

BRAND GUIDELINES

FOR CHRISTINA SCHOOL DISTRICT

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// PUBLIC INFORMATION OFFICE

The Public Information Office (Communications) uses a variety of communication tools to inform our community about the exciting things going on in Christina School District. The department manages media and public relations, publications and graphic design, District and school websites, social media, marketing, advertising, district promotions, and special events.

Questions regarding communications or branding may be directed to LaTasha Johnson, Chief Communications and Marketing Officer.

USAGE & APPROVAL

It is required that all collateral using the district's identity, including campus, department, program, club and booster logos, is submitted to the Public Information Department for final approval. Failure to obtain approval from the Public Information Office can result in the removal of the collateral in question. Collateral that does not follow these guidelines must be updated and re-ordered at the responsibility and expense of the entity that ordered the collateral. Items requiring prior approval include, but are not limited to: Advertising, Apparel, Banners, Digital Graphics, District Flyers & Posters, District Presentations, District Programs, Building Signage, and Social Media.

Requests can be submitted by filling out the Marketing Request Form: christinak12.org/marketing-request-form.

// ABOUT OUR DISTRICT

The Christina School District (CSD) is a Delaware public school system, serving more than 14,000 students and employing 3,300 people. Our district currently serves the City of Newark and its surrounding suburban areas as well as a portion of the City of Wilmington.

Christina has 3 early education centers, 14 elementary schools, 2 elementary/middle schools, 3 middle schools, and 3 traditional comprehensive high schools. In addition, the District is home to the Brennen School (Delaware Autism Program), CSD Virtual Academy, Delaware School for the Deaf, Douglass School, REACH Program, Middle School Honors Academy at Christiana High School, Networks School for Employability Skills, and Sarah Pyle Academy.

// WHO WE SERVE

Christina serves a diverse student and staff population and is proud to be part of the culturally and historically rich region of northern Delaware. Approximately 39% of our students are African-American, 27% white, 22% Hispanic or Latino, 6% Asian-American, 5% Multi-Racial, <1% Native American and <1% Native Hawaiian / Pacific Islander.

Approximately 14% of students are English Learners, and about 22% of students have disabilities. Approximately 41% of students come from low-income homes.

OUR MISSION

The mission of the Christina School District is to improve student outcomes and give every student opportunities to learn in an academically challenging, safe, equitable, and nurturing school environment. We pledge to value parents, caregivers, and families as partners in educating all students to learn, live, and lead in the 21st century and beyond.

OUR VISION

Together, educating every student for excellence.

OUR TAGLINE

Choose Wisely, Choose Christina!

// DISTRICT SCHOOLS & PROGRAMS

EARLY EDUCATION CENTERS

Christina Early Education Center
Pulaski Early Education Center
Stubbs Early Education Center

ELEMENTARY SCHOOLS

Henry M. Brader Elementary School
Brookside Elementary School
John R. Downes Elementary School
Robert S. Gallaher Elementary School
Albert H. Jones Elementary School
William B. Keene Elementary School
May B. Leasure Elementary School
R. Elisabeth Maclary Elementary School
Thurgood Marshall Elementary School
Joseph M. Mcvey Elementary School
William A. Oberle Jr. Elementary School
Jennie E. Smith Elementary School
West Park Place Elementary School
Etta J. Wilson Elementary School

ELEMENTARY AND MIDDLE SCHOOLS

Maurice Pritchett Sr. Academy
The Bayard School

MIDDLE SCHOOLS

Gauger-Cobbs Middle School
George V. Kirk Middle School
Shue-Medill Middle School

HIGH SCHOOLS

Christiana High School
Glasgow High School
Newark High School

OTHER SCHOOLS

The Brennen School
Delaware School for the Deaf
Joseph H. Douglass School
Networks School for Employability Skills
REACH Program
Sarah Pyle Academy

PROGRAMS

AVID: Advancement Via Individual
Determination
Chinese Immersion Program
Christina Adult Education & Literacy
Program
CSD Virtual Academy
Dual Generation Center at Stubbs
Middle School Honors Academy at
Christiana High School
Spanish Immersion Program

// OUR DISTRICT LOGOS

As a District of more than thirty individual schools and programs, we must be consistent in the use of our logo for all materials we produce. The district logos should be applied following the guidelines outlined to project a strong, unified, and professional image to our community.

