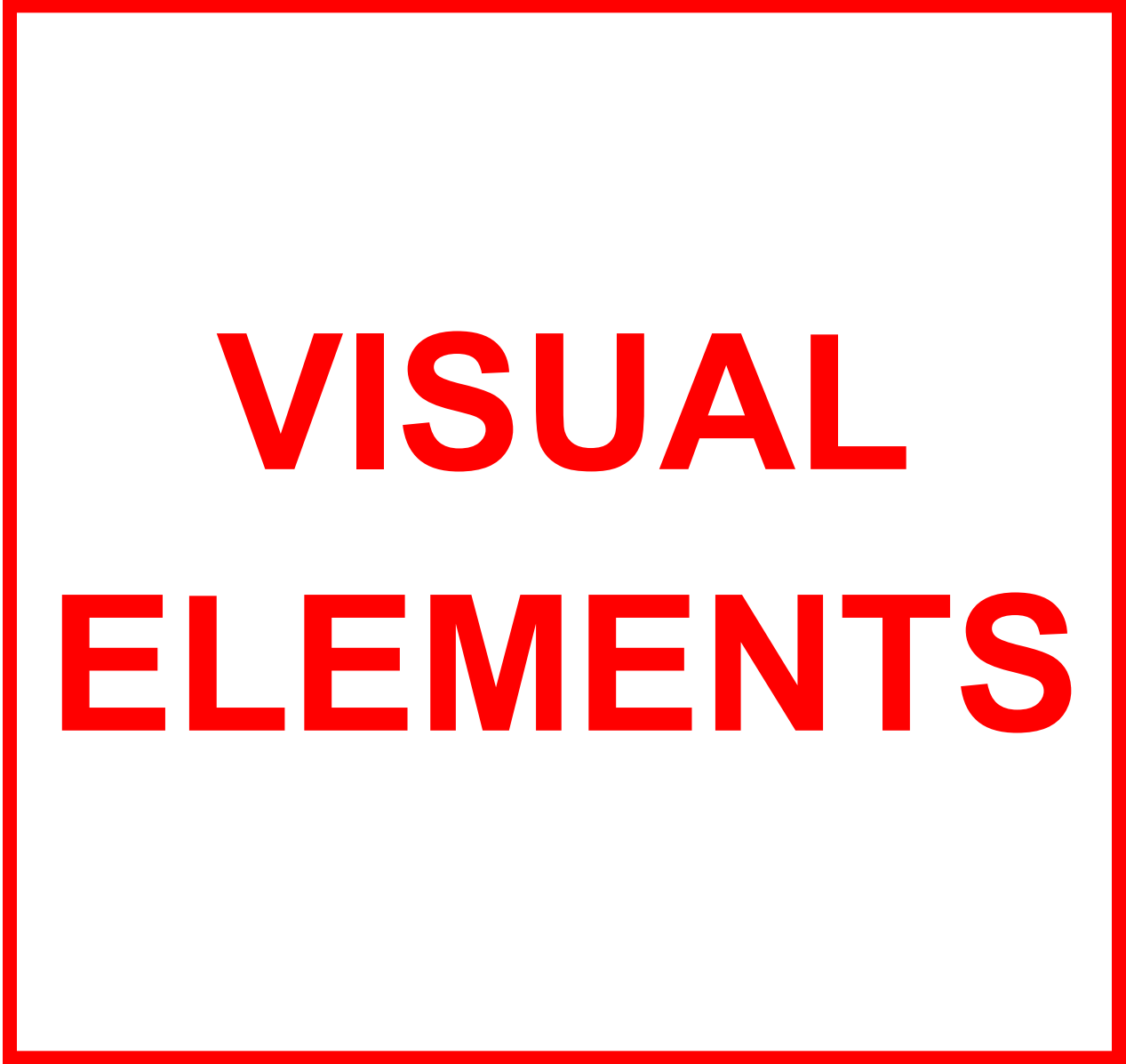
DO: July 10, 2023

Order

When listing a sequence or grade level, use the following format:

DO: 2nd grade or second grade

If there are other questions on how to spell, write or phrase something, contact the Communications Department.



VISUAL ELEMENTS

Logos

The district and school's identity is established through the appropriate use of logos. A logo serves to identify messaging with a graphic "signature" of the organization. Try to place the logo at or near the bottom of the page.. Never recreate our logos. Use only the official logo files from the Communications Department.

District Logo

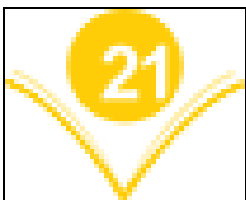
The district logo represents the district as a whole. It's used in all communications (internal and external) and acts as an umbrella under which all other school identities fall. The circle represents the world, both the global influence on our society and the impact our students and staff have on the future. The lower portion of the logo represents an open book, indicating that we are lifelong learners, continuing to acquire knowledge throughout our lifetimes.

Download the district logo [here](#).

2- or 4-color logos



1-color logo



Logo Usage

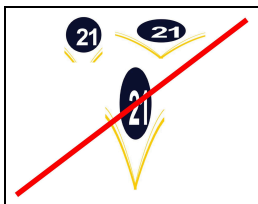
DON'T: Place too many objects near each other that may make your design difficult to read or understand.



DO: Allow for enough space around the logo so that text, photos or other items are not competing with one another for the reader's attention.



DON'T: Crop, stretch or squeeze the logo so that it displays differently than the examples above.



DO: Maintain full logo and original proportions when adjusting the size of the logo. Dragging the logo from one of the corners will allow for proportional resizing.



DON'T: Place the logo atop of other items that either block out the secondary image or create a busy visual whereby the photo and logo compete with each other.



DO: Ensure that the logo is legible and that the transparent logo version is used when layered atop of other images. You may place it on a background image if it's simple with uniform colors. If not, place the logo over a square solid, single color box.



Brand Colors

The district's primary colors are blue, yellow and white. The exact colors are listed below and should be used when creating marketing materials as well as for embroidery of clothing or soft goods. CCSD21 district blue, yellow and white are the foundation of our palette and should be used prominently through all communications.

When using the district's colors, it's important to use the specific color codes that correspond with those used within our logo.

