CHRISTA McAULIFFE ACADEMY

CMASAS

SCHOOL OF ARTS AND SCIENCES

CMASAS Brand Guide

August 2022

Contents

Primary Mark

FOR USE IN:

- Stationery
- Signage
- Diplomas
- Official Communications
- Websites

The primary mark is CMASAS's signature logo. It must be present on all official academic and administrative communications.

CHRISTA MCAULIFFE ACADEMY
CMASAS
SCHOOL OF ARTS AND SCIENCES

Primary Mark with Tagline

CHRISTA MCAULIFFE ACADEMY
CMASAS
SCHOOL OF ARTS AND SCIENCES
TOUCH THE FUTURE

Spirit Mark

FOR USE IN:

- Electronic Marketing Documents
- Presentations
- Curriculum
- Websites
- Social Media
- Merchandise

The rocket embodies the spirit of CMASAS and the spirit mark may be used prominently in communications as listed above.

Three-Color

Two-Color
(For use in merchandise.)

Spirit Mark Stacked

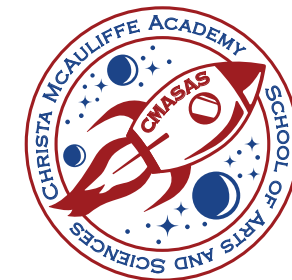The stacked spirit mark is for use in social media, websites and merchandise (two-color).

Spirit Mark Circle

The spirit mark circle is for use in email signature, social media, and merchandise (two-color).

Colors

CMASAS's primary colors are jewel tones of sapphire blue (#1d428a), ruby red (#9B111E) and emerald green (#046307).
These colors should be the dominant colors on all communications, stationery, spirit wear, uniforms, official gear and apparel.

CMASAS Sapphire Blue

#1d428a

R29 G66 B138

C100 M86 Y15 K3

Pantone 7687

CMASAS Ruby Red

#9B111E

R155 G17 B30

C24 M100 Y100 K22

Pantone 7621

CMASAS Emerald Green

#046307

R4 G99 B7

C88 M35 Y100 K29

Pantone 363

Fonts

These font families are tools provided to help communicators leverage the masterbrand when appropriate. This does not mean you must use only the listed fonts. The goal should be an overall cohesiveness to all CMASAS communications.

To obtain CMASAS-approved fonts not already installed on your computer, contact our Marketing Communications department.

Logo Font

Copperplate Gothic Bold is the font used in CMASAS logos.

Copperplate Gothic Bold

Curriculum

Verdana is the preferred font for use in curriculum text.
It is also the font used in this brand guide.

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

Digital Media

Raleway and Lato are preferred for use in social media graphics.
Raleway is the font used in CMASAS's email signatures.

Raleway

Raleway Black

Lato Thin

Lato Light

Lato Bold

Lato Heavy

Website

Oswald (headers) and Open Sans (body copy) are the
Google fonts used on www.cmasas.org.

OSWALD   Open Sans

Email Signature

Each employee of CMASAS is asked to use this email signature to keep our branding consistent. Please do not add quotes or other things to the email signature. IT is available if you need assistance.

First and Last Name
Title
Office Number: XXX-XXX-XXXX
Email Address:
Pronouns (Optional)