For questions on proper usage on any of the Christina School District logos, please contact the Public Information Office.

// DISTRICT LOGO

The primary logo of Christina School District is comprised of a logotype that says, "CHRISTINA SCHOOL DISTRICT" and creates the Primary Logo.

There are three color variations of the District logo - Royal Blue, Black, and White. The District variations should remain within the approved color pallet and should not be recreated or altered outside of that scope.



Christina School District Blue Logo



Christina School District White Logo



Christina School District Black Logo



Christina School District Social Media Logo

// IMPROPER LOGO USE

The Christina School District logo is an identifying element and therefore must retain its original properties. The list of prohibited logo use outlined below is not comprehensive. The Chief Communications and Marketing Officer is responsible for ensuring brand consistency across the district. If you have questions about the district brand or would like to use the Christina logo, please contact LaTasha Johnson at latasha.johnson@christina.k12.de.us.



The logo is not to be stretched, skewed, flipped or rotated in any way.



The colors should never be altered.



Adding special graphical effects is prohibited.



Text is never to be printed over the logo. If additional text is added near the logo, it must not appear to be part of the logo.



Do not combine the logo with other graphic elements.



Do not crop the logo



The logo should not be recreated.



Never alter the word mark or any visual elements

// DISTRICT SCHOOL & PROGRAM LOGOS

EARLY EDUCATION CENTERS



Christina Early Education Center



Pulaski Early Education Center



Stubbs Early Education Center

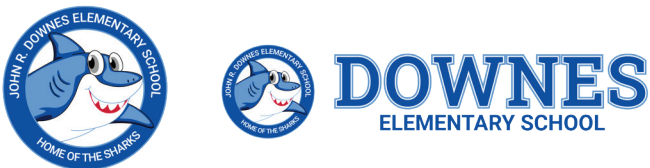
ELEMENTARY SCHOOLS



Henry M. Brader Elementary School



Brookside Elementary School



John R. Downes Elementary School

// DISTRICT SCHOOL & PROGRAM LOGOS

ELEMENTARY SCHOOLS



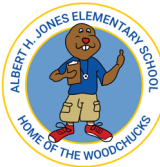
GALLAHER
ELEMENTARY SCHOOL

Robert S. Gallaher Elementary School



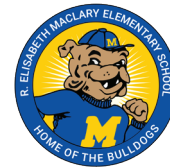
LEASEURE
ELEMENTARY SCHOOL

May B. Leasure Elementary School



JONES
ELEMENTARY SCHOOL

Albert H. Jones Elementary School



MACLARY
ELEMENTARY SCHOOL

R. Elisabeth Maclary Elementary School



KEENE
ELEMENTARY SCHOOL

William B. Keene Elementary School



MARSHALL
ELEMENTARY SCHOOL

Thurgood Marshall Elementary School

// DISTRICT SCHOOL & PROGRAM LOGOS

ELEMENTARY SCHOOLS



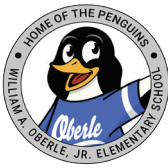
MCVEY
ELEMENTARY SCHOOL

Joseph M. McVey Elementary School



WEST PARK PLACE
ELEMENTARY SCHOOL

West Park Place Elementary School



OBERLE
ELEMENTARY SCHOOL

William A. Oberle Jr. Elementary School



WILSON
ELEMENTARY SCHOOL

Etta J. Wilson Elementary School



SMITH
ELEMENTARY SCHOOL

Jennie E. Smith Elementary School

// DISTRICT SCHOOL & PROGRAM LOGOS

MIDDLE SCHOOLS



BAYARD
SCHOOL

The Bayard School



KIRK
MIDDLE SCHOOL

George V. Kirk Middle School



PRITCHETT
ACADEMY

Maurice Pritchett Sr. Academy



SHUE-MEDILL
MIDDLE SCHOOL

Shue-Medill Middle School



GAUGER-COBBS
MIDDLE SCHOOL

Gauger-Cobbs Middle School

// DISTRICT SCHOOL & PROGRAM LOGOS

HIGH SCHOOLS



Christiana High School



Glasgow High School



Newark High School

OTHER SCHOOLS



Brennen School



Delaware School for the Deaf



Douglass School

// DISTRICT SCHOOL & PROGRAM LOGOS

OTHER SCHOOLS



Networks Schools for Employability Skills



REACH Program



SARAH PYLE
ACADEMY FOR ACADEMIC INTENSITY

Sarah Pyle Academy for Academic Intensity

PROGRAMS



Christina Adult Education & Literacy Program



CSD Virtual Academy

// OUR DISTRICT COLORS

Our color palette is a recognizable feature of our brand. Consistent and strategic color usage helps reinforce brand recognition and create a streamlined experience throughout the District.

