

CLEVELAND METROPOLITAN SCHOOL DISTRICT

CMSD

BRAND IDENTITY

A guide to using the
CMSD logo, colors,
visual marketing &
brand voice.



Brand

An organization's brand is intangible and related to the values and culture of the organization.
Branding means to market your business's tangible and intangible aspects.

Visual Identity

In contrast, brand identity is tangible, associated with the sensory appeal of the brand. This includes the organization's logo, colors, fonts, website, use of photography and other similar elements.

Brand Voice and Tone

Brand voice and tone are crucial for building a recognizable and trustworthy identity that effectively communicates its values and resonates with its audience and all platforms.

Identity Guidelines

The guidelines provide direction to ensure consistency in how the Visual Identity elements are used throughout the organization.

We build a Brand,
but we do not build
a Visual Identity.
Instead, we design it.



Brand Identity Guidelines

The elements in this guide are used to create the core and expanded visual identity of the Cleveland Metropolitan School District (CMSD). Reference each section to learn more about proper usage and application to ensure the visual identity is applied consistently across all CMSD materials. This includes District-level materials, departmental materials, and school materials.

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ABOUT **CMSD**

SECTION 1



The Cleveland Plan

The Cleveland Metropolitan School District (CMSD) is a nationally recognized school district serving over 35,000 students across 100 different school sites in Cleveland, Ohio.

In 2011, Mayor Frank G. Jackson brought together Cleveland's educational leaders and city stakeholders, challenging them to envision a plan that would fundamentally reinvent public education in the city. The mission of Cleveland's Plan for Transforming Schools is to ensure every child attends a quality school and every community has a multitude of great schools from which families can choose.

Enacted in 2012 by Ohio House Bill 525, The Cleveland Plan set out to ensure every child in Cleveland attends a high-quality school and every neighborhood has a multitude of great schools from which families can choose.



Our Core Values

Our Core Values guide all that we do at CMSD. Below are the graphics we currently use to represent our Core Values with their colors and definition.



EQUITY & INCLUSION

We ensure that each scholar, staff, and community member can fully and comfortably be themselves, has the opportunity to thrive, and is celebrated for their unique contributions, regardless of all dimensions of identity (race, ethnicity, national origin, language, religion, ability, age, citizenship status,



STUDENT & COMMUNITY FOCUSED

We deeply respect our scholars and their families, making them our top priority and placing their needs at the forefront of everything we do.



GROWTH & LEARNING

We inspire and support our scholars, staff, and community members to embrace a growth mindset, find joy and adventure in working through hard problems, and continuously improve, both individually and collectively.



CARE & WELL BEING

We strive to create an environment where each scholar, staff, and community member feels welcome and safe while providing scholars and staff with the necessary wrap-around support to fully engage in their development.



EXCELLENCE & ACHIEVEMENT

We challenge our scholars and staff to achieve excellence and realize their full individual potential, and hold ourselves, as staff, accountable for results.

Strategic Priorities

Safe and Supportive Culture

Establish a values-based organizational culture that ensures physical and emotional safety, promotes equity and excellence, and fosters authentic belonging and relationships for all scholars and adults.

A Strong and Engaging Instructional Core

Increase scholar engagement in rigorous and engaging learning by deeply and consistently implementing high-quality instructional materials and practices.

Educator Learning

Establish professional learning experiences and opportunities that empower each CMSD educator to model our values and improve their craft, with emphasis on opportunities related to instruction and instructional leadership.

Coherent Central System

Strengthen central office processes to ensure financial sustainability, increase responsiveness to schools, and promote equity, clarity, and coherence.

Engaged Community

Establish and maintain strong partnerships with scholars, families, staff, and other community members (including residents, civic leaders, local businesses, and nonprofits) that foster authentic engagement aligned to CMSD's mission, values, and strategic plan.



THE **CMSD** LOGO

SECTION 2



The Heart of Our Identity

The Cleveland Metropolitan School District logo is the keystone of our visual identity. This logo should be used on all communications materials. Using the logo consistently will enhance the recognition of the District by all audiences. Even when one of the CMSD schools is using their logo, the CMSD logo must also be used on the material and in the proper format.

The logo must be sized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

Primary Logo (Horizontal)

The primary logo uses a horizontal layout. This composition is ideal for horizontal banners, mastheads, footers and landscape compositions.

