ORGANIZATIONAL BRANDING

At Clinton Christian School we use several important marks, logos, and mascots to communicate our brand. These branding tools are meant to visually communicate our commitment to fulfilling our mission as Couriers for Christ to be "*Distinctly Christian, Decidedly Excellent, Deeply Connected"* while providing students with a Christ-centered education focused on academic excellence, moral integrity, and spiritual depth, preparing them to follow Christ in life.

In addition, our branding efforts are designed to bring consistency to all visual communication across all school departments, programs, and activities.

CCS TAGLINES, MISSION STATEMENT

The foundational pillars at Clinton Christian School also make up our most commonly used tag line: *Distinctly Christian, Decidedly Excellent, Deeply Connected.* When used, the font should be "Calibri" and italicized.

The mission statement is, " Clinton Christian School exists to provide students with a Christ centered education focused on academic excellence, moral integrity, and spiritual depth, preparing them to follow Christ in life." When written, the font should be "Calibri" and the text should be standard.

CCS WORD MARKS

Both word marks are regularly used on print media, promotional items, and online portals. Marks should be used in a horizontal fashion, and horizontal scale and color scheme should be maintained.

CCS LOGOS

The Clinton Christian School logos are designed to be visually simple, while communicating a connection to Christ as our central focus (The Large C), our three foundational pillars (The Three Bars) which are the forces behind all school actions. Any of the logos below can be used, but none should be edited to remove distinct items without permission from the marketing department.

The logos below are shown on a black background, but all exist with a transparent background. All logos and school gear should maintain a consistent color scheme, utilizing Pantone Blue 072C , Black, White, or a Light Grey (silver) color scheme.

CCS MASCOTS

The Clinton Christian School mascot was created in 1983, after a school-wide contest to decide how to visually represent the Courier name. As is central to the school's mission, the mascot image visually communicates our commitment to educate and inspire young people to deliver the good news of the Gospel to the world.

Over time, minor updates have been made to the mascot to ensure consistency in font and color scheme organizationally-wide. The mascot logo should only be used in one of three ways (pictured below). No items should be removed from the mascot logos, since all are important in communicating our commitment to Christ (Big C) and identifying the school. Two color schemes may be used.
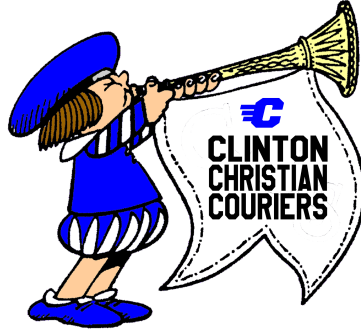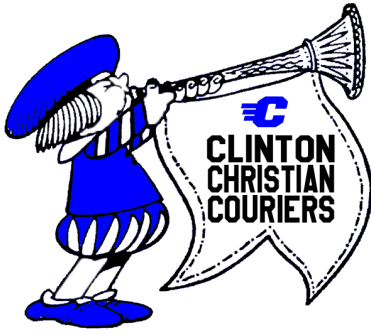
CCS SCHOOL COLORS

The Clinton Christian School colors are Royal Blue (Hex Blue, #0000ff or 092B9C), White (#ffffff), and Silver (#aeacac) or Grey (#7a7b7e). Black/White may also be interchanged for logos when necessary. Colors are an important part of the branding story and care should be taken for any item or publication that will be seen by the public.

CCS FONTS

Although we do not require certain fonts to be used, we do encourage consistency across the brand. If you are designing something that will be seen in public, please consult the Department of Communication and/or Advancement before purchasing. The following list of fonts is what we use most often.

Written Text/Publications: Calibri, Arial, Verdana, Factoria

Spirit Wear/Athletic Uniforms Block Lettering: Factoria, Blackpotan, Anton

Logo/Mascot Lettering: Factoria, Verdana, Blackpotan

THEMED T-SHIRTS- Teams, Clubs, Classes, Courier Gear

Several times a group/team will want to have t-shirts or gear made in honor of their event or program. Although we do not restrict these design efforts, we do encourage thinking about how the item represents the overall school brand. Theme material and design should always feature the school name and not conflict with the overall mission of the school or branding efforts.

If school logos/marks/mascots are used on these items, the layout, design, font, and color schemes outlined above need to be honored. All other designs, including but not limited to *Senior Shirts, Sport Shirts, Student Council Shirts, Club Shirts, Class Shirts*, etc. should be designed with intentionality and respect, must list the school name, and be in line with the branding guidelines outlined here and must be approved before printing from our marketing department. If you have questions about whether your design fits the overall vibe, just ask!