Yellow



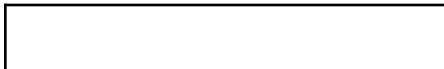
#FFCC00 C:0
R:225 M:19
G:204 Y:99
B:0 K:0

Blue



#000033 C:94
R:0 M:88
G:0 Y:43
B:51 K:65

White



#11-0601 C: 0
R: 255 M: 0
G: 255 Y: 0
B: 255 K: 0

Gray*



#939799 C:0
R:128 M:0
G:128 Y:0
B:128 K:50

**Gray was recently added to expand the range of colors.*

Secondary Colors

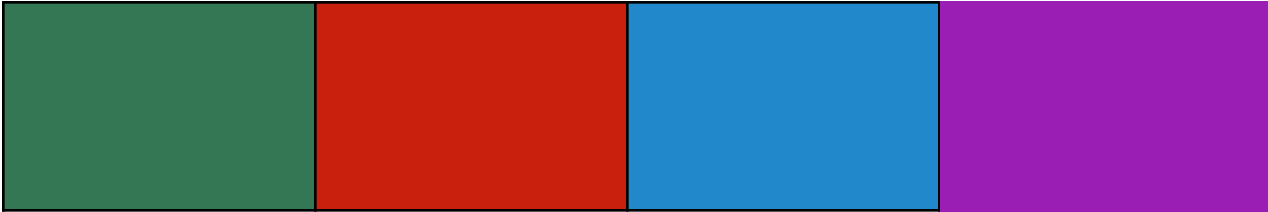
In addition to the brand colors of the district, a secondary color palette introduces a bright, fresh set of options that are helpful in extending the primary palette. Green, red and light blue are accent colors and can be used to highlight key information. Secondary colors should only be used sparingly; they can act as pops of color to help create a hierarchy and emphasis, and can be used within graphics and diagrams.

Dallas Green

Scarlet

Light Marine Blue

Purple



PMS: 375C

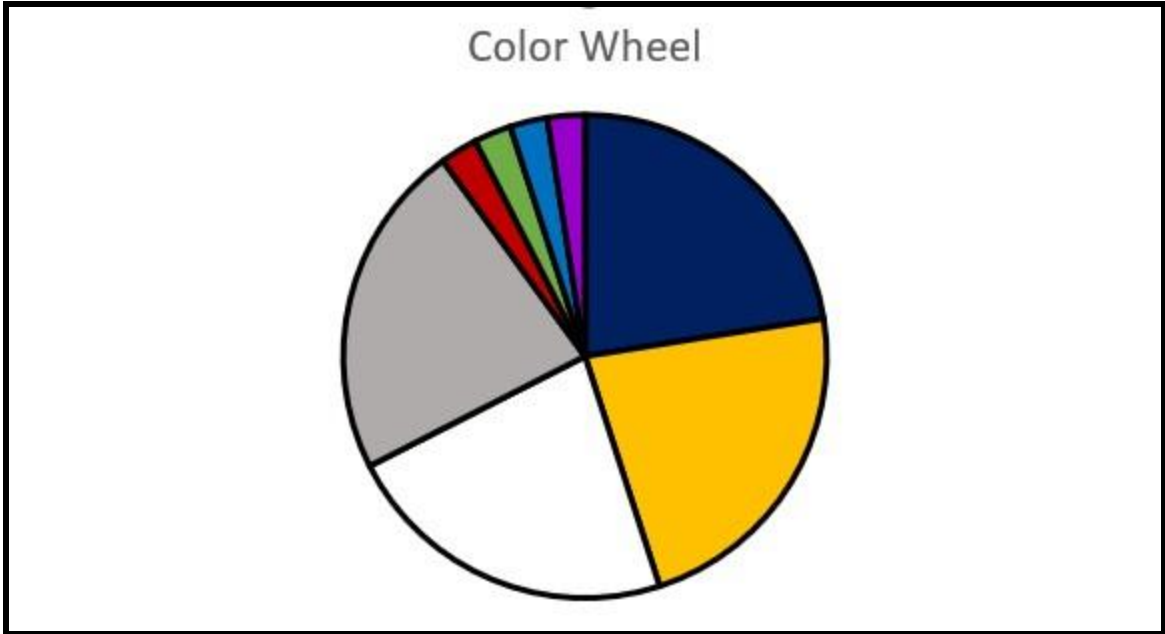
PMS: 200C

PMS: 283C

PMS: 2592C

Always use color purposefully, keeping in mind the proportions shown in the chart below.

The following graph depicts the relative ratio of color usage within the district color palette.



Professional Development Logo

When creating material for Professional Learning, please use the following logo(s). They can be accessed [here](#). This ensures that our material is branded and identifies the material as “sanctioned” professional development. When possible, place this logo at or near the bottom of the page. Never recreate our logos. Use only the official logo files from the Communications Department.



Full color

Black & White

Family Learning Logo

When creating material for Family Learning activities/events, please use the following logo(s). They can be accessed [here](#). This ensures that our material is branded and identifies the material as “sanctioned” family learning events. When possible, place this logo at or near the bottom of the page. Never recreate our logos. Use only the official logo files from the Communications Department.



Full Color



Black & White



Spanish version



Russian version

75-Year Anniversary Logo

On July 1, 1948, CCSD21 was formed. Thus, on July 1, 2023, we celebrated our 75 year anniversary and will celebrate it throughout the 2023-2024 school year. Logos can be accessed [here](#).



School logos & colors

School logos are specific to each school to identify each brand. They should be treated in the same manner as the district logo. Proportions should not be changed, the artwork should not compete with any other text or images, nor should the colors be changed. By maintaining consistent use of these logos and mascots, stakeholders will be able to clearly identify CCSD21 schools and our brand. Never recreate our logos. Use only the official logo files from the Communications Department. Logos can be accessed [here](#).