DISTRICT COLORS

The Christina School District's core colors are Blue and White with Yellow and Black as primary accent colors. These colors should be used in most applications such as headlines, subheadings, quotes, etc. The color codes: RGB, CMYK for print, HEX for web and the Pantone colors can be seen below.

PRIMARY COLOR PALETTE



CHRISTINA BLUE
HEX: #004FA3
RGB: 0, 79, 163
CMYK: 100, 79, 0, 0



CHRISTINA WHITE
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



CHRISTINA GOLD
HEX: #FFCC00
RGB: 255, 205, 0
CMYK: 0, 20, 100, 0



CHRISTINA BLACK
HEX: #333333
RGB: 51, 51, 51
CMYK: 0, 0, 0, 80

SECONDARY COLOR PALETTE



CHRISTINA PINK
HEX: #E56EA7
RGB: 228, 110, 116
CMYK: 5, 71, 2, 0



CHRISTINA AQUA
HEX: #67BFBB
RGB: 103, 190, 187
CMYK: 58, 4, 30, 0



CHRISTINA PURPLE
HEX: #9F62D4
RGB: 159, 98, 212
CMYK: 25, 54, 0, 17



CHRISTINA ORANGE
HEX: #F3744D
RGB: 243, 116, 77
CMYK: 0, 68, 74, 0

// SCHOOL & PROGRAM SPECIFIC COLORS

Consistent and unified use of the individual school's and program's logos and colors are equally as important as the District's brand identity. When all elements are used in conjunction, it provides a streamlined appearance that strengthens the Christina School District Community.

**CHRISTINA BLUE**

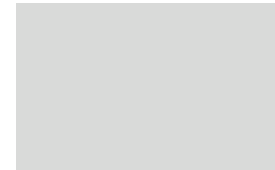
HEX: #004FA3
RGB: 0, 79, 163
CMYK: 100, 79, 0, 0

**CHRISTINA NAVY**

HEX: #000066
RGB: 0, 0, 102
CMYK: 100, 98, 21, 31

**CHRISTINA LIGHT BLUE**

HEX: #6699CC
RGB: 102, 153, 204
CMYK: 5, 71, 2, 0

**CHRISTINA GRAY**

HEX: #D9D9D9
RGB: 217, 217, 217
CMYK: 14, 10, 11, 0

**CHRISTINA TEAL**

HEX: #008080
RGB: 0, 128, 128
CMYK: 86, 31, 49, 8

**CHRISTINA GREEN**

HEX: #339933
RGB: 51, 153, 153
CMYK: 80, 16, 100, 3

**CHRISTINA LIGHT GREEN**

HEX: #89D553
RGB: 137, 213, 83
CMYK: 49, 0, 87, 0

**CHRISTINA GOLD**

HEX: #FFCC00
RGB: 255, 205, 0
CMYK: 0, 20, 100, 0

**CHRISTINA TANGERINE**

HEX: #FF6600
RGB: 242, 103, 34
CMYK: 0, 74, 100, 0

**CHRISTINA RED**

HEX: #CC0000
RGB: 204, 0, 0
CMYK: 0, 100, 100, 20

// **ADDITIONAL RESOURCES**

To maintain consistency, templates and resources have been created to streamline our brand across the District. To gain access to available brand resources, please contact the Public Information Office.

// SOCIAL MEDIA

The Christina School District Public Information Office oversees the social media accounts and websites for the District as well as the individual schools and programs. Individuals managing and/or posting on an account or website associated with the District (ie. Social Media Champions) are expected to adhere to the same standards of conduct online as anywhere else in the workplace.

