

Prairieview School Brand Identity Guide

CCSD 46 is proud to share the new Prairieview School mascot and brand identity. These guidelines will assist you in knowing how to properly represent and use the new mascot designs. Consistency is essential to our identity and supports the district goals and mission. Any letter, website, poster, banner, t-shirt or other representation of the school should reinforce a positive visual image of Prairieview School. Our visual identity reflects who we are and where we are going.

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1. Primary Mascot

The Prairieview School mascot is the keystone of the school's visual identity and one of the variations is used on all communications materials. Using it consistently will enhance the community's recognition of who we are and build trust.



Usage

The mascot must be reproduced from high-resolution digital artwork.

As the primary graphic identity for Prairieview School, one of these mascot variations must appear on all communications, including brochures, stationery, business cards and websites.

The mascot may not be reconstructed or altered in any way. This rule includes but is not restricted to type, color, outlines or embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.



The reverse logo can be used in instances where background colors would not compliment the primary mascot colors.

2. Secondary Mark

The secondary mark can be used in cases where size constraints limit the use of the full mascot.



3. Word Mark

The word mark is another alternative to using the full logo. This option is especially useful for spiritwear.



4. Color

Adhering to the following color reproduction guidelines creates a consistent image and maintains the visual impact of our identity.

For all print application spot color (offset) reproduction, please use either the Pantone® Matching System for coated paper. For full color (CMYK) reproduction, please use the CMYK recipe for process color matching.

For web use, please use the following appropriate breakdown for online color matching.

		
Prairieview Blue Pantone 2965 CMYK 100, 63, 16, 78 RGB 0, 38, 62 HEX #00263E	Prairieview Blue Pantone 072 CMYK 100, 95, 0, 3 RGB 16, 6, 159 HEX #10069F	Prairieview Grey Pantone 444 CMYK 45, 16, 25, 50 RGB 113, 124, 125 HEX #717C7D

Secondary Color Usage

Please use the following breakdown for online color matching:

			
Prairieview Blue CMYK 71, 46, 0, 0 RGB 81, 127, 193 HEX #517FC1	Prairieview Blue CMYK 39, 17, 2, 0 RGB 151, 187, 223 HEX #97BBD5	Prairieview Grey CMYK 54, 39, 41, 5 RGB 126, 136, 137 HEX #7E8889	Prairieview White CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF

Restrictions Regarding Colors and Mascots

- Make sure to proportionally resize the mascot. Do not stretch to resize.
- Do not pull the low-res images from the website.
- Use the appropriate logo version for the application.

5. Typography

The official typefaces of Community Consolidated School District 46 are Montserrat Medium, **Montserrat Semi Bold**, and **Montserrat Bold**. These are for use on all CCSD 46 print and web publications. Montserrat is a Google font and is widely available to download for free online or through your layout application of choice.

For Headers

MONTERRAT BOLD

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

For Sub Headers

MONTERRAT Semi Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

For Body Copy

MONTSERRAT Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Download District Typeface

- [Montserrat Family](#)

If you need assistance installing the Montserrat family of fonts on your device, you can open a service request with CCSD 46's Technology Department [here](#).

Spiritwear Typography

While the Montserrat font family can be used for apparel, traditional spiritwear typography is available for uniforms and other activewear.

Varsity is a traditional athletic font with large block letters.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

College Block 2.0 is narrower and taller block font that echoes the design of university athletic wear.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

Download Spiritwear Typefaces

- [Varsity](#)
- [College Block 2.0](#)

A Note About the Font Comic Sans

Comic Sans has widespread use in K-12 education. As professional educators, how we present ourselves and communicate is key to connecting with families. The fonts we use should reinforce our messaging. Please avoid using Comic Sans and other handwritten fonts for professional communication. Comic Sans is a fun, childish, and informal font. Using Comic Sans can be okay when communicating with young students, but it should not be used for communication with parents or staff.