Cooper Middle School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | |
|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|------|--------|
| C: 79 | R: 32 | C: 96 | R: 18 | C: 36 | R: 127 | C: 17 | R: 201 | C: 0 | R: 252 | C: 0 | R: 255 |
| M: 43 | G: 64 | M: 10 | G: 139 | M: 54 | G: 87 | M: 45 | G: 126 | M: 31 | G: 168 | M: 0 | G: 255 |
| Y: 84 | B: 38 | Y: 100 | B: 52 | Y: 100 | B: 29 | Y: 100 | B: 6 | Y: 100 | B: 9 | Y: 0 | B: 255 |
| K: 42 | | K: 1 | | K: 20 | | K: 1 | | K: 0 | | K: 0 | |

Holmes Middle School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | |
|-------|--------|--------|--------|--------|--------|-------|--------|-------|--------|------|--------|
| C: 33 | R: 102 | C: 22 | R: 154 | C: 0 | R: 253 | C: 0 | R: 253 | C: 0 | R: 254 | C: 0 | R: 255 |
| M: 93 | G: 23 | M: 100 | G: 0 | M: 41 | G: 147 | M: 27 | G: 179 | M: 17 | G: 202 | M: 0 | G: 255 |
| Y: 74 | B: 34 | Y: 89 | B: 34 | Y: 100 | B: 8 | Y: 87 | B: 47 | Y: 68 | B: 90 | Y: 0 | B: 255 |
| K: 38 | | K: 15 | | K: 0 | | K: 0 | | K: 0 | | K: 0 | |

London Middle School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | |
|--------|-------|--------|-------|--------|--------|-------|--------|-------|--------|------|--------|
| C: 83 | R: 46 | C: 83 | R: 56 | C: 79 | R: 74 | C: 35 | R: 153 | C: 17 | R: 200 | C: 0 | R: 255 |
| M: 100 | G: 9 | M: 100 | G: 0 | M: 100 | G: 0 | M: 29 | G: 151 | M: 14 | G: 198 | M: 0 | G: 255 |
| Y: 32 | B: 64 | Y: 25 | B: 83 | Y: 7 | B: 120 | Y: 29 | B: 153 | Y: 16 | B: 294 | Y: 0 | B: 255 |
| K: 35 | | K: 21 | | K: 3 | | K: 0 | | K: 0 | | K: 0 | |

Field Elementary School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | | | | | | | | | |
|-------|-------|--------|-------|--------|--------|--------|--------|-------|--------|-------|--------|--------|--------|-------|--------|-------|--------|------|--------|
| C: 98 | H: 12 | C: 100 | R: 2 | C: 100 | R: 1 | C: 100 | R: 0 | C: 34 | R: 135 | C: 30 | R: 162 | C: 7 | R: 230 | C: 0 | R: 254 | C: 20 | R: 191 | C: 0 | R: 255 |
| M: 85 | G: 25 | M: 91 | G: 30 | M: 91 | G: 30 | M: 90 | G: 31 | M: 58 | G: 87 | M: 46 | G: 118 | M: 35 | G: 155 | M: 23 | G: 188 | M: 17 | G: 188 | M: 0 | G: 255 |
| Y: 45 | B: 49 | Y: 26 | B: 95 | Y: 17 | B: 116 | Y: 2 | B: 142 | Y: 64 | B: 71 | Y: 51 | B: 100 | Y: 100 | B: 7 | Y: 93 | B: 31 | Y: 17 | B: 187 | Y: 0 | B: 255 |
| K: 51 | | K: 15 | | K: 6 | | K: 1 | | K: 14 | | K: 3 | | K: 0 | | K: 0 | | K: 0 | | K: 0 | |

Frost Elementary School

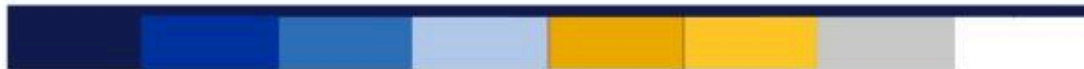
FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | | | | | |
|--------|-------|-------|--------|-------|-------|-------|--------|--------|--------|-------|--------|-------|--------|------|--------|
| C: 100 | R: 17 | C:100 | R: 0 | C: 83 | R: 45 | C: 28 | R: 179 | C: 7 | R: 230 | C: 0 | R: 254 | C: 21 | R: 240 | C: 0 | R: 255 |
| M: 97 | G: 18 | M:91 | G:50 | M: 54 | G:112 | M: 14 | G:201 | M: 35 | G: 155 | M: 23 | G: 188 | M: 17 | G:233 | M: 0 | G:255 |
| Y: 37 | B: 61 | Y: 2 | B: 160 | Y: 1 | B:183 | Y: 0 | B:233 | Y: 100 | B: 7 | Y: 93 | B: 31 | Y: 17 | B:57 | Y: 0 | B:255 |
| K: 37 | | K:1 | | K: 0 | | K: 0 | | K: 0 | | K: 0 | | K: 0 | | K: 0 | |

Hawthorne Early Childhood School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | |
|-------|--------|-------|--------|--------|--------|-------|--------|------|--------|
| C: 75 | R: 27 | C: 41 | R: 122 | C: 2 | R: 251 | C: 5 | R: 240 | C: 0 | R: 255 |
| M: 25 | G: 135 | M: 8 | G: 181 | M: 9 | G: 217 | M: 1 | G: 233 | M: 0 | G: 255 |
| Y: 0 | B: 205 | Y: 2 | B: 221 | Y: 100 | B: 13 | Y: 84 | B: 57 | Y: 0 | B: 255 |
| K: 0 | | K: 0 | | K: 0 | | K: 0 | | K: 0 | |

Kilmer Elementary School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | | | |
|-------|-------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|------|--------|
| C: 90 | R: 9 | C: 85 | R: 19 | C: 22 | R: 189 | C: 13 | R: 214 | C: 0 | R: 239 | C: 0 | R: 247 | C: 0 | R: 255 |
| M: 40 | G: 69 | M: 12 | G: 143 | M: 32 | G: 153 | M: 18 | G: 191 | M: 88 | G: 39 | M: 69 | G: 92 | M: 0 | G: 255 |
| Y: 79 | B: 49 | Y: 96 | B: 61 | Y: 60 | B: 100 | Y: 38 | B: 146 | Y: 39 | B: 89 | Y: 16 | B: 134 | Y: 0 | B: 255 |
| K: 38 | | K: 1 | | K: 0 | | K: 0 | | K: 0 | | K: 0 | | K: 0 | |