When the full color or black logo is used in printing, the minimum width for the logo is 1.875 inches. When the logo appears as a white knockout on a color background, the **minimum width is 2 inches**. If a 4-color process build is used to print the logo, the minimum width is 2 inches.

Primary Logo (Stacked/Vertical)

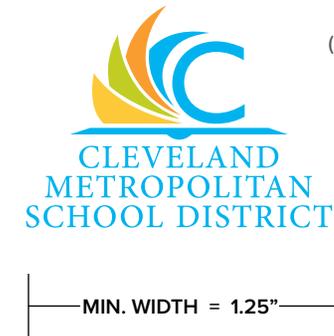
The stacked composition, which features the book icon and the wordmark, is ideal for vertical or square compositions, such as covers, clothing, graphic icons and other square or narrow treatments.

When full color or black is used in printing the logo, the minimum width for the logo is 1.215 inches. When the logo appears as a white knockout on a color background, the **minimum width is 1.25 inches**. If a 4-color process build is used to print the logo, the minimum width is 1.25 inches.

(PRIMARY HORIZONTAL)



(PRIMARY VERTICAL)



The CMSD Logo is intended for all applications such as marketing communications, student-facing collateral, and department materials. Design files can be accessed online in multiple formats. [Click here to download logo files.](#)

Acceptable Variations of Our Logo

In addition to using the full color version of the CMSD logo, there are a few acceptable color variations that may be used for publications, presentations and online. The guidelines below apply to both the CMSD primary and secondary logos.

Full Color

The full-color version of the CMSD logo is the preferred version and recommended for use on all official correspondence, signage, ceremonial materials, official booklets and programs.



Solid Black

The CMSD logos may be used in a one-color version instead of full-color. However, the only acceptable one-color version is full black.



Reverse Color/White

The one-color reverse treatment is acceptable when using the logo on a solid background. Generally, the acceptable solid-color backgrounds include the darker logo palette colors (black, navy, blue).



Please avoid using the lighter colors with reversed logo as shown at the bottom right of this page.

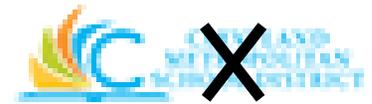


How To Use The CMSD Logo

- The logo must be reproduced from high-resolution digital artwork.
- As the primary graphic identity for the District, the logo (or official unit logo or department logo) must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, the vertical line, outlines and embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.
- The logo may not be cut or cropped in any way.

How Not To Use The CMSD Logo

- Do not configure the elements into a different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not attach a program-level identification to the logo or attempt to create your own unit or department logo.
- Do not duplicate any part of the logo to create a pattern.
- Do not recreate the type or substitute another typeface.
- Do not surround logo with other competing shapes.



Legal Protections of the CMSD Logo

The CMSD name, brand and logo are protected by standard trademark laws that prohibit individuals from using our name and logo without permission, unless the use falls within the boundaries of fair use.

- The CMSD brand is protected by U.S. trademark laws and can only be used with official permission
- The CMSD Communications Office vets all requests to ensure proper and appropriate use of our name/brand and to ensure quality representation of our logo (png, jpg, gif), with regard to color and size for any intended use in print or web treatment.
- We ensure that individuals and organizations, as well as CMSD staff, do not copy, mimic, distort or otherwise compromise CMSD's brand identity
- Fair use or nominative use of the CMSD name and logo by media for description and identification is permissible.
- Fair use of our logo is permitted only under certain circumstances and should not be assumed.
- Use of the CMSD brand or logo in any way that suggests endorsement where none exists will result in a cease and desist order
- Selling items with the CMSD logo without authority to do so is an infringement of trademark.
- Appropriation of the CMSD name, brand or logo for use on competing goods or services or for any use that could cause confusion regarding ownership or endorsement is strictly prohibited.

Clear Space Requirements

To ensure the integrity and visual impact of the logo, the appropriate “clear space” must be maintained on all sides. Specifically, there must be a minimum of 1/2 the distance “x” between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing “CMSD” and the unit or department name may fall inside the clear space.



The CMSD Logo “Book”

The CMSD “book”, as pictured here, is the only acceptable logo mark. It may not be reconstructed or altered in any way. This logo mark may be used as a design element separate from the formal logo only if the formal logo appears elsewhere on the printed or digital piece.