All school and program accounts must be set up by the Public Information Office. Each school and program has an official account for Facebook, Twitter, Instagram and YouTube. District policies apply to social media outlets to the extent applicable. See CSD Board Policy 02.17, CSD Board Policy 04.01, CSD Board Policy 04.11.

#CHRISTINASTRONG

#ChristinaStrong is the official District hashtag. Use this all-purpose hashtag when sharing general posts about students, staff, or the Christina Community. It is strongly encouraged to include the hashtag in social media posts.



// SCHOOL & PROGRAM SOCIAL MEDIA TIPS

HELPFUL TIPS

- Have fun! Social media is an excellent tool to communicate with parents, students and community members. Highlight the wonderful things happening in the buildings and programs.
- Promote school/program fundraisers, events, PTO/PTA items, District information, etc.
- Share frequently. The most engaging social media pages are the ones that share often. A good rule of thumb is for a Social Media Champion to post on the approved social media page at least twice a week.
- Ask for help. It takes a lot to maintain and actively engage users on social media. Ask staff to submit photos or videos of the great things happening in the building to your schools Social Media Champion.

TRY TO AVOID

- Engaging in confrontational or controversial conversations on school or program pages.
- Making it personal. Keep in mind that school and program social media pages are not only an extension of the school, but also of the Christina School District.

// WEBSITES

The Christina School District has developed and maintained websites to provide information and resources to students, parents and community members, site visitors, and staff. All official school and district sites must be set up by the Public Information Office.

Training is available for Christina staff who have been granted permission to maintain a website or section on a website. By the end of the training, you will be able to:

- Identify Website Structure
- Review default page types
- Add a new content page
- Create text and links on the content page
- Organize pages within a section
- Modify a page layout
- Find assistance

GOOGLE SITES

Google Sites of any kind are prohibited. Staff members shall not create sites on behalf of the District and schools or upload content to a website or social media site without proper official authorization. See CSD Board Policy 04.11.

// DIGITAL MEDIA

Digital media is media that is specifically designed to be displayed on the web or distributed electronically. When creating digital media remember to be as creative as possible to capture your audience but to also remember that the accounts the items are being posted to represent your schools and school district. Keep in mind that by placing a logo on an item it is seen as an endorsement by the school, program, or District. Make sure they are represented in the best light.

Social Media Champions creating digital media on behalf of their school are encouraged to use the platform Canva. There, Champions can find comprehensive school and program brand kits, complete with official school logos and color palettes.

All digital media containing the Christina School District logo must be approved by the Public Information Office prior to posting. Media that does not adhere to the guidelines is subject to removal by the Public Information Office.



// PHOTOGRAPHY

Photography is one of the many ways the District can showcase the talents and everyday learning happening in our schools. Images representing the Christina School District should always depict our students and staff in a positive and friendly way. Preference should be given to images that depict actual students rather than stock images.

KEEP IN MIND

- Photos taken in landscape are best
- Make sure your subjects are clear and in view
- Capture interesting or dynamic moments - have your photo tell a story
- Share your photos with the building Social Media Champion

TRY TO AVOID

- Blurry or low resolution photos
- Photos taken in a vertical format
- Distracting backgrounds
- Clothing, advertising, or hand gestures that violate the student code of conduct
- Students who are not cleared to be photographed



// EMAIL SIGNATURE

Email signatures are as important as any other part of our school district's identity.

Creating a clean, cohesive CSD email signature provides an opportunity for us to consistently brand every message.

SIGNATURE FORMAT

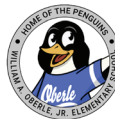
- **Your Name:** Calibri, size 10
- **Your Name Color:** CSD Blue (#004fa3)
- **CSD Logo:** 0.5" (height) x 2" (width)
- **Confidentiality Statement:** Size 8, gray or black

LaTasha Johnson | Chief Communications & Marketing Officer | Christina School District
Administration Office | 1899 S. College Avenue, Newark, DE 19702
Office: (302) 552-2600 | latasha.johnson@christina.k12.de.us
ChristinaK12.org | Facebook | Instagram | Twitter | LinkedIn | YouTube | #ChristinaStrong



District Signature

Michael Scott | Principal
Oberle Elementary School | 500 Caledonia Way, Bear, DE 19701
Office: (302) 834-5910 | michael.scott@christina.k12.de.us
ChristinaK12.org | Facebook | Instagram | Twitter | #WeAreOberleES



