

Brand Identity

STYLE GUIDE



Canandaigua
City School District

Logo Use



Our logo is one of the most visually recognizable identifiers to our students, faculty and staff, as well as the local and global community. Consistent and correct usage of our logo and companion elements is the key to reinforcing this message and making our identity powerful and unmistakable.



**Canandaigua
City School District**

Included in this guide, and available for download from https://drive.google.com/open?id=13nhzR4K_7XU17uXxtGgOkAHtGGUnZfcN are the approved logo elements available for use. We have provided files in many different color variations, so you can find the one that works best for your needs. These are the only acceptable iterations of our logo, and absolutely no alterations, changes will be permitted. If you have any questions about the use of the logo or its elements, please don't hesitate to call the district's Director of Communications & Advisement at 585-396-3700. We're happy to help with any graphic or web design questions or assistance you may need.

We've worked hard to provide a large array of logo lockup options to fit every need, as well as school and departmental identifiers. We've also included examples of unacceptable logo uses. Our goal is to create a strong, unified visual identity for the district and this is best achieved when all district departments and groups follow the logo and branding guidelines closely and accurately.

History and Design



The logo was designed to reflect the appropriate Native American culture and tradition of our local region. It reflects the collaborative nature of the Haudenosaunee people (the Seneca and other nations of the Iroquois Confederacy), as well as their valor. It features block letters CA pierced by an arrow with a Haudenosaunee arrowhead. The letters are surrounded by a depiction of a Haudenosaunee friendship belt, similar to one presented by U.S. representatives at the signing of the historic Canandaigua Treaty in 1794. The belt symbolized enduring friendship between the people of the Iroquois Confederacy and the United States of America. The students of Canandaigua Academy have chosen the term “Braves” for their school nickname. The word Braves as applied to the Seneca dates back to the early French fur traders and soldiers. Upon realizing the great courage of the Native American warriors in battle, the French applied the term “Brave” in admiration.

Standard Logo with Preferred Colors



Vertical



Canandaigua
City School District

Horizontal

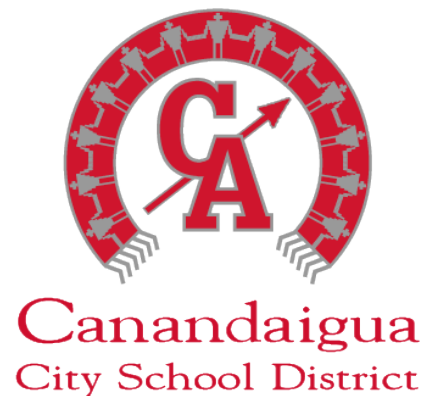


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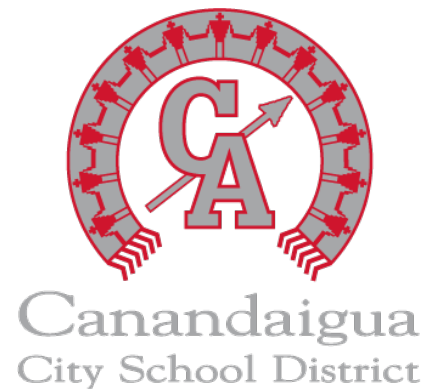
Approved Logo Colors



Standard Colors



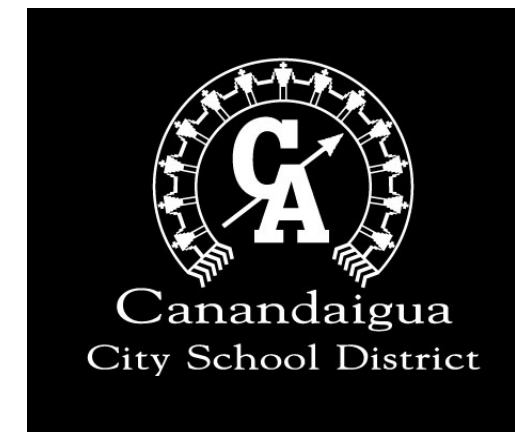
Reversed Colors



Black



White



Red Standard

Pantone 186c

HEX #c8102e

RGB 200 16 46

CMYK 2 100 85 6

Gray Standard

Pantone Cool Gray 6c

HEX#a7a8aa

RGB 167, 168, 170

CMYK 16, 11, 11, 27



Canandaigua
City School District



Gildebroad Canandaigua

A modified version of the Gildebroad font with a heavier weight. This font is the preferred fonts for all logos used in district publications.

CARTON

This font is to be only used with the *horizontal standard logo*. This font is intended for use with district publications such as apparel, displays and banners.

FreeStyle

This font is to be only used with the Canandaigua Proud logo.