Longfellow Elementary School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | | | | | | | |
|--------|-------|--------|--------|--------|--------|-------|--------|--------|--------|-------|--------|-------|--------|-------|--------|------|--------|
| C: 100 | R: 2 | C: 22 | R: 154 | C: 1 | R: 226 | C: 0 | R: 251 | C: 26 | R: 134 | C: 17 | R: 181 | C: 9 | R: 216 | C: 20 | R: 194 | C: 0 | R: 255 |
| M: 91 | G: 30 | M: 100 | G: 0 | M: 100 | G: 0 | M: 88 | G: 41 | M: 87 | G: 40 | M: 81 | G: 60 | M: 56 | G: 113 | M: 20 | G: 182 | M: 0 | G: 255 |
| Y: 26 | B: 95 | Y: 89 | B: 34 | Y: 93 | B: 32 | Y: 80 | B: 44 | Y: 100 | B: 25 | Y: 93 | B: 37 | Y: 77 | B: 63 | Y: 23 | B: 172 | Y: 0 | B: 255 |
| K: 15 | | K: 15 | | K: 0 | | K: 0 | | K: 22 | | K: 6 | | K: 0 | | K: 0 | | K: 0 | |

Poe Elementary School

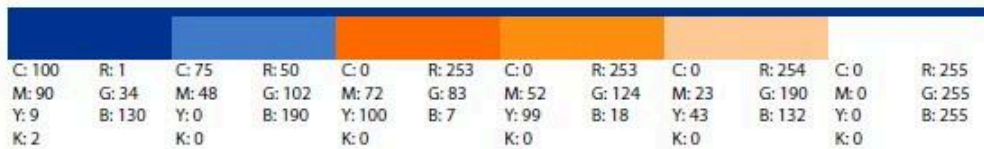
FULL MASCOT



SECONDARY MARKS



WORD MARK



Riley Elementary School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | |
|--------|-------|--------|-------|--------|--------|-------|--------|-------|--------|------|--------|
| C: 100 | R: 1 | C: 100 | R: 3 | C: 30 | R: 130 | C: 47 | R: 115 | C: 25 | R: 180 | C: 0 | R: 255 |
| M: 79 | G: 28 | M: 83 | G: 40 | M: 72 | G: 60 | M: 47 | G: 101 | M: 24 | G: 170 | M: 0 | G: 255 |
| Y: 49 | B: 46 | Y: 35 | B: 82 | Y: 100 | B: 14 | Y: 52 | B: 92 | Y: 28 | B: 159 | Y: 0 | B: 255 |
| K: 54 | | K: 24 | | K: 24 | | K: 12 | | K: 0 | | K: 0 | |

Tarkington Elementary School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | |
|--------|--------|-------|--------|-------|--------|-------|--------|------|--------|
| C: 100 | R: 13 | C: 79 | R: 54 | C: 26 | R: 175 | C: 13 | R: 211 | C: 0 | R: 255 |
| M: 97 | G: 13 | M: 69 | G: 68 | M: 22 | G: 173 | M: 11 | G: 208 | M: 0 | G: 255 |
| Y: 10 | B: 124 | Y: 0 | B: 186 | Y: 22 | B: 173 | Y: 12 | B: 204 | Y: 0 | B: 255 |
| K: 4 | | K: 0 | | K: 0 | | K: 0 | | K: 0 | |

Twain Elementary School

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | | | | | |
|-------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|-------|-------|-----|-------|
| C:100 | R:0 | C:84 | R:11 | C:54 | R:92 | C:30 | R:158 | C:11 | R:215 | C:0 | R:253 | C:2 | R:254 | C:0 | R:255 |
| M:90 | G:31 | M:54 | G:89 | M:22 | G:153 | M:13 | G:188 | M:7 | G:220 | M:31 | G:171 | M:10 | G:213 | M:0 | G:255 |
| Y:2 | B:142 | Y:0 | B:195 | Y:0 | B:221 | Y:1 | B:227 | Y:3 | B:230 | Y:98 | B:23 | Y:100 | B:10 | Y:0 | B:255 |
| K:0 | | K:0 | | K:0 | | K:0 | | K:0 | | K:0 | | K:0 | | K:0 | |

FULL MASCOT



SECONDARY MARKS



WORD MARK



| | | | | | | | | | | | |
|--------|-------|--------|--------|-------|--------|-------|--------|-------|--------|------|--------|
| C: 100 | R: 0 | C: 100 | R: 1 | C: 45 | R: 123 | C: 30 | R: 168 | C: 20 | R: 194 | C: 0 | R: 255 |
| M: 89 | G: 28 | M: 86 | G: 41 | M: 44 | G: 111 | M: 28 | G: 157 | M: 20 | G: 182 | M: 0 | G: 255 |
| Y: 36 | B: 68 | Y: 0 | B: 149 | Y: 49 | B: 102 | Y: 32 | B: 148 | Y: 23 | B: 172 | Y: 0 | B: 255 |
| K: 35 | | K: 0 | | K: 8 | | K: 0 | | K: 0 | | K: 0 | |

School Hex Colors (via Canva or other graphic design software)

When designing graphics via Canva or another software, there is an option to enter a combination of six letters and numbers to find the specific color (a Hex code), rather than inserting each specific CMYK or RGB value. Below are several Hex colors for each school:

Black remains #000000, while **white** is #FFFFFF (you do not need the pound sign)

| | | | | | |
|--------------------------------|--------------------------------|------------------------------|-----------------------------------|-------------------------------|-------------------------------|
| Cooper | Holmes | London | Field | Frost | Kilmer |
| Green 009A4D | Maroon AC1E2D | Dark Purple 492365 | Dark Purple/Blue 263B80 | Dark Blue 243D94 | Dark Green 01563F |
| Mustard Brown 916928 | Darker Yellow FAA41A | Purple 5C2B85 | Blue 223F95 | Lighter Blue 3171B6 | Green 009D4E |
| Brown/Yellow D2922A | Yellow FEBF3B | Gray ABA9A9 | Brown 9B6C59 | Yellow FFC628 | Tan CAA977 |
| Yellow FDB714 | Light Yellow FFD36C | Light Gray D2D0CC | Yellow FFC628 | Gray C9C7C7 | Light Tan DEC9A3 |
| Longfellow | Poe | Riley | Tarkington | Twain | Whitman |
| Gray CCC2BB | Dark Blue 243E8C | Dark Blue 173963 | Gray BEBBBA | Dark Blue 224097 | Dark Blue 182A54 |
| Dark Blue 24356F | Blue 477BBE | Brown 945022 | Light Gray DBD9D6 | Blue 2B71B8 | Blue 19459D |
| Maroon AC1E2D | Dark Orange F36C21 | Dark Gray 86786F | Dark Blue 2C3384 | Lighter Blue 71A9DC | Dark Gray 8D8178 |
| Orange E2864E | Orange F79020 | Light Gray C1B7AF | Light Blue 4A5bA4 | Yellow FDD800 | Lighter Gray CCC2BB |
| Hawthorne | | | | | |
| | Blue 1C9AD6 | | | Yellow FDDD00 | |
| | Light Blue 90C8E7 | | | Light Yellow F8EA47 | |

Typography/Typefaces

Typography is an essential element of the CCSD21 brand identity. When used consistently, it unifies messaging and creates familiarity within our content. PLEASE ONLY USE TWO (2) TYPEFACES WITHIN YOUR DESIGN.