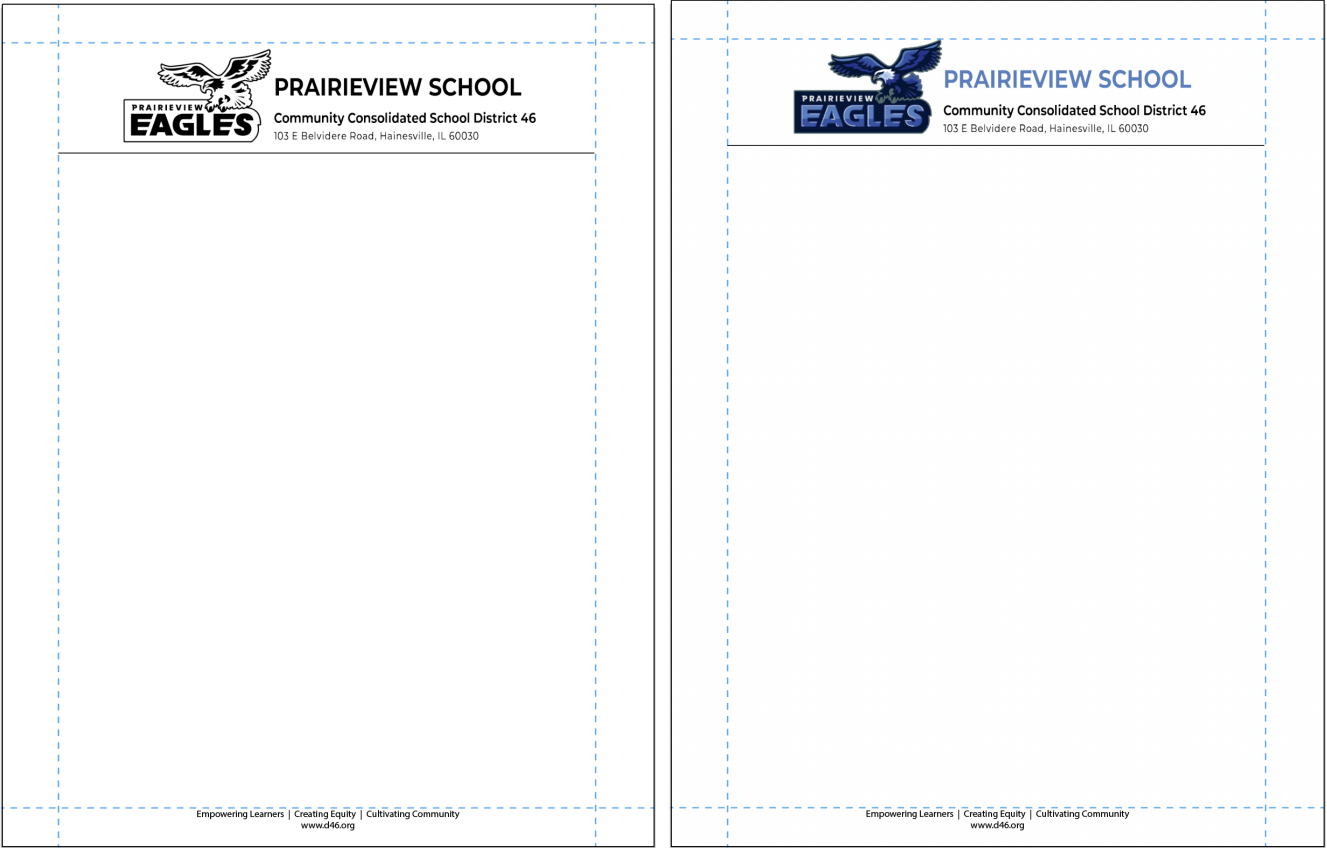
6. Social Media Profile Guidelines

The CCSD 46 logo and school mascots are only to be used by the official social media accounts for the district. All other accounts and staff profiles should not use the official logo or school mascots.

Creation of a custom social media profile or header graphic can be provided by the D46 Media Relations Department.

7. Letterhead Guidelines

All letterhead and CCSD 46 stationary must adhere to the identity guidelines established within this style guide. Please do not attempt to format your own letterhead. Please request access for the school letterhead files.



Creation of an electronic version of your letterhead (a Google Sheet Template), additional stationery, business cards, and other collateral materials can be provided by the D46 Media Relations Department.

8. Logo Downloads

Primary Logo



Prairieview School
Primary Mascot
Full Mascot
Transparent Background

[Download](#)



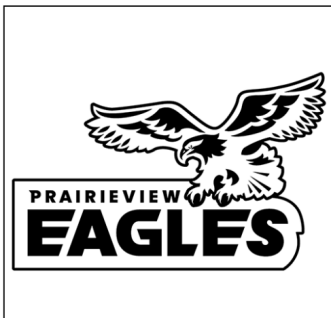
Prairieview School
Primary Mascot
Logo Mark
Transparent Background

[Download](#)



Prairieview School
Primary Mascot
Reversed (White)
Transparent Background

[Download](#)



Prairieview School
Primary Mascot
Black
Transparent Background

[Download](#)

Secondary Mark / Word Mark



Prairieview School
Secondary Mark

[Download](#)



Prairieview School
Word Mark

[Download](#)

Need a different file type? Contact the D46 Media Relations Specialist.

9. Naming Convention

District

- Community Consolidated School District 46
 - *do not include a hashtag “#” in front of 46*
- CCSD 46
 - *place one space between “CCSD” and “46”*
- D46
 - *no space between “D” and “46”*
- Mission Statement: Empowering Learners | Creating Equity | Cultivating Community
 - Written with each word capitalized and with two spaces surrounding the vertical bar or pipe character

Buildings

- District Office
 - Abbreviated as DO
- Early Childhood Center
 - Abbreviated as ECC
- Avon Center School
 - Abbreviated as AV
- Meadowview School
 - Abbreviated as MV
- Prairieview School
 - Abbreviated as PV
- Woodview School
 - Abbreviated as WV
- Frederick School
 - Abbreviated as FS
- Grayslake Middle School
 - Abbreviated as GMS
- Park Campus
 - Abbreviated as PC
 - Park Campus, while comprised of Park School East (K-4) and Park School West (5-8), should always be referred to as Park Campus
- Information Services Center
 - Abbreviated as ISC