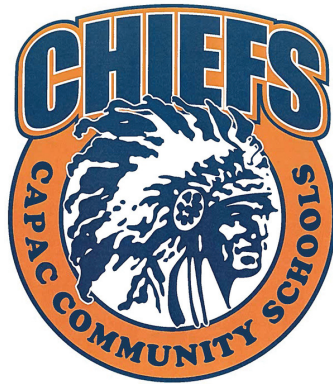
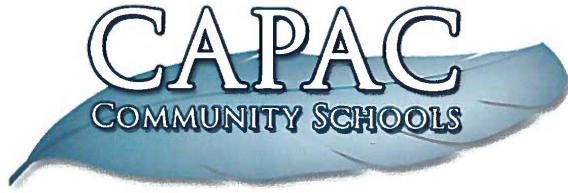


Capac Schools
Branding Campaign
2015-2016

The problem



The solution



Capac Schools
Style Guide
2016



It's a new day
at Capac Schools



CAPAC SCHOOLS

BRAND GUIDELINES

This brand guide has been created to assist all of our schools, departments and programs in producing materials that are consistent and immediately recognizable as coming from Capac Schools. We encourage you to use them as you develop communications and materials.

BACKGROUND

The village of Capac was named by its founders after Manco Capac, a chieftain of the Incas. The Incan empire was centered in the area of South America known today as Peru. The historic Manco Capac had developed a reputation for his bravery and wise leadership.

The new District logo draws upon imagery that, while not specifically Incan, is certainly not contradictory to the Manco Capac history. The design incorporates the sun. Historically, Capac's Incan empire was known as "The Kingdom of the Sun."

DISTRICT LOGO

PRIMARY LOGO



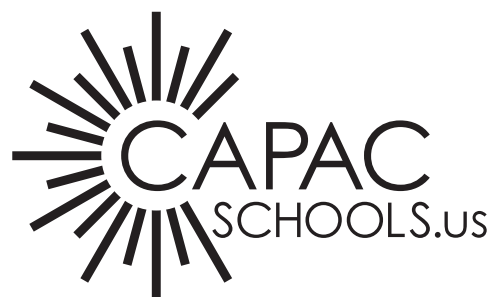
REVERSED FULL COLOR



REVERSED 1-COLOR



BLACK AND WHITE



CAPAC SCHOOLS BRAND GUIDELINES
LOGO USE GUIDELINES

APPROVED LOGO



Use the approved Capac Gold and Capac Navy colors only.



Never display the logo with parts eliminated.

Don't stretch or distort the logo in any way. In most applications, to re-size the logo, you click and drag one of the selection image handles with your mouse while holding the shift key down on your keyboard at the same time. This will ensure that the correct proportions are maintained.



Logo that is too narrow.



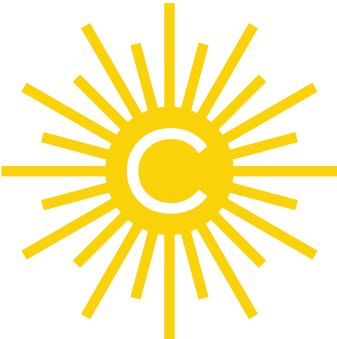
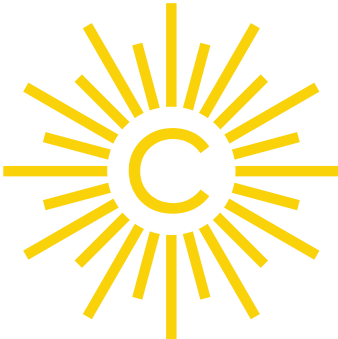
Logo that is too wide

OTHER MARKS

ATHLETICS/TEAM SPORTS LOGO



SUN INSIGNIAS



COLORS

Color is an important tool. Using color in a consistent way reinforces our brand and builds recognition. Capac Gold and Capac Blue are the official colors and the primary palette we use to represent Capac Schools. These distinctive colors play a major role in establishing our identity and should be implemented consistently in all print communications, including business cards, letterhead and presentations. These color codes work for T-shirts, billboards, videos, and so on.

CAPAC GOLD

Pantone: 7406 | CMYK: 2, 15, 100, 0 | RGB: 251, 210, 6 | HEX: #fbd206



CAPAC BLUE

Pantone: 2757 | CMYK: 100, 90, 35, 28 | RGB: 29, 46, 92 | HEX: #1d2e5c



ABOUT COLOR PROFILES:

It is best to provide the color profile for the intended application to ensure the most accurate color.

- **PMS** (Pantone Matching System) is a solid color matching system. It is similar to picking paint at the hardware store. You refer to swatches, choose by number, and then the color is premixed. This is good for applications that are predominately one color (or two) such as a business card.
- **CMYK** is a four-color print process consisting of Cyan, Magenta, Yellow and Black used for print materials such as brochures, magazines, and newsletters.
- **RGB** is used for on-screen images consisting of Red, Green, and Blue. It is a basic color model used in Web, digital and video applications, but not for print production.
- **HEX** numbers are used to define colors on webpages.

For more information about each of these color systems, go to Google and search:

- “Define: PMS color”
- “Define: CMYK color”
- “Define RGB color”
- “Define: Hex”

FONTS

The following typefaces will help maintain a consistent tone in all District publications and business communications.

SERIF TYPEFACE EXAMPLE

Times New Roman

Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

SANS SERIF TYPEFACE EXAMPLE

Arial

Arial Italic

Arial Bold

Arial Bold Italic

TAGLINE

Use this tagline as appropriate. It echoes the new logo and reflects our staff's commitment to quality.

TAGLINE



CAPAC SCHOOLS BRAND GUIDELINES

STATIONERY SYSTEM



CENTRAL OFFICE 403 N. Glassford St. • Capac, MI 48014
(810) 395-4321 • Fax (810) 395-4858 • www.capacschools.us

Stephen C. Bigelow
Superintendent

Deborah Lewis
Business Manager

BOARD OF EDUCATION

Walter W. Lentz
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William Ellis
Vice President

Monica Standel
Secretary

Barry S. Geliske
Treasurer

Marie Killingbeck
Trustee

Thomas E. Lottie
Trustee

James D. Crane
Trustee

Mr. John Doe
123 Main Street
Anytown, USA 12345

Dear Mr. Doe,

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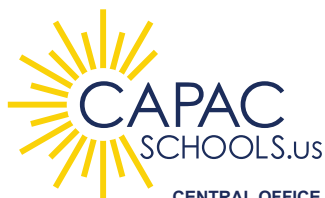
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Stephen C. Bigelow
Superintendent
sbigelow@capacschools.us

403 N. Glassford St.
Capac, MI 48014
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www.capacschools.us



CENTRAL OFFICE
403 N. Glassford St.
Capac, MI 48014

Mr. John Doe
123 Main Street
Anytown, USA 12345

Capac Schools
Marketing Materials
2016

It's a new day at Capac Schools

Everyone at Capac Schools is committed to your child's success, both in and out of the classroom. Our technology and curriculum, and our caring, highly-qualified teachers ensure a top-quality education for all our students. Come see for yourself.

Capac Community Schools
403 N. Glassford St.
Capac, MI 48014
(810) 395-4321



Capac Strong. Learn. Dream. Grow.



It's a new day at Capac Schools

Learn more online



LAMAR