Primary typeface

Our primary typeface for the district and school brands is Arial.

AaBbCcDdEeFfGg...

When Arial is not available, use Calibri.

AaBbCcDdEeFfGgHh...

When an elegant look is required or you'd like to add some flair or need to have some copy stand out, use Brittany. (This might only be available in CANVA.)

AaBbCcDdEeFfGgHhIiJjKkLlMm

When Brittany is not available, use Dancing Script

AaBbCcDdEeFfGgHhIi...

Font Style

While typography or typeface is the name of the typeface we will use, font refers to the style of the typography. There are several different fonts for each typeface. You may use as many fonts within the typeface as you want.

For example:

Arial

Arial Bold

Arial Italics

Calibri

Calibri Bold

Calibri Italics

Dancing Script

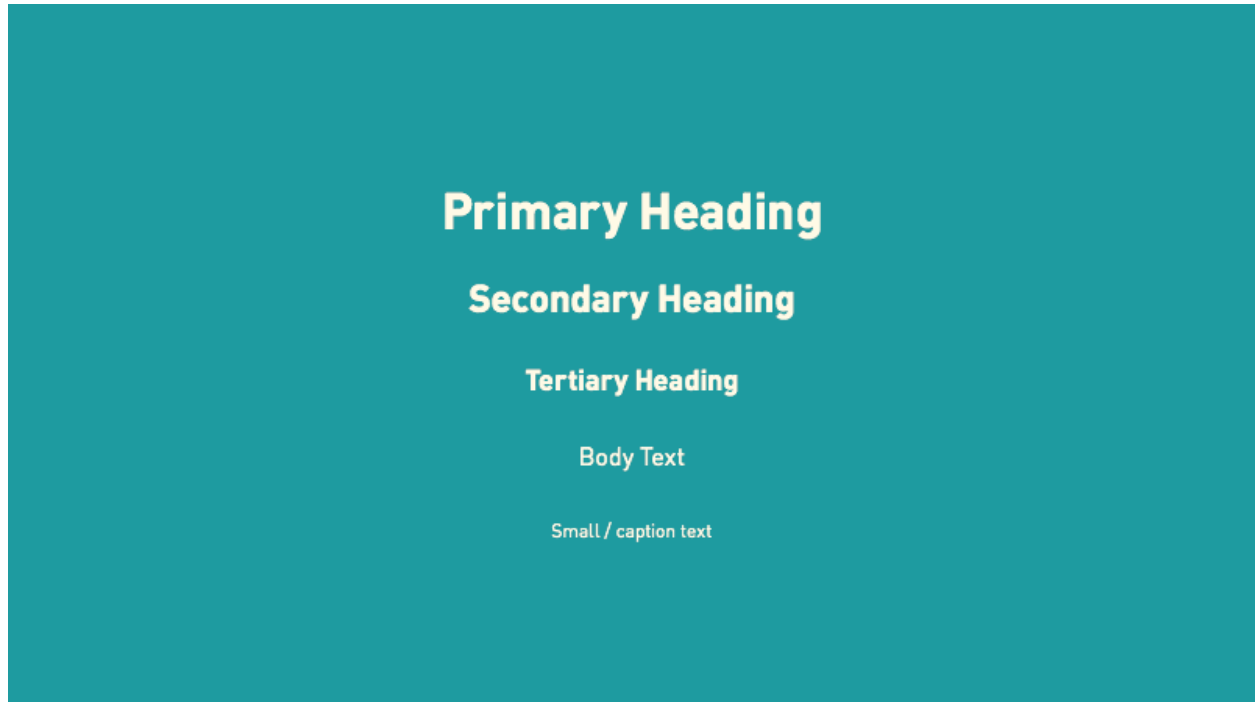
Dancing Script

Dancing Script

Dancing Script

Secondary typeface

When writing copy for a report, designing a flyer or creating any kind of marketing material, please use these suggestions for headings and hierarchy:



Here are a few simple steps to define your hierarchy.

- Body text: Increase or decrease the text size until it's comfortable to read. For this example, let's set it at 22pt.
- Primary heading: 180–200% of the body text, between 40–44pt
- Secondary heading: 130–150% of the body text, between 29–33pt

Also consider a tertiary heading and caption text.

- Tertiary heading: 100–125% of the body text, between 22–28pt
- Small text / captions: 70–75% of the body text, between 15–17pt

In most cases, paragraph spacing should be equal to the body text, so if the body text is 16pt, then the paragraph spacing is 16pt.

- In design applications and CSS this is the equivalent of setting margin-bottom of paragraphs to 16pt.
- In a Pages/Word document, set the 'After paragraph' value to the size of your body text.

Line spacing should be set somewhere between 120–160% of the text size. As a rule, the smaller the text, the more generous the line spacing needs to be to give each word room to breathe.

Tip: You should be able to fit a sideways 'h' between the lines without it hitting the tops of d/b/t's (ascenders) or the bottoms of p/q/y's (descenders).

If the body text is 22pt, then the line-height of that text should be between 26–35pt.

- In a Pages/Word document, the line-height will be set in decimals, with 1.2 being equal to 120% of the text being edited.

The measure is the length of a line of text. Long lines of text are difficult to read, with shorter lines being easier. The ideal number of characters per line is 65–75. The measure should be defined by the width of the body text rather than headings or subheadings.

Tip: A line of upper- and lower-case letters and numbers is 62 characters, a simple way of finding a comfortable measure.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

When you've worked out where 65–75 characters is on a line, reduce the width of the column of text until that is about to wrap, you should find the measure is comfortable.

Photography

Photography is an important and strong method for creating an emotional connection to our audience. It provides a platform to engage and reflects the district's (and school's) personality.



