



CCSD59

BRAND GUIDE

1001 Leicester Road
Elk Grove, IL 60007

P: (847) 593-4300
ccsd59.org



OUR MISSION

PREPARING
STUDENTS TO
BE SUCCESSFUL
FOR LIFE

THE MISSION OF
COMMUNITY CONSOLIDATED
SCHOOL DISTRICT 59

IS TO PROVIDE THE
SKILLS, KNOWLEDGE, AND
EXPERIENCES THAT WILL

PREPARE
STUDENTS TO
BE SUCCESSFUL
FOR LIFE



A poster, defining the mission for our district, can be found in all the schools in a prominent location. Copies of this poster can be downloaded on our website or requested from the district office.



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.



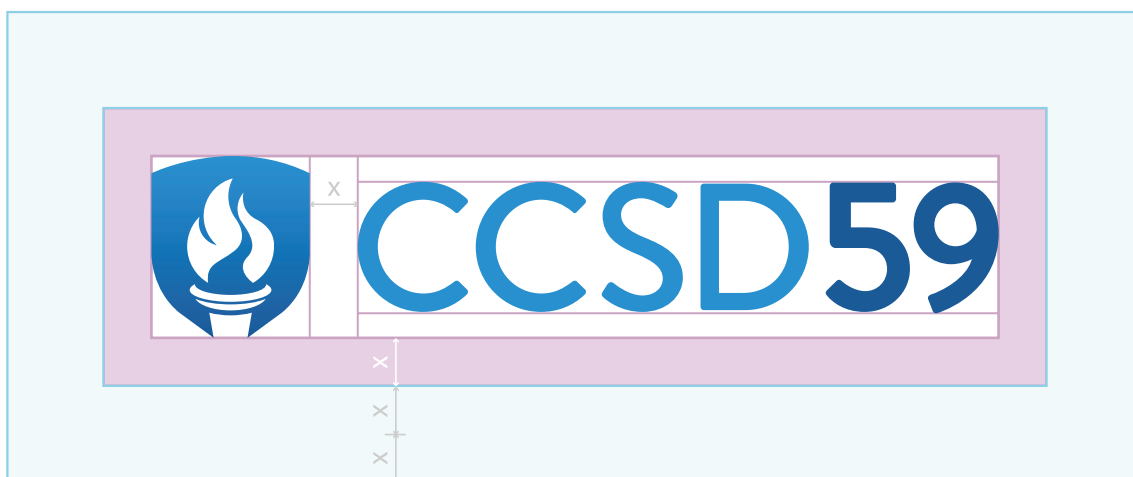
The mission of CCSD59 is “preparing students to be successful for life.” We are committed to that mission, and this is expressed through the district’s brand identity. The logo has been created with three primary elements: an academic torch, a path, and a shield.

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 passing the torch of learning from staff 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.



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

 SUGGESTED CLEAR SPACE

LOGO VARIATION 2



COMMUNITY CONSOLIDATED
SCHOOL DISTRICT 59



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

 SUGGESTED CLEAR SPACE

LOGO VARIATION 3



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

 SUGGESTED CLEAR SPACE

OPTIONAL LOGO VARIATIONS



COMMUNITY CONSOLIDATED
SCHOOL DISTRICT 59



COMMUNITY
CONSOLIDATED
SCHOOL
DISTRICT 59

SOCIAL MEDIA ICONS

DISTRICT



PREFERRED ICON



ALTERNATE ICON

SCHOOLS



PREFERRED ICON



ALTERNATE ICON



ALTERNATE ICON

COLOR GUIDE

301C
301U

#105997 C: 100
R: 16 M: 72.5
G: 89 Y: 27.28
B: 151 K: 11.45

2925C
2925U

#2292D6 C: 75.88
R: 34 M: 24.78
G: 146 Y: 0
B: 214 K: 0

277C
277U

#89C3F3 C: 30.27
R: 137 M: 12.74
G: 195 Y: 0.7
B: 243 K: 0

432C
433U

#3E3F44 C: 77.86
R: 62 M: 64.44
G: 63 Y: 52.58
B: 68 K: 43.79

427C
427U

#CBCAC8 C: 17.02
R: 203 M: 12.2
G: 202 Y: 12.68
B: 200 K: 0

346C
344U

#5DB692 C: 55.8
R: 93 M: 0
G: 182 Y: 53.61
B: 146 K: 0

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. It should only be used in ALL CAPS.

PROXIMA NOVA

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

Proxima Nova will be used in communications to supplement Brandon Grotesque. This can be used for longer spans of text.

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.

EMAIL SIGNATURES

DISTRICT OFFICE EXAMPLE

BOLD
ITALIC
REGULAR

Name
Job Title
Preparing Students to be Successful for Life

BOLD
REGULAR
REGULAR

Community Consolidated School District 59
2123 S. Arlington Heights Road
Arlington Heights, IL 60005

MIXED
REGULAR

P (847) 593-4300 C (XXX) XXX-XXXX F (XXX) XXX-XXX
last.first@ccsd59.org | cc59.org

SCHOOL EXAMPLE

BOLD
ITALIC
REGULAR

Name
Job Title
Preparing Students to be Successful for Life

BOLD
REGULAR
REGULAR

Juliette Low Elementary School
530 S. Highland Ave.
Arlington Heights, IL 60005

MIXED
REGULAR

P (847) 593-4383 C (XXX) XXX-XXXX F (XXX) XXX-XXX
last.first@ccsd59.org | low.ccsd59.org

Do...