School Signature

Yun-Fei Lou, MPH/MAS | Board of Education - District E | Christina School District
Administration Office | 1899 S. College Avenue, Newark, DE 19702
y.f.lou@christina.k12.de.us | ChristinaK12.org

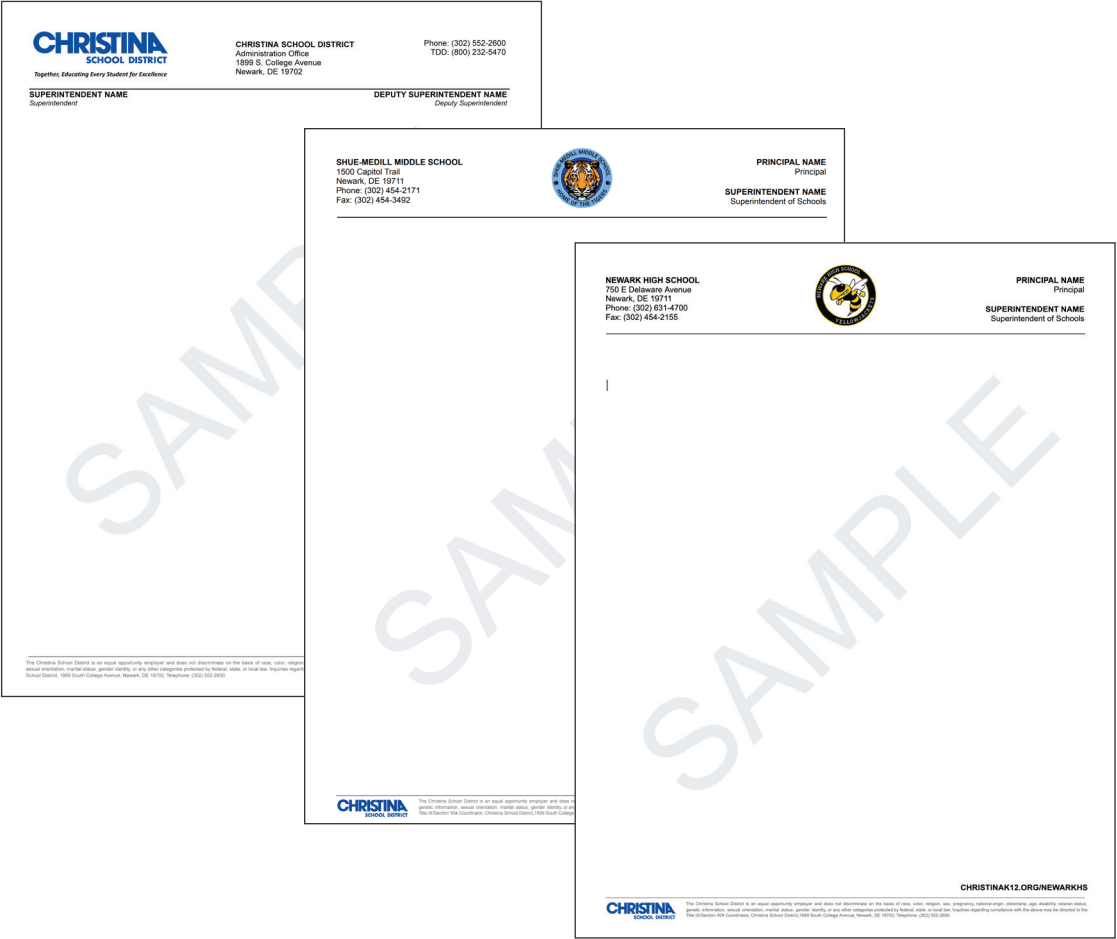


Board of Education Signature

// STATIONARY

LETTERHEAD

A Google Doc template is available for District and school letterhead in full-color. Altering or recreating official letterhead is prohibited.



