Logo elements

The Columbia Public Schools’ logo combines two elements: the logo type and the circle graphic. Position, scale and color along with spacial and proportional relationships of the logo elements are predetermined and should not be altered. Approved alternate variations in color are acceptable as laid out in this manual.

Standard logo

This is the logo of choice and should be used whenever possible for all print and digital marketing.

Circle graphic

The logo’s circle graphic may be used as a separate graphic element apart from the logo itself. The outer color band may be changed to one of the approved complementary color palate colors.
Logo variations

Acceptable logo variations

The standard logo on a white or light background or the reverse logo treatment is preferred. The approved one-color or black and white versions may be used when necessary for special printing and promotional needs.

Reverse

![Columbia Public Schools Logo (Reverse)](image1)

One color

![Columbia Public Schools Logo (One color)](image2)

Black and white

![Columbia Public Schools Logo (Black and white)](image3)
Badges

Tagline badge

The following badge has been created to incorporate the Columbia Public Schools’ tagline, “Excellent education for all students.” When the badge is used, it should take the place of the standard logo to represent the brand. The badge and the logo should not be used together.

AEO badge

The following badge has been created to incorporate the AEO standards: achievement, enrichment and opportunity. When the badge is used, it should take the place of the standard logo to represent the brand. The badge and the logo should not be used together.
Spacing and minimum size

Spacing

The Columbia Public Schools' logo requires separation from the other elements around it. The minimum space required on all sides is roughly equivalent to the lowercase cap height of the logo type. The badges should also have adequate clear space roughly equivalent to the text area width as indicated in red.

Minimum size

To ensure all parts of the logo can be easily read in every application, the logo should not be reproduced at sizes smaller than 1.25 inches. An exception would be for specific promotional materials that require a smaller logo than recommended here. It is advised that in these instances, a proof be reviewed to make sure the logo is legible. The badges should not be reproduced at sizes smaller than 1.25 inches in diameter.
The font

The Columbia Public Schools’ typeface is Calibri. This typeface is to be used in all communications, marketing materials and digital assets when available.

This sans serif font is available in various weights. The logo typeface uses bold.

Calibri Light

Aa  ABCDEFGHIJKLMNOPQRSTUVWXYZ
     abcdefghijklmnopqrstuvwxyz0123456789

Calibri Regular

Aa  ABCDEFGHIJKLMNOPQRSTUVWXYZ
     abcdefghijklmnopqrstuvwxyz0123456789

Calibri Italic

Aa  ABCDEFGHIJKLMNOPQRSTUVWXYZ
     abcdefghijklmnopqrstuvwxyz0123456789

Calibri Bold

Aa  ABCDEFGHIJKLMNOPQRSTUVWXYZ
     abcdefghijklmnopqrstuvwxyz0123456789
**Color system**

**Logo color palette**

The following palette has been selected for use in the Columbia Public Schools' communications.

### Complementary color palette

A complementary color palette has been developed to provide flexibility while creating a unified recognizable appearance across all communications. These colors are to be used as a complement to the logo color palette. The outer ring of the symbol may be changed to a complementary color, as shown, as long as it is separate from the logo text and used only as a graphic element.
Unacceptable usage

Logo usage

The Columbia Public Schools’ identity and effectiveness of its communications are dependent upon consistent logo usage. The logo is to be used in its original design proportions and is never to be distorted, expanded or condensed. The words Columbia and public schools, and the circle graphic have a fixed relationship. Do not allow poor quality reproductions. It is important that the logo be presented accurately and consistently every time it is used.

Background guidelines

Never place the logo on a background that will hinder readability. The color logo should not be used on a color field darker than 20% in value of black. The reverse logo should not be used on a color field lighter than 50% in value of black. The logo should never be used on a pattern or any interfering background. If the logo is placed on an image, it should be positioned in a way that remains legible and with sufficient contrast and clear space.