- Use Helvetica as font
- Use Arial as font
- Use plain text
- Use font size 12

Don't...

- Use colors
- Use photos, clipart, or images
- Use third party signatures
- Use quotes
- Use other mission statements
- Link to other websites

EXAMPLES OF PROPER USAGE OF DISTRICT
NAME IN WRITTEN COMMUNICATIONS

Community Consolidated School District 59

CCSD59

District 59

Elk Grove Township School District 59

IMAGE STYLE

Photographs and videos are powerful tools. Our mission and ethos are 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. 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.





SCHOOL MASCOTS

Each school's mascot is a symbol of school spirit.

Effort should be made to maintain a level of consistency with the school mascot imagery that has been created for each school. Like the district's logo, do not change colors, proportions, text, appearance, etc. The following pages serve as a guideline for what is available at each school for use in communications.

PURCHASE SPIRIT WEAR AT **[SHOP.CCSD59.ORG](https://shop.ccSD59.org)**

ADMIRAL BYRD

MASCOT IMAGES



#000000	#FFDB00	#FF9012	#FFFFFF	#262729	#555759	#B2B3B2	#507CD3	#AED3FF
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CCSD59 LOGO



SOCIAL MEDIA ICONS



BRENTWOOD

MASCOT IMAGES



#15284B

#0033A0

#0071CE

#794210

#A1662C

#FFFFFF

CCSD59 LOGO



SOCIAL MEDIA ICONS



CLEARMONT

MASCOT IMAGES



#051D49

#CF0A2C

#FFFFFF

#BDBBBB

#0033A0

#8F1336

#F7323F

#FFB819

#C9920E

CCSD59 LOGO



SOCIAL MEDIA ICONS



DEVONSHIRE

MASCOT IMAGES



#0033A0

#808184

#BDBBBB

#FFFFFF

#8B6B24

#C9920E

#FFB819

CCSD59 LOGO



SOCIAL MEDIA ICONS



EARLY LEARNING CENTER

MASCOT IMAGES



#3E4543

#E15829

#FF7F3F

#FFA168

#EDAA00

#FFD13F

#6CA439

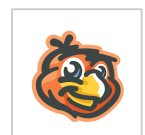
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#FFFFFF

CCSD59 LOGO



SOCIAL MEDIA ICONS



FOREST VIEW

MASCOT IMAGES



#2B5134

#FFFFFF

#B2B3B2

#978B82

#00833E

#8B6B24

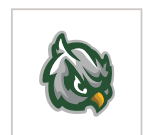
#C9920E

#FFB819

CCSD59 LOGO



SOCIAL MEDIA ICONS



FRIENDSHIP

MASCOT IMAGES



#0F51B2

#A4A9AD

#D5D9DB

#FFFFFF

CCSD59 LOGO



SOCIAL MEDIA ICONS



GROVE

MASCOT IMAGES



#144733

#FFB700

#916928

#D49000

#FFFFFF

CCSD59 LOGO



SOCIAL MEDIA ICONS



HOLMES

MASCOT IMAGES



#000000

#A41F35

#DD0031

#E74360

#CEA052

#F2D383

CCSD59 LOGO



SOCIAL MEDIA ICONS



MASCOT IMAGES



#15284B

#FFB819

#FFDB00

#FFFFFF

CCSD59 LOGO



SOCIAL MEDIA ICONS



MASCOT IMAGES



#051D49

#FFB819

#FF671B

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CCSD59 LOGO



SOCIAL MEDIA ICONS



RIDGE FAMILY CENTER

MASCOT IMAGES



#144733

#007934

#009D4E

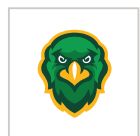
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#FFFFFF

CCSD59 LOGO



SOCIAL MEDIA ICONS



ROBERT FROST

MASCOT IMAGES



#0071CE

#ABCCEE

#E2ECF8

#FFFFFF

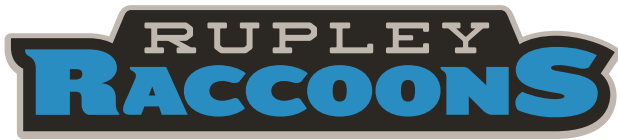
CCSD59 LOGO



SOCIAL MEDIA ICONS



MASCOT IMAGES



#2E2A25

#288DC1

#C1B8AF

#0076A9

#94C0E9

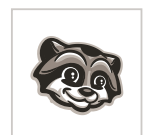
#978B82

#FFFFFF

CCSD59 LOGO



SOCIAL MEDIA ICONS



SALT CREEK

MASCOT IMAGES



#090E8B

#07A08A

#75CCC6

#BDBBBB

#FFFFFF

CCSD59 LOGO



SOCIAL MEDIA ICONS



ONE DISTRICT

ONE POPULATION

ONE CORE PURPOSE

COMMUNICATIONS DEPARTMENT

The Communications Department works closely with administration, staff, and schools to inform the public and employees about what is happening within the district.

The department handles all media requests, publishes district and school publications, takes photos, creates all district videos, and maintains the district website and social media presence.

BEN GREY

Assistant Superintendent of Innovative Learning and Communications

JUSTIN SAMPSON

Director of Communications and Design

CAROLYN WHITSON

Public Relations Coordinator/Administrative Assistant



[CCSD59.ORG/ILC](https://ccsd59.org/ilc)

For any questions or requests, please contact Carolyn at whitson.carolyn@ccsd59.org or (847) 593-4397.