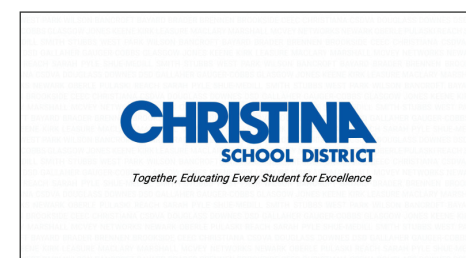
// STATIONARY

BUSINESS CARDS

Business cards should only contain essential information, organized in a user friendly format. Altering or recreating stationary in anyway is prohibited.



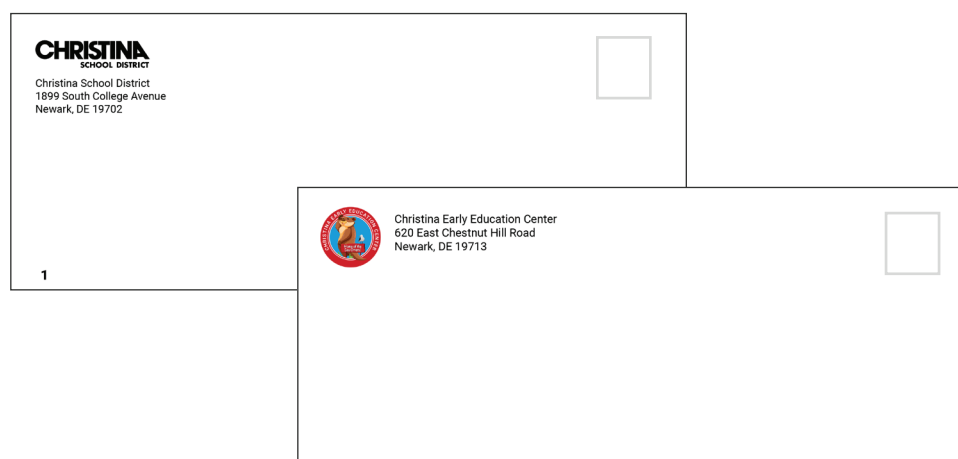
Front of Card



Back of Card

ENVELOPES

District envelopes must be of standard size. Schools and programs are strongly encouraged to use Networks School for Employability Skills for stationary orders. Altering or recreating stationary in anyway is prohibited.



// PRESENTATIONS

The Public Information Office maintains a collection of templates to assist with the creation of presentations. Google Slide templates are available for educational use to maintain consistency and support the District's brand.



// APPAREL

All apparel containing the Christina School District logo must be approved through the Public Information Office prior to production. All apparel must contain the full Christina logo, in an appropriate location.

Christina School District may only be printed in CSD Blue, CSD White, or CSD Black. No other colors are permitted.

Altering or recreating the Christina School District logo in any way is prohibited.



// FLYERS & DISTRIBUTION

Christina School District frequently receives requests from outside organizations to distribute flyers, brochures, and other materials to our families. While we are pleased to help connect our families with programs and organizations that provide educational opportunities for students, we are cautious not to distribute sales advertisements.

All materials must be submitted through Peachjar, a digital communication tool our district uses to distribute flyers. The flyer must be approved by the District Public Information Office before being distributed to our schools. The Peachjar system is used exclusively for the distribution of school-approved flyers. The following language must appear on any communication from an outside organization in order to be considered for approval:

"These materials are neither sponsored nor endorsed by the Christina School District. The Christina School District has neither reviewed nor approved the program, personnel, activities or organizations announced in this flyer. Permission to distribute this flyer should not be considered a recommendation or endorsement of the program by the school district. The Christina School District is not responsible for any action or claim filed from the distribution of these materials including all costs, attorney's fees, judgments, or awards."

Any questions related to these guidelines should be directed to the District's Public Information Office or visit christinak12.org/flyers

MARKETING REQUESTS

The Public Information Office requires that all collateral (ie. flyers, posters, graphics, signs, apparel, etc.) containing the Christina School District logo receive approval by the PIO department before production or distribution. Requests can be submitted by filling out the Marketing Request Form: www.christinak12.org/marketing-request-form

// TYPOGRAPHY

The Christina School District utilizes "Roboto" as the primary typeface for all collateral. "Roboto Slab" is a recommended secondary typeface that is permitted when creating collateral. Both fonts are used in various weights and forms.

ROBOTO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO SLAB REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO SLAB THIN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO SLAB LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO SLAB BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



CHRISTINA SCHOOL DISTRICT

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