Approved Variants



Standard Logo



Standard Logo with
up to 2 lines of text
below (Carton Font
Acceptable)



**Canandaigua
Academy**



Braves



ATHLETICS

Standard Logo with
up to 2 lines of text to
the right



**Canandaigua
Academy**



Primary-Elementary

Approved Slogan Variant



The Slogan, "Canandaigua Proud" is a frequently repeated phrase that touts the Canandaigua City School District. This Slogan may be used in conjunction with our Logo only in the following approved layout. The font used in the Slogan is Freestyle Script Regular with a .5px outline.



Approved Spirit Variant



Only the CA portion of standard logo known as the “Spirit Logo”
This logo can have 1 line of optional text below in Carton Font. Text must be one of the approved lines of text in the chart to the right.



Text guidelines for spirit logo

- Text must be centered and below the logo
- At any given size, the full width of the A in CA represents the horizontal boundaries for the text depicted with blue lines



Spirit Logo Approved Text

BRAVES	LACROSSE
ATHLETICS	SKI TEAM
BASEBALL	SOCCER
BASKETBALL	SOFTBALL
BOWLING	SWIMMING & DIVING
CHEERLEADING	TENNIS
CROSS COUNTRY	TRACK AND FIELD
FOOTBALL	VOLLEYBALL
GOLF	WRESTLING
HOCKEY	

Approved Athletics Letter

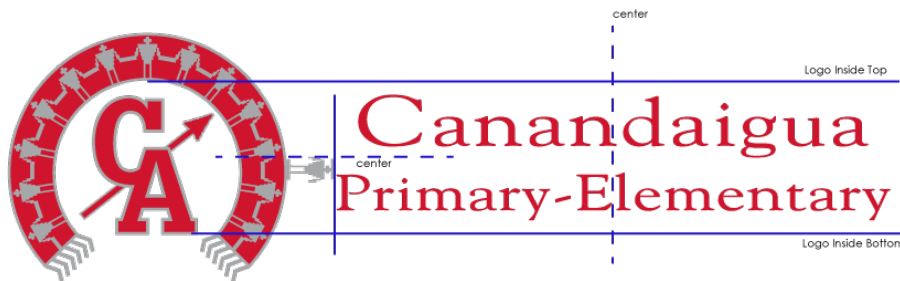
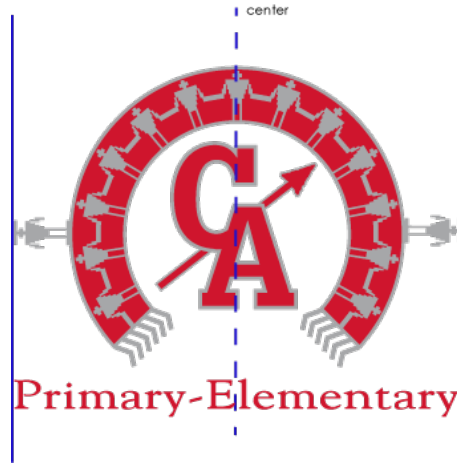


Logo Layout



Guidelines for all standard logo variants

- Lines of text are optional
- 2 lines of text maximum (except with the "Committed to Excellence" on the horizontal logo)
- When 2 lines of text are used the first line must be "Canandaigua"
- Must include all elements of the logo (belt, arrow and CA) or only the CA as shown below



Guidelines for vertical logo

- Text must be centered and below the logo
- At any given size, the full width of the belt represents the horizontal boundaries for the text depicted with blue lines

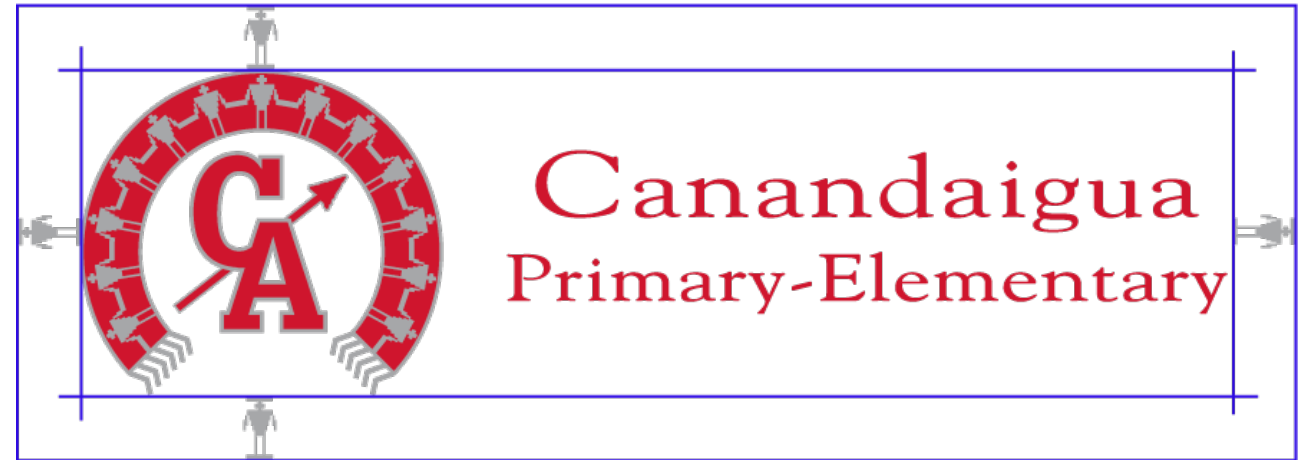
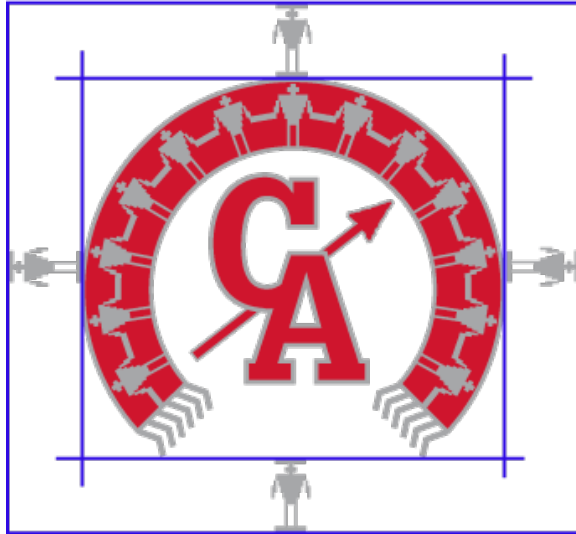
Guidelines for horizontal logo