If you are using the CMSD “book” then your document must contain the words, “Cleveland Metropolitan School District” at the top or bottom of the page. The CMSD “book” logo may also be used as a light watermark on the background of a document.



CMSD Alternate Logo

In some cases, the CMSD “alternate logo” may be used. Acceptable uses include social media graphics, shirt logos and internal presentations. Whenever this logo version is used, a department or division name will appear underneath it.



Logo Access

The CMSD website contains a variety of logo file types that you may download and use for your project or document. It is important to use the correct file type to ensure clarity, sharpness and consistency of the logo.

CMSD logos can be downloaded at www.ClevelandMetroSchools.org/Page/539

Resolution

To print correctly, high-resolution graphics must be at least 300 dpi (dots per inch) at the actual size for they will appear when printed.

For use on-screen (such as the web or social media) or for email, the required resolution is only 72 dpi at the actual size for which it will appear on screen.

Preferred File Types

The chart below shows the preferred file types for the CMSD logo depending on its use.

PROGRAM	FILE TYPE(S)
Adobe Illustrator	AI, EPS, PDF (Vector)
Adobe InDesign	EPS, PDF (Vector)
Adobe Photoshop	AI, EPS, PDF (Vector), JPG, PNG
PowerPoint	JPG, PNG
MS Word	JPG, PDF, PNG
Excel	JPG, PDF, PNG
Social Media/Web	JPG, PNG
Canva	EPS (Vector) TIFF

OTHER CMSD LOGOS

SECTION 3



Connecting the CMSD Brand

The CMSD logo is an important part of our branding and identification. No visual element should be allowed to undermine or weaken the District logo. Division and department identification on collateral distributed to the public should clearly indicate that the department is part of CMSD and must, therefore, contain the District logo in a way that is consistent with current brand standards.

Divisions & Department Logos

Beginning April 1, 2024, the use of logos for Divisions and Departments within CMSD will be discontinued. This is being done to ensure that the overall brand of CMSD is solidified within the public and that we operate as one Central Office providing unified service and support to all.

The name of the Division or Department may be used in your email signature or on your business card directly below your title. Listing the division or department underneath official logo is also acceptable.

School Logos, Athletic Logos and Mascots

School logos and mascots are an extension of the District brand and have a unique visual identity that compliments the branding of CMSD. School and athletic mascot logos may be used on individual school marketing pieces. The official CMSD District logo should also be present on each piece, but strategically placed where it doesn't not compete with the school logo/mascot. If you need further assistance regarding placement or usage of District Branding, please contact: brenda.haehn@clevelandmetroschools.org or jamar.woodson@clevelandmetroschools.org

[Download Microsoft Word template with CMSD Branding](#)



DIVISION OF INFORMATION TECHNOLOGY



CLEVELAND METROPOLITAN SCHOOL DISTRICT

DIVISION OF DISTRICT OPERATIONS

With a strong focus on science, technology, engineering and math (STEM), **Davis Aerospace and Maritime High School** provides students with a hands-on curriculum using real-world applications:

- Learn how to operate, design and repair planes, boats and drones
- Shadow and intern with professionals of aerial, aeronautics and maritime companies
- Develop basic manufacturing and engineering skills
- Earn industry recognized credentials and certificates

To ask questions or schedule a "shadow experience," email info@davismm.org or call 216.392.2500 today. Visit our website at DavisMM.org to learn more about our school.

Go to ChooseCMSD.org to choose your area at Davis & M High School | Choice Portal opens Monday, December 6.

188 Superior Ave. E., Suite 1800
Cleveland, OH 44114

Nonprofit Org.
U.S. Postage
Paid
Cleveland, OH
Permit #2024

Include District Branding

WADE PARK STUDENT AMBASSADORS
Black History Celebration
"Rise"
Music & Spoken Word

Sunday, February 20 | 10:00am
New Life of Calvary Church
1420 Euclid Ave., Cleveland, OH 44115

Sunday, February 27 | 11:00am
Sokolovon Army Church
1507 Brown Ave., East Cleveland, OH 44112

WADE PARK

CMSD COLOR PALETTE

SECTION 4



CMSD Primary Colors

The colors associated with CMSD are a key element of our visual identity. They relate to our core values and strategic priorities. Our primary colors are identified below. The “CMSD Blue” is the main color of the District and must be used at least 10% on all designs.



