



**CLEARWATER**  
ELEMENTARY SCHOOL

BRAND GUIDE



**Clearwater Elementary School**

Logo Usage



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## Using This Document

This document serves as the guideline for using the Clearwater logo system. It is important to follow the guidelines of this document to ensure the continued strength and growth of the Clearwater brand.

Any deviation of the logo and its usage can potentially create a historical error in the Clearwater brand and therefore continue down a path of misuse. In order to prevent this from happening, this document should be referred to by outside vendors, internal staff and anyone planning to use the Clearwater logo, and/or its logo iterations, in any physically printed or digital deliverables.

Any questions or concern about the usage of the Clearwater logo should contact:

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**CLEARWATER**  
ELEMENTARY SCHOOL

Primary Logo

**CLEARWATER**  
ELEMENTARY SCHOOL

Primary Wordmark



**CLEARWATER**  
**HUSKIES**




Secondary Logo



Mascot Mark

**CLEARWATER**  
ELEMENTARY SCHOOL

Secondary Wordmark

			
PMS	540 CP	423 CP	298 CP
RGB	0, 42, 78	124, 129, 128	21, 190, 240
CMYK	100, 57, 12, 66	22, 14, 18, 45	67, 2, 0, 0
HTML	003057	939694	51BAE8
Madeira	1242	1287	1096

Color Palette



**CLEARWATER**  
ELEMENTARY SCHOOL

Primary Logo Reverse

**CLEARWATER**  
ELEMENTARY SCHOOL

Primary Wordmark Reverse



**CLEARWATER**  
**HUSKIES**

Secondary Logo Reverse



Mascot Mark Reverse

**CLEARWATER**  
ELEMENTARY SCHOOL

Secondary Wordmark Reverse

PMS	540 CP	423 CP	298 CP
RGB	0, 42, 78	124, 129, 128	21, 190, 240
CMYK	100, 57, 12, 66	22, 14, 18, 45	67, 2, 0, 0
HTML	003057	939694	51BAE8
Madeira	1242	1287	1096