- Text must be centered and to the right of the logo
- At any given size, the imaginary horizontal lines from the bottom of the upper most part of the belt and the bottom of the "A" represent the vertical boundaries of the text depicted in blue
- At any given size, text must be positioned to the right of the belt with a separation of the full width of the belt as depicted in green

Parameters for Clear Space



At any given size, the full width of the belt represents the “clear space” needed around the logo, or school or district name. The blue outside lines in these examples show the “clear space” required. Text, photography, etc. should not be placed any closer to the logo



Logo Restrictions



Logos are ONLY to be used as specified in this guide.
Below are some examples of what **NOT** to do.



White Block on Top
of a Colored
Background



Use Alternative Fonts



Alter the Scale



Use Alternative Colors



Canandaigua
City School District
Committed to Excellence

Use Outdated Logos



Stretch or Distort



Respect Clear Space

Stationery



**Canandaigua
Middle School**

John Arthur, Principal
Anne Ceddia, Assistant Principal
Peter Jensen, Assistant Principal

215 Granger Street, Canandaigua, New York 14424

Tel: (585)396-3850

FAX: (585) 396-3885

www.canandaiguaschools.org

SAMPLE STATIONARY



**Canandaigua
City School District**

143 North Pearl Street, Canandaigua, New York 14424



**Canandaigua
City School District**

Your Name
Your Title

Your School, Your Department
Your Address
Your Address – second line

585-396-XXXX FAX 585-396-XXXX
youremail@canandaiguaschools.org

Logo Library



Download logo variants from https://drive.google.com/open?id=13nhzR4K_7XU17uXxtGgOkAHtGGUnZfcN
All filenames are broken into 6 optional elements separated by a dash followed by the file extension.

1-2-3-4-5-6.ext

1 - Logo Type - CA  or LOGO 

2 - Color – Red (RD) / Grey (GR) / Black (BL) / White (WH)

3 - Variant – Horizontal (HOR)  Canandaigua Academy / Vertical  Canandaigua City School District (VER)

4 - Font – GildeBroad Canandaigua (GB) / **CARTON** (CT) / *FreeStyle* (FS)

5 - 1st line of text – See Chart for Abbreviations

6 - 2nd line of text - See Chart for Abbreviations

.ext – file extension - .jpg (compressed format) / .png (transparent background)

Text Abbreviations

C	Canandaigua
CSD	City School District
BR	Braves
HS	Academy
MS	Middle School
PES	Primary-Elementary School
ART	Visual Arts
ATH	Athletics
MU	Music

Logo Library Examples



Canandaigua
City School District

LOGO-RD-VER-GB-C-CSD.png

Logo Type →
Color →
Variant →
Font →
1st Line of Text →
2nd Line of Text →
Extension →



Canandaigua
Academy

LOGO-RD-HOR-GB-C-HS.png

Logo Type →
Color →
Variant →
Font →
1st Line of Text →
2nd Line of Text →
Extension →



CA-RD.jpg

Logo Type →
Color →
Extension →



BRAVES

CA-GR-VER-CT-BR.jpg

Logo Type →
Color →
Variant →
Font →
1st Line of Text →
Extension →



Primary-Elementary

LOGO-RD-HOR-GB-PES.png

Logo Type →
Color →
Variant →
Font →
1st Line of Text →
Extension →



CA-BL.png

Logo Type →
Color →
Extension →

Additional logo variants and formats such as vector are available by request