Google Photo Library

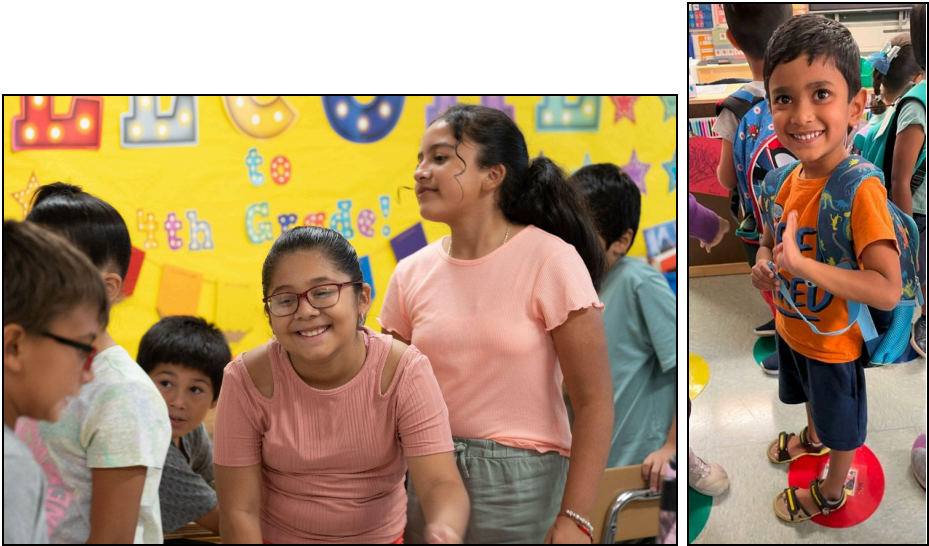
Students, teachers, classrooms and buildings can access photos from the photo library [here](#). The photos are organized by year, then school, then event. If you don't have access to this folder, please request it from the Communications Department. **The photos are typically tagged with "OK to use" when permission is granted by parents of students. If there is no "OK to use" on the name of the photo or you are unsure about whether there is parent permission, do not use it.**

Original Photography

When original photography is needed, we recommend contacting the Communications Department. Their expertise in lighting and composition is essential for creating dynamic and engaging images. Discussing the project ahead of time with the creative team can help focus the direction of the photo shoot.

Selecting images

Always select photos that reinforce our district and school brand. Images should convey student and staff engagement that is authentic and creates an emotional connection with our audience. Look for photos that are warm and full of engaging energy. Also, make sure that photos have adequate image resolution.



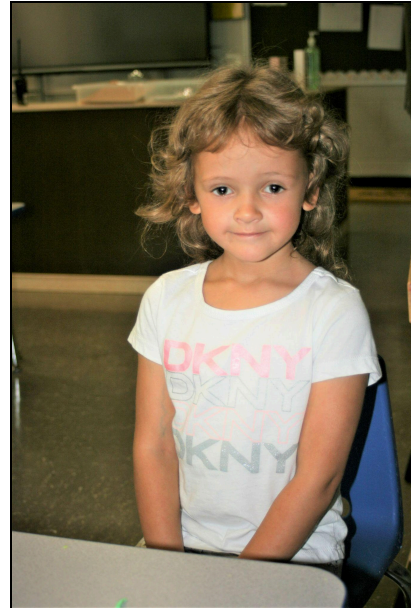
Color correction

Lighting is a critical component in good photography. When images are overly dark or dull in color, it may be necessary to make some easy adjustments by doing the following:

- Lighten the highlights
- Increase the contrast
- Boost the color saturation



Before



After

Cropping

Look for ways to add interest in photos by cropping. Tighter cropping allows the viewer to focus on the subject matter more quickly and eliminates unnecessary, distracting elements within the photo.



Before



After

Videography

Video is an important and more powerful tool to communicate messages. When shooting video with your phone, be sure follow these simple tips:

- Set up iPhone (iPhone 8 or later) to 4k at 60 fps (When in video mode, in the upper right hand corner of your screen, change your settings to 4K at 60 frames per second)
- Set Android to 4K
- Record the video horizontally

Other helpful tips:

- Edited video should be under 2:00 minutes
- Please identify those who are speaking with proper titles
- Always add the CCSD21 logo at the end

Original Videography

When original videography is needed, we recommend contacting the Communications Department. Their expertise in lighting and composition is essential for creating dynamic and engaging video storytelling. Discussing the project ahead of time with the creative team can help focus the direction of the video shoot.

Please use this [form](#) to request help from the Communications Department.

Additionally, it's important to use royalty free music, video and photography when posting video on social media and/or YouTube. We can incur fines if we violate copyright laws.

Flyers

Each school has a set of four template designs that can be used when creating flyers. They are branded with your logo and colors and are listed in CANVA [here](#).

Flyer #1

FREE & REDUCED MEALS
2022 - 2023 SCHOOL YEAR

Complete an Application TODAY!

ABOUT THE SCHOOL
Flyers are print advertisements created by companies with the intention of distributing them to a wider audience. Often handed out or delivered in the mail, flyers aim to promote or advertise products in a variety of industries worldwide.

WE PROVIDE

- A strong foundation
- A well-defined curriculum
- A refined learning methodology
- An excellent roster of partners in learning

QUESTIONS?
123-456-7890
www.reallygreatsite.com
hello@reallygreatsite.com

CCSD21
CCSD21.ORG

#21LEARN

TARKINGTON
ELEMENTARY SCHOOL

Flyer #2

FREE & REDUCED MEALS
2022 - 2023 SCHOOL YEAR

COMPLETE AN APPLICATION TODAY!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, Lorem ipsum dolor sit amet, consectetur adipiscing elit, Lorem ipsum dolor sit amet, consectetur adipiscing elit,

Saturday, October 1, 2022
London Middle School - North Commons
999 W. Dundee Road, Wheeling
7:00 - 8:00 p.m.

FOR MORE INFORMATION, PLEASE CONTACT
123-456-7890 | hello@reallygreatsite.com

CCSD21
CCSD21.ORG

#21LEARN

TARKINGTON
ELEMENTARY SCHOOL

Flyer #3

SCHOOL REGISTRATION

IS YOUR CHILD REGISTERED FOR THE 2022-2023 SCHOOL YEAR?