Color Palette Reverse

## Primary Logo Usage



**CLEARWATER**  
**ELEMENTARY SCHOOL**

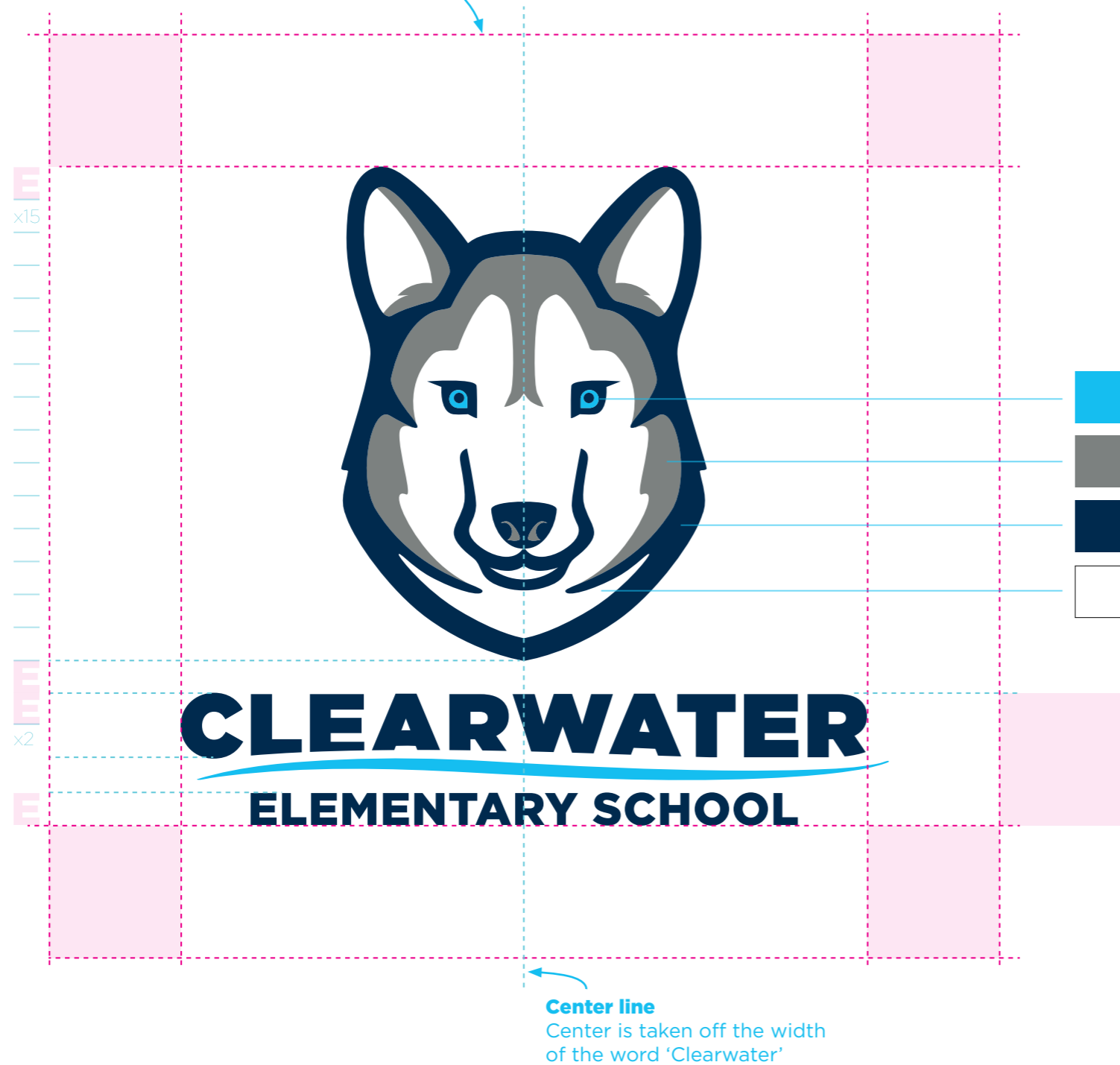
The Clearwater primary logo should be used as the main logo.

It is the face of the institution and consistent use of the primary logo will build brand equity both internally and public-facing.

Use the primary logo in communications representing the institution of Clearwater Elementary School as a whole. Topics such as academic issues, general school activities, and communications that are public-facing and deliverables that are all-encompassing and require overall branding material should use this iteration.

### Safe Area

Avoid placing anything, such as logos or type inside the safe area



## Primary Logo Specification




### •Measurements and Safe Area

The safe area is the perimeter area around the logo that should remain clear of any logos, type, or design elements.

### •Colors and Specifications

Using the color guide ensures continuity of the logo, especially in cases when the logo is being reproduced by outside vendors.

All other marks and logo iterations will use this color palette. One-color options can expand options to black and white.

			
PMS	540 CP	423 CP	298 CP
RGB	0,42,78	124, 129, 128	21, 190, 240
CMYK	100, 57, 12, 66	22, 14, 18, 45	67, 2, 0, 0
Madeira	1242	1287	1096





## Secondary Logo Usage



The secondary logo should be used when end deliverables are in reference to entities within the Clearwater Elementary School, i.e., a sports or club team, a school event, PTO group or other support groups.

Any school event, fundraiser or extracurricular enterprise where a mascot presence would be beneficial should carry the secondary logo.

## Mascot Mark Usage

The mascot mark is considered a secondary mark that should only be used when Clearwater is clearly branded elsewhere on the product. It should never be seen alone.

Consider its one-color iteration as a possible design element.



## Wordmark Usage

### Wordmark Large

Use this wordmark when the physical, or seen, final deliverable is large enough so the words "ELEMENTARY SCHOOL" is easily read and can be reproduced clearly.

