WHY ARE THESE GUIDELINES HERE?

The elements of this guide — including the colors, typography and logos — represent essential components of Clinton Public Schools brand identity. By using them consistently and professionally, we make the school’s brand — and the quality it promises — immediately recognizable to all audiences, including current, past and future students, parents, staff members and community members.

LOGO VARIATIONS

INCORRECT USES

OUR COLORS

Clinton Red
Pantone 490C
C 30 M 98 Y 91 K 39
R 109 G 3 B 14
HEX #69030e

Gold
Pantone 7408C
C 0 M 33 Y 100 K 0
R 255 G 171 B 0
HEX #ffab00

Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX #000000

TYPOGRAPHY

* Helvetica is not the only text allowed, however, we recommend using this font when available to strengthen the Clinton Public Schools Brand.

Helvetica Bold - Heading
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789$&#!@+=?/

Helvetica Regular - Subheading
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789$&#!@+=?

Helvetica Light - Body Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789$&#!@+=?

Helvetica Light Oblique - Captions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789$&#!@+=?

For questions please visit Clinton Public Schools Communications tab or email communications@clintonokschools.org