3-5 YEARS OLD

STEPS:
REGISTER WITH QR CODE ✓
HAVE CHILD SCREENED BY DISTRICT STAFF ✓

QR CODE

CCSD21
CCSD21.ORG


#21LEARN

TARKINGTON
ELEMENTARY SCHOOL

Programs


When designing a program for a school performance, please use the following [template](#) so as to keep our look and feel consistent throughout the district. Please be sure to PRINT out the programs for attendees. QR codes are ok to use, but PRINTED copies are more meaningful and last longer. If you need help with this or would like us to create another style or design, please contact the Communications Department.

Program Title



*Add address of school

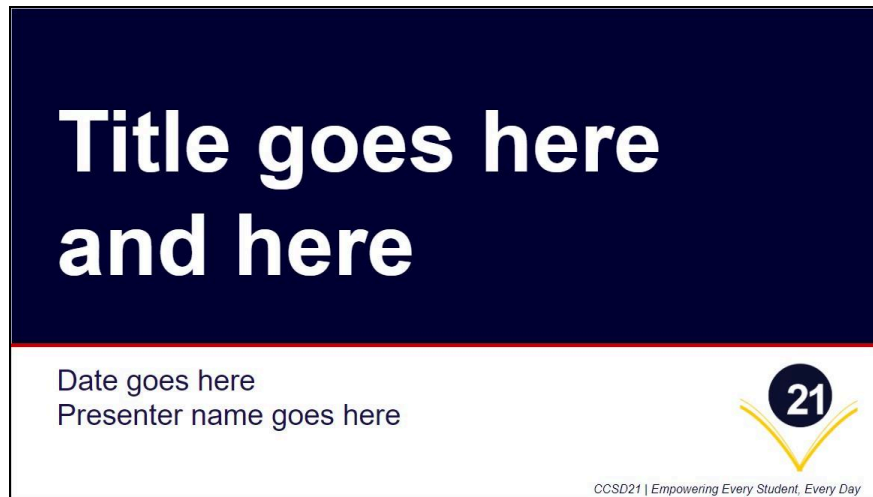
DAY, MONTH 00, YYYY

Community Consolidated School District 21

Google Slides

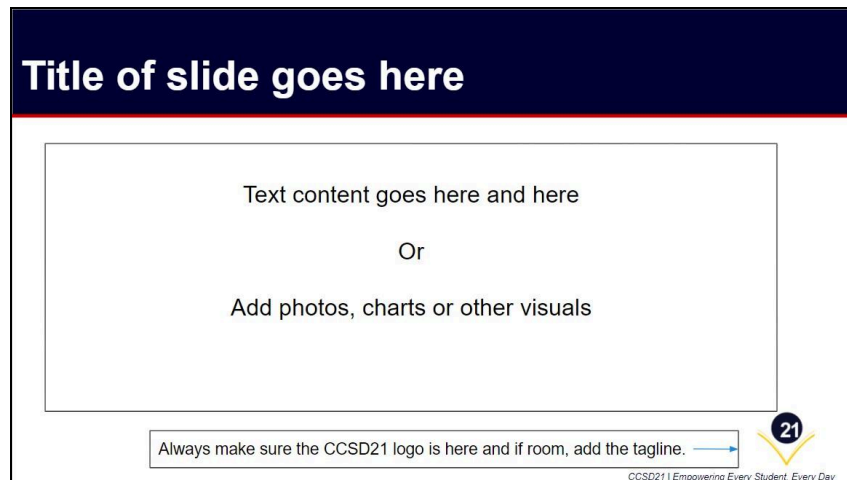
When making a slide presentation, please use the attached [template](#) as your guide. This ensures that our presentations look like they are coming from the same family. Always add our logo and tagline in the footer.

Cover page



The cover page template features a dark blue header with the text "Title goes here and here" in large white font. Below the header is a white footer area containing the text "Date goes here" and "Presenter name goes here" on the left, and the CCSD21 logo (a yellow checkmark with the number 21) on the right. The tagline "CCSD21 | Empowering Every Student, Every Day" is located at the bottom right of the footer.


Other Slides



The other slides template features a dark blue header with the text "Title of slide goes here" in white font. Below the header is a large white rectangular area for content, containing the text "Text content goes here and here" and "Or Add photos, charts or other visuals". At the bottom of the content area, there is a small box with the text "Always make sure the CCSD21 logo is here and if room, add the tagline." and a blue arrow pointing to the right. The CCSD21 logo and tagline "CCSD21 | Empowering Every Student, Every Day" are located at the bottom right of the slide.


Letters

Please make sure to use the most current letterhead which lists the current board members and their titles. Use the template below to guide your writing. Contact the Communications Department for the most current letterhead.


| | | |
|--|---|--------------------------------------|
|  | Community Consolidated School District 21 959 West Dundee Road • Wheeling, Illinois 60090 847.537.8270 www.ccsd21.org | Dr. Michael Connolly, Superintendent |
| Board of Education Debbi McAtee, President • Bill Harrison, Vice President • Jessica Riddick, Secretary Staci Allan • Arlen S. Gould • Dagmara Kalinowski • Phil Pritzker | | |
| | | Date goes here |
| Name of recipient Address City, State Zip | | |
| Re: <u>Subject line goes here</u> | | |
| Dear Mr./Ms. Last Name: | | |
| Text of your letter goes here and here. Use block text, meaning do not indent paragraphs. It makes for a cleaner look to the copy. | | |
| Here is the second paragraph. | | |
| Sincerely or other closing, | | |
| [signature] | | |
| Name Title | | |
| CCSD21 Empowering every student, every day | | |

ParentSquare

ParentSquare posts should follow the same format as general communications for the district. Keep text simple, warm and friendly. Add bullets and links when text is too lengthy. Here are some examples of good messages.



Student Report Cards & Power Standards Summary Reports

Community Consolidated School District 21 •  Christopher Lapetino • a day ago • Tuesday, May 30 at 9:55 AM • Community Consolidated School District 21

Report Cards and Power Standards summary reports will be available to parents/guardians no later than 4pm on Wednesday, May 31. Below are the different methods to access your student's Report Cards and Power Standards summary reports.


- Parents/guardians can access the Report Cards by logging into the [Parent Portal](#), then clicking on the "Student Reports" button in the navigation bar to the left, and selecting the T3 report card in the "Currently Published Reports" section.

Student Power Standards Summary Reports


Student Power Standards summary reports provide an overview of all of the content standards that students have been assessed throughout the school year and will be posted in the PowerSchool Parent Portal.