These colors make our materials instantly recognizable and are a source of pride and our identity. The color palette should be used in all print and digital design work.

This is especially true with the CMSD logo. Adhering to the following logo color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity. Each color block below contains the color values for print (CMYK) and web (RGB) as well as Hex (also used for web).

Primary Colors

<p>CMSD BLUE</p> <p>Strength, Dependability</p>	<p>CMSD ORANGE</p> <p>Adventurous, Energetic</p>	<p>CMSD GREEN</p> <p>Growth, Liveliness, Imagination</p>	<p>CMSD YELLOW</p> <p>Happiness, Joy, Positivity</p>
<p>C 87, M 1, Y 0, K 0 R 0, G 180, B 240 Hex# 00b4f0</p>	<p>C 0, M 45, Y 91, K 0 R 249, G 157, B 49 Hex# f99d31</p>	<p>C 22 M 0, Y 100, K 8 R 195, G 207, B 33 Hex# c2cf20</p>	<p>C 0, M 21, Y 88, K 0 R 254, G 201, B 56 Hex# fec837</p>

CMSD Secondary/Accent Colors

The CMSD brand uses both a primary and secondary color palette. The secondary color palette should be used sparingly as accents to complement the primary palette.

Our secondary palette consists of colors that compliment our primary palette and can be used for supporting elements like accents, backgrounds, charts, infographics and text. The colors in our secondary palette have been selected for their ability to work in harmony with our primary colors. They allow for broader expression of our visual identity. Our secondary colors should never be used in a way that overpowers our primary palette.

Secondary/Accent Colors



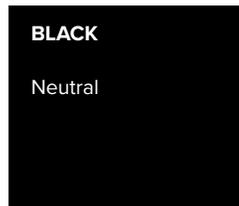
C 100, M 91, Y 34, K 26
R 30, G 46, B 94
Hex# 1d2e5d



C 75, M 5, Y 40, K 0
R 19, G 178, B 169
Hex# 12b1a8



C 2, M 93, Y 20, K 0
R 234, G 45, B 125
Hex# e92d7d



C 0, M 0, Y 0, K 100
R 0, G 0, B 0
Hex# 000000



C 65, M 50, Y 45, K 35
R 76, G 88, B 94
Hex# 4b585d



C 20, M 10, Y 10, K 10
R 184, G 195, B 201
Hex# b8c2c8

CMSD TYPOGRAPHY

SECTION 5



Standard Fonts

Consistent typography is one of the best ways to make our design professional and recognizable. Having a defined type style is vital to CMSD’s visual identity. CMSD uses a few different fonts/typefaces as part of its visual identity.

Having multiple typeface options allows for flexibility and creative expression. Some typefaces work best for body copy or headlines in print materials, while other typefaces work best for online applications. On the following pages are a few examples of the typeface options that are available within each family.

Print Graphics

The following fonts are preferred when designing print materials and using Adobe products. These fonts are part of the Adobe Creative Cloud products.

Proxima Nova	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$	Proxima Nova Condensed	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$	<i>Market Pro</i>	<i>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$</i>
Proxima Nova Medium	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$	Proxima Nova Extra Condensed	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$	<i>Market Pro Bold</i>	<i>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$</i>
Proxima Nova Bold	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$	Proxima Nova Wide	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$		
Proxima Nova ExtraBold	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$	Proxima Sera	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$\$		

Microsoft 365/Google Fonts

In some cases fonts (other than those available on Adobe Creative Cloud) may be used. This applies when using Microsoft products such as Word, Excel, PowerPoint, etc.) or when used online.

[Download Aptos and Aptos Serif fonts.](#)

Aptos	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$	Aptos Serif	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$
Aptos Bold	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$	Aptos Serif Bold	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890&#\$

Sample usage for logo design and marketing:
Proxima & Market Pro Adobe CC Fonts



Sample usage for internal use: Aptos Font



CMSD VOICE

SECTION 6



Brand Voice & Personality

Brand Personality is how we capture and communicate our beliefs and core values.

Establishing this personality is all about connecting with people on an emotional level and building relationships with our stakeholders. The CMSD voice is how we want to sound, taking into consideration content and tone.

Brand voice reinforces brand personality through the careful use of language.