**CLEARWATER**  
**ELEMENTARY SCHOOL**

### Wordmark Small

Use this wordmark as an alternative to the Wordmark Large when the words "ELEMENTARY SCHOOL" in the physical, or seen, final deliverable become too small to read or reproduce. This is also the wordmark that appears in the Primary Logo iteration.

**CLEARWATER**  
**ELEMENTARY SCHOOL**

The Clearwater wordmark can be used in instances where a more serious tone is needed. Formal notices or communications where a mascot presence is deemed inappropriate can call on the wordmark as an alternative to the primary logo.

The wordmark can also be used in signage or products that need to be simplified for reproduction purposes.

This will act as the primary horizontal iteration.

## One-color Usage

One-color iterations of all logos and wordmarks are available for instances where reproduction of the full-color logos and marks become prohibitive.

Outside merchandise and product vendors should adhere to provided one-color logos and marks and should not create their own versions of the one-color mark from the full-color versions.

The one-color mark can expand the color palette to include black and white.

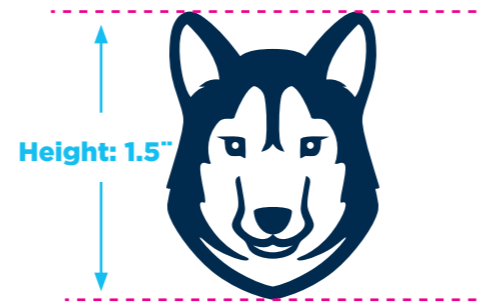
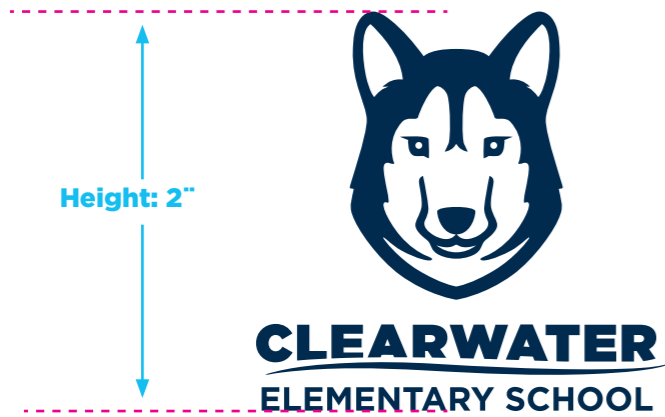
Note: the husky mascot mark has a white stroke around the head so the mark stands out on darker backgrounds while remaining a positive color image. The wordmark simply reverses the “wave” and the words to white on a dark background.



## Simplified Logo for Embroidery

The simplified logo should only be used in the cases for small embroidery application.

In this iteration, the eyes are simplified and nostrils are eliminated. The words "ELEMENTARY SCHOOL" are proportionally larger.



## Logo Misuse Examples

With all iterations of the Clearwater logo marks, avoid the following:



Stretch or compress



Adjust color or introduce new colors



Alter the logo with additional art or elements



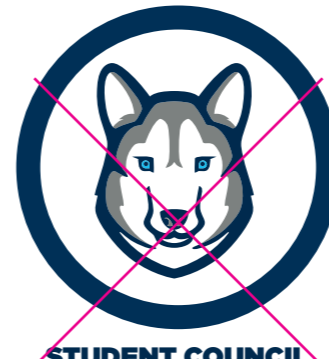
Use the logo or parts of the logo as letter swap-outs in words



Skew or distort the logo



Create custom wordmarks or text underneath the mascot mark to look like a new logo



Take parts of the logo and create new logos



Place the logo on busy or patterned backgrounds



Alter the proportions of the logo elements



Alter the orientation of the elements



Add drop shadows or any effects to the logo



Change the fonts

## Rendered Application Examples





**GO HUSKIES!**