- Parents/guardians can access the student Power Standards Summary Reports by logging into the [Parent Portal](#), then clicking on the "Student Reports" button in the navigation bar to the left, and selecting the Power Standards Summary in the "Currently Published Reports" section.

If you have not created a PowerSchool parent/guardian account (Parent Portal), contact your school main office for support.



New Director Teaching and Learning for Science and Social Studies

Community Consolidated School District 21 •  Cassandra Young • 12 days ago • Friday, May 19 at 8:21 AM • Community Consolidated School District 21, CCSD21 Community



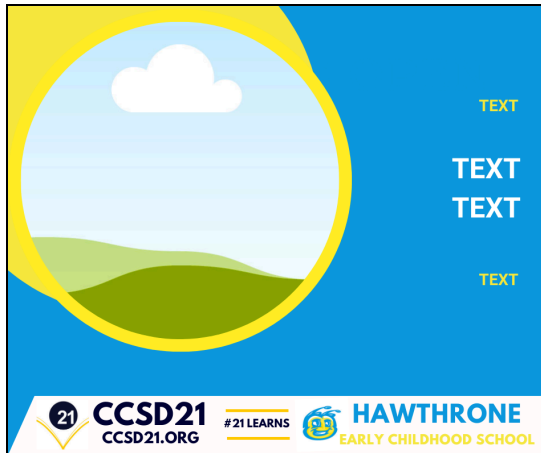
The Community Consolidated School District 21 welcomes a new administrator to our district, beginning July 1, 2023.

Dr. Astrid Rodrigues comes to us after serving successfully as the principal of Americana Elementary School in Queen Bee School District 16 in Glendale Heights for the last five years. Prior to that, Dr. Rodrigues served as an assistant principal in the same district at a middle school setting for four years. She was a math and science teacher at Fenger High School in Chicago for the five years prior to her role as an administrator. Dr. Rodrigues distinguished herself in the search process as a student centered leader who is very passionate about learning. She is culturally competent and aware. Her expertise in science and STEM education made her a strong candidate for this position. Dr. Rodrigues was very well received by the administrator panel and brings with her a wealth of experience that will support the district as she takes on this director role.

Congratulations Dr. Rodrigues and welcome. To view the staff directory, visit www.ccsd21.org.

Social media

Each school has a set of template designs that can be used when creating social media posts. They are branded with school logos and colors and are listed in CANVA [here](#).



Websites

It's important to keep the website up-to-date and fresh with current content. It is the number one place that people go to to look for information about our district. The website is the place where content can be more detailed and lengthy while keeping in mind our tone and voice. The content should continue to be warm, friendly and simple. Eliminate orphan pages and extraneous links. Keep content engaging and the navigation easy.

Use the same guidelines for photography, videography and other media assets, including graphics as well. Sharp, rich, engaging imagery works best.

STUDENT REGISTRATION


All students who will attend CCSD21 schools must register online. This includes students who are registered at CCSD21 during this current school year, incoming kindergarten students, and any student new to CCSD21. Fees are not collected during registration.

The online registration portal is managed by InfoSnap, a branch of PowerSchool, which manages our Student Information System and Parent Portal. One InfoSnap account can be used to manage registrations for all students in one family. Families can upload required documents directly through the InfoSnap portal rather than bringing paper copies to the District Registrar. Accepted upload formats: .doc, .docx, .pdf, .txt, .rtf, .xls, .xlsx, .bmp, .gif, .jpg, .jpeg, or .png. To prepare for registration:

1. Gather birth certificate and proof of residency
2. If applicable, gather relevant screening forms and medical documents (see below)
3. Review your school's handbook and bookmark the page to access throughout the year.

| |
|---|
| 2023-2024 PK-8 Students New to CCSD21 |
| 2023-2024 PK-8 Returning Students to CCSD21 |
| 2022-2023 PK-8 Students New to CCSD21 |

REQUIRED DOCUMENTS FOR REGISTRATION



BOARD OF EDUCATION

The School District 21 Board of Education holds monthly meetings of the entire School Board. These are typically held on the third Thursday of the month at 7:00 PM at the District 21 Community Service Center and Administrative Office, 959 W. Dundee Road, Wheeling, IL.

The Board of Education also uses a sub-committee structure to facilitate efficient and in-depth governance. The sub-committees include Community Engagement & Strategic Partnership, Finance & Operations, and Policy.


Meetings for these sub-committees are either held prior to a regularly scheduled monthly Board of Education meeting or at other times listed on the schedule of Board of Education meetings posted on the District 21 website.

If you need special accommodations to attend a Board of Education meeting, please contact School District 21 in advance with as much notice as possible in order to allow us to meet your needs.

MY WHY - MADELINE BENNETT, SCHOOL NURSE

April 3, 2023

Topic: My Why



It's no surprise that Madeline Bennett turned out to be a nurse. She is the oldest of five daughters and was the caretaker for her younger sisters. She spent a lot of her youth looking after her siblings, playing the role of mom. But Madeline also spent lots of time in the hospital, missing days of school because of severe asthma and peanut allergies. "I'm a natural caretaker and wanted to be either a teacher or a nurse when I grew up. I loved the nurses that took care of me as a child and working as a nurse in a school gives me the best of both worlds," said Madeline.

MAY 27 [Meet - Charlotte A.](#)

MAY 27 [Meet - Jayden A.](#)

MAY 27 [CCSD21 to install more security cameras in high-traffic areas](#)

MAY 19 [CCSD21 Welcomes New Principal at Holmes](#)

MAY 8 [May 2023 Family Newsletter](#)

Other Communication Pieces

For other marketing material, such as postcards, brochures or other promotional pieces, contact the Communications Department for assistance and guidance.

RESOURCES

Communications Department

District 21 Community Service Center and Administrative Office
959 W. Dundee Road
Wheeling, IL 60090

Cassandra Young

Director of Communications
cassandra.young@ccsd21.org
847.520.2728 - office
224.434.9836 - district cell
847.922.6837 - personal cell

Andrew Steckling

Communications Specialist
andrew.steckling@ccsd21.org
847.419.3063 - office
847.636.6266 - cell

Marlen Rojas

District Receptionist
marlen.rojas@ccsd21.org
847.520.2738 - office

Sofia Horwitz

D214 Student Intern
sofia.horwitz@ccsd21.org