

JOHNSON CITY CSD
WILDCATS

Graphic Standards Guide

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SUPERINTENDENT'S MESSAGE

Dear Wildcat Staff & Community,

The Johnson City Central School District has a proud tradition of delivering outstanding educational programming and extracurricular opportunities to every student. This commitment to excellence and Wildcat pride resonates throughout our buildings and community. We want to help by providing a Johnson City brand through the suggested use of the Johnson City Central School District colors and logo(s).

To help us achieve a consistent image, we have developed a "toolkit" of suggested JC and Wildcat logos, fonts and colors to be used in the branding of our school district. This document is intended for everyone within our school community and outside organizations to help create consistency in our branding.

If you are looking for a high-quality logo, please feel free to use our toolkit as a resource in your next JC Wildcat branding project. I appreciate your cooperation and support in building a consistent JC Wildcat brand.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric R. Race". The signature is fluid and cursive, with a long horizontal stroke at the end.

Eric R. Race,
Superintendent

WHY ARE GRAPHIC GUIDELINES IMPORTANT?

Branding is the creation of a name, logo, or style, that defines who we are and differentiates us from other school districts. Our logos, along with our district colors and fonts, contribute to our brand. Adhering to graphic guidelines ensures that the district's brand is consistent across the district and community in all uses.

A graphics guide helps to promote a unified image, or brand of the District across many platforms. It provides guidance on how to use the Johnson City logos in the appropriate way and format, to promote consistency.

The District's graphics guide, along with a graphics toolkit, are available for download from the district website. Please contact Todd Sherwood for more information at 607-930-1111, or tsherwood@jcschools.stier.org.



Branding Toolkit

<https://www.jcschools.com/district/brandingtoolkit>

Or Scan the QR Code to the left



District Web Page



Social Media

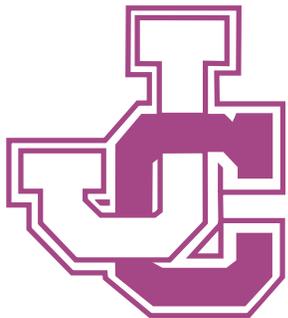


Wildcat Wear

UNACCEPTABLE USES OF THE LOGOS



Improper Scaling



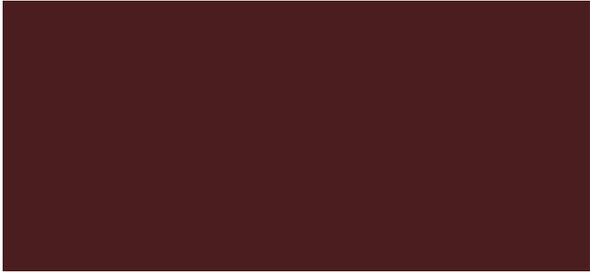
Improper Coloring



Improper Use / Alteration

COLORS

The official colors of the Johnson City Central School District are maroon and white.



Pantone

2449 C (maroon)

CMYK (4-color process)

C: 0
M: 59
Y: 59
K: 71

RGB

R: 74
G: 30
B: 30

HEX

4A1E1E

Pantone

11-0601 TPG (bright white)

CMYK (4-color process)

C: 0
M: 0
Y: 0
K: 0

RGB

R: 255
G: 255
B: 255

HEX

FFFFFF

Acceptable Alternate Colors
for print projects only

Black

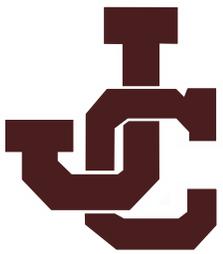


Grayscale



WILDCAT WEAR

The official colors of the Johnson City Central School District are maroon and white. With regards to customized “Wildcat Wear”, the district will allow the base material to be black or gray for non-team apparel. This exception would apply to shirts or other items being sold or promoted as part of a fund raising campaign.



JCMAROON

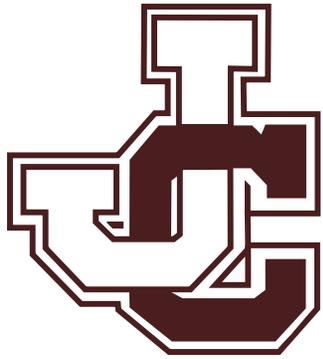


JCWHITE
(shown on maroon background)

We also recognize that there are limitations to the colors of clothing available to vendors and it is not always possible to have a two color screen print or embroidery done. In this circumstance, it is acceptable to use the two single color logos to the left on uniforms and clothing items only.



PRIMARY LOGOS



JCPRIMARY1C



WILDCAT1CMAROON



PAW1MAROON



WILDCATCIRCLE1C



WILDCAT1CWHITE

(shown on maroon background)

FONTS

Primary Font:

The district's primary font is Cambria. It is used for titles and subtitles.

WILDCATS

WILDCATS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Font(s):

The District has three acceptable secondary fonts: Calibri, Verdana and Times New Roman. Use these secondary fonts for body copy. If these fonts are not available, Arial may be substituted.