

DP-R Graphic Identity Program

9/19/19

GSBA Reference: DP (Service/Trade Mark Registration)

RATIONALE/OBJECTIVE:

The Cobb County School District (District) recognizes that its branding serves as the image and identity to the public. Board of Education Policy CEB (Superintendent Duties) requires the Superintendent to protect the District's public image. The visual logo, trademarks and other identity marks used by the District and its various components contribute to clear identification of the District and its image among the public. Establishing a clearly defined Graphic Identity Program protects the District's identity and ensures consistent presentation of official communications from the District. The Graphic Identity Program also encompasses the branding and identity of each school and program within the District.

RULE:

The Cobb County School District Graphic Identity Program serves as a guide for all visual representations of the District. Specific graphic elements, colors, and typefaces have been chosen to give printed and online communications from the District a cohesive, consistent presentation. This Administrative Rule applies to signage, video productions, exhibit materials, vehicles, apparel, and the like, in addition to printed publications and Web sites.

A. DISTRICT PRIMARY IDENTITY MARKS:

Identity marks include any visual representation associated with the District including graphic elements called logos and wordmarks. Wordmarks are standardized graphic representations of the name "Cobb County School District."

1. Official Logo:

The official logo of the District is the stylized "C" icon with the outline of Cobb County on its interior. It is used to identify all official communications from the District. The icon is also paired with a variety of approved wordmarks.



CCSD 'C' Icon



COBB COUNTY
SCHOOL DISTRICT

CCSD Wordmark



CCSD Compact Wordmark

2. Use of District Logos:

a. Guidelines governing the use of District logos are as follows:

- (1) The District logos are designed to be used as one unit, not as separate letter forms or elements.
- (2) The symbols, colors, typeface, and graphic elements of the logo system should not be modified or altered in any way.
- (3) The proportions of the graphic elements should remain unaltered.

- (4) The identity marks must be clearly legible at all times.
- (5) The identity marks must be reproduced from official artwork.
- b. The use of the stylized "C" icon may only be used or joined with other graphical elements with approval from the District's Communications Office.
- c. District Divisions and Departments seeking to create unique identities for programs or initiatives must coordinate creative efforts and receive approval for the final concept from the District's Communications Office.

3. **Colors, Typeface, and Graphic Elements:**

Color and typography are an important part of the District's identity program. Official district colors, typeface, and graphic elements will be established by the District's Communications Office and available on the District's website. These elements should not be modified in any way without the prior approval of the Communications Office.

B. TRADEMARK:

Unless otherwise indicated, the 'C-within-Cobb-County-outline-C' logo and approved wordmarks, including but not limited to Cobb edTV, CobbCast, the Cobb Teaching and Learning System (CTLS), individual school names, school shield designs, school athletics identities, and school mottos are trademarks or service marks of the District and may not be used or displayed in any manner without the express prior written permission of the District. For more information about how to seek permission to use any protected District materials, please refer to Form IFBG-4 (Legal Information).

Adopted: 11/8/06

Revised and re-coded: 10/25/12 (Previously coded as Administrative Rule KDF)

Revised: 9/19/19