

The CCS Brand Standards was put together because the District didn't have a current, cohesive set of rules and regulations around the use of the Columbus City School logo. CCS is a very large school district, with many different departments, schools, staff and community partners working hard to communicate about the incredible things we have going on. We needed an efficient but thorough way to lay out the details about our branding to internal and external users. The graphic designer on staff, with the support of the Communications department, focused on establishing rules that would keep the CCS logo and identity faithful to the intended brand while allowing for the flexibility that is required for a District of this size. This is a living document on our website, accessible to the public, with Intranet links for more robust resources available only to CCS staff. Feedback has been positive, updates and edits are made regularly, and plans to add a style guide and more assets are already in the works.