4 KEY MESSAGES

equity

“Embracing and Ensuring Fairness”

CMSD embodies a commitment to treating all scholars fairly and providing them with the resources, support, and opportunities they need to succeed, regardless of their background, identity, or circumstances.

access

“Opening Doors, Expanding Possibilities”

CMSD represents a promise to provide all scholars with access to high-quality education and resources, removing barriers and ensuring they have the tools they need to achieve their goals.

quality

“Delivering Excellence, Striving for Improvement”

CMSD is committed to delivering high-quality education, programs, and services that help students excel and meet their full potential.

focused

“Achieving Success, Maintaining Momentum”

CMSD is dedicated to staying focused on our strategic priorities, core measures and core values, ensuring that we remain effective and efficient in serving our scholars and educators

Sample usage on marketing pieces.



CMSD Tone & Voice

	TO NE		VO ICE
	empathy, inclusion, and social justice	EQUITY	a powerful advocate for equitable education
	welcoming, supportive, and empowering	ACCESS	a champion for inclusivity and opportunity
	professionalism, rigor, and continuous improvement	QUALITY	a source of knowledge and expertise
	steadfast, determined, and results-oriented	FOCUSED	clear, consistent, and resolute

EQUITY

“At CMSD, we’re leveling the playing field for all scholars, educators and staff. We don’t just talk the talk, but we walk the walk with pep in our step as advocates for equity and champions of inclusion.”

ACCESS

“CMSD is a place where possibilities abound, and potential is unleashed. We are steadfast in our commitment to open doors and provide access to resources and tools for all scholars, educators and staff. We believe when we work together to remove barriers, there is no limit to what the CMSD community can do.”

QUALITY

“CMSD is unwavering in our pursuit of excellence and commitment to providing a high-quality education for all scholars. We believe that a rigorous well-rounded curriculum, coupled with a culture of continuous improvement is the foundation upon which our scholars can build their success.”

FOCUSED

“CMSD is resolute in our focus on scholar achievement and delivering results. Our determined and results-oriented mindset drives us to set ambitious goals, develop targeted strategies, and hold ourselves accountable for delivering on our promises.”

CMSD SOCIAL MEDIA

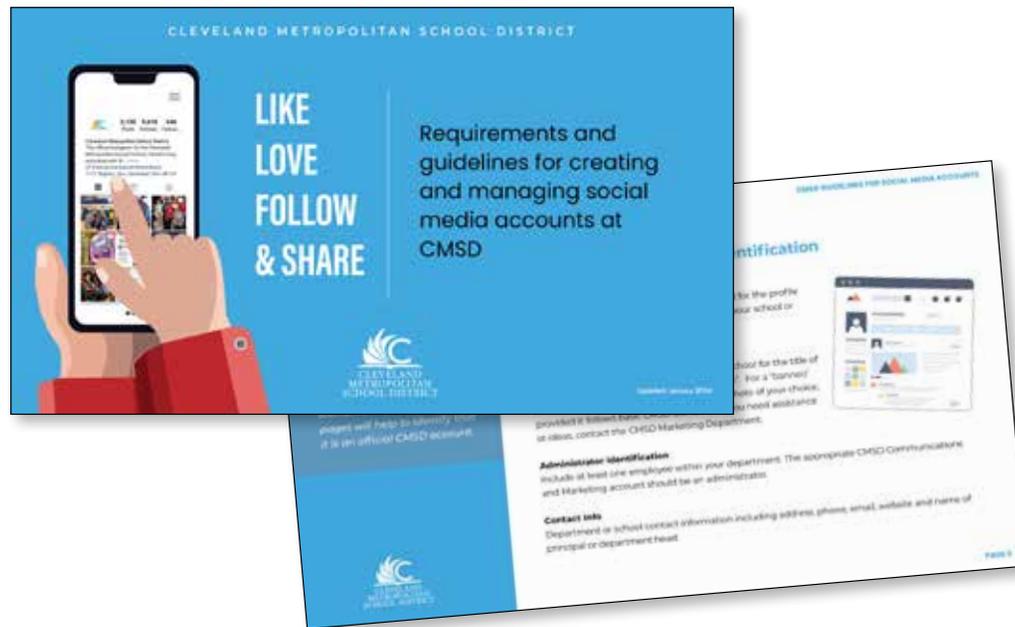
SECTION 7



Engaging With the Public

The popularity and effectiveness of social media makes it an essential part of any integrated marketing plan. Facebook, Twitter, Instagram, YouTube, and LinkedIn, can be effective means of communication to CMSD’s target audiences, partners and community.

With the use of so many social media outlets, it is important that there be some oversight of these channels and that the CMSD brand and message remain consistent. To assist and provide some guidance we have developed guidelines for any school or department looking to have a social media account.



[Download the CMSD Social Media Guidelines](#)

Social Media Graphic Dimensions

It is important when using social media that care be taken to ensure that any graphics are sized appropriately. Different social media platforms have different specifications for graphics. Use the chart below when designing graphics for each social media platform.

Element			
Profile Photo	170 x 170	320 x 320	400 x 400
Landscape Image	1200 x 630	1080 x 566	1600 x 900
Portrait Image	630 x 1200	1080 x 1350	1080 x 1350
Square	1200 x 1200	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	NA
Cover Photo	851 x 315	NA	1500 x 1500

CMSD CO-BRANDING

SECTION 8

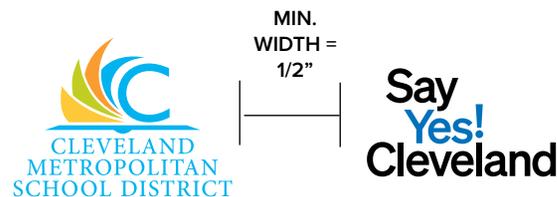


Working With Our Partners

Co-branding shows a partnership between CMSD and another company or community organization. When we co-brand, we're lending our credibility to a smaller brand — or benefiting from the credibility of a larger one. Co-brands are often used on materials, like presentations and marketing collateral, where both brands have ownership.

Every case is different. It is your responsibility to understand and obtain the proper permissions from both CMSD External Affairs Division and the partner involved. When co-branding, use all established guidelines for the standard use of our logo and apply these co-branding guidelines in addition:

- The CMSD logo should always appear to be visually equal to the co-branding partner. Our logo should never appear subordinate in size.
- The logos should not be positioned in such a way that creates confusion as to the partnership with CMSD.
- The logos should be separated by at least 1/2 inch.
- When side-by-side, the logos should be vertically center aligned. When stacked, the logos should be horizontally center aligned.
- The partner should not incorporate the CMSD logo into their own logo. When partners are using our logo in their co-branded materials, they should observe our visual guidelines but not emulate or recreate our signature visual style.
- Partners must submit all co-branded material to the CMSD External Affairs division for approval prior to use.



CMSD

PROFESSIONAL
CORRESPONDENCE

SECTION 9



CMSD Letterhead

All CMSD letterhead must adhere to the identity guidelines established within this style guide. Please do not attempt to format your own letterhead. Approved versions of the CMSD letterheads are available electronically for download as Word files. CMSD letterhead should be used for official correspondence. Please double check the Board Member list is current and up-to-date if picking up an old file.

[Download CMSD Letterhead](#)



CMSD PowerPoint Templates

A CMSD branded PowerPoint template is available for all staff. This template provides instructions and has a variety of slide designs to ensure that all presentations are consistent throughout the District.

[Download the CMSD PowerPoint Template](#)



CMSD Business Cards

CMSD Business cards can be ordered online through our intranet. We use a 3rd party vendor and have provided an official template to the vendor.

[Order CMSD Business cards.](#)



Email Signatures

Sometimes your email messages require a phone call or direct mail to properly respond to them. An email signature is important so recipients can quickly respond to you by methods other than an email reply. It is important that all employees at CMSD present a consistent and professional appearance with all their correspondence, especially email. Below is the preferred method for everyone’s email “signature” at the end of their emails.

Here are some things to keep in mind regarding your email signature:

- All email signatures must contain your name, title, and office address
- Office and Cell (if applicable) phones are required to be on your email signature
- Your email address and the CMSD website address should be after our contact information
- The only logo on your signature should be the CMSD logo. The CMSD logo should be about the same length as your phone number.

Below is the proper format for your email signature:

John Smith

Director, Academic Affairs

Cleveland Metropolitan School District

1111 Superior Avenue East

Cleveland, Ohio 44114

Office: 216.838.01234

Cell: 216.415.9876

john.smith@clevelandmetroschools.org

www.clevelandmetroschools.org

