

STUDENT

serve | lead | inspire

COUNCIL

corning-painted post high school

BRAND IDENTITY GUIDE

REVISION A2

Friends,

Though not often seen as important as deciding themes for our dances or running meetings, our branding is important.

For the past four years, since the merger of East and West our student council has been struggling with brand identity. For my freshman and sophomore years, I didn't even know that it existed.

I'm now our president.

Our plan for this student council is more than just be good enough. Good enough is good enough. Leave a legacy. Pretend this is brand new. The old is dead. Gone. Forgotten. Don't be forgotten.

This year is big. This year is new. This year is yours.

Make it so.

Serve. Lead. Inspire.

Jake Johnson

President 2017-2018

The Logo

The Student Council Logo is a single color with the words "Student Council" stacked, with a black bar with white text expressing "serve lead inspire" separating the "Student Council". The ascenders and descenders of the center bar flow into the negative space in "Student Council."

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CPPHS STUCO
serve lead inspire

Alternate Logos

The CPPHS STUCO has a logo for smaller applications such as print or web. It has the text "CPPHS" over the "Serve, Lead, Inspire" bar from the original logo.

CPPHS STUCO
serve lead inspire

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Colors

The correct color for use in the Student Council logo are shown below. This warm shade of gold is lively color that represents our school spirit and the Student Council's rich future.

Here is a sample of this color:

Hex: #9e8201

RGB: 158, 130, 1

Pantone 118 C



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Use of Color

The examples shown below show the acceptable uses of the Student Council logo.

White Background. Against a white background, the may be shown as Student Council Gold or black.

Very Light Background. Against a very light background, the logo should be shown in black, unless gold is shown to be better.

Black or Very Dark Background. Against a black or very dark color background, the logo should always be shown in white, unless gold is shown to be better.

The logo may be shown in white or black against a background of Student Council Gold. Outside of the defined is up to the discretion of the designer.



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Typography

To remain consistent with this style guide, Futura PT is the recommended type face. For headings use Futura PT Book and for body text use Futura PT Medium

Headings should be set at least 4pt higher than body.

If Futura is not available use a modern Sans-Serif with a small x-height.

Examples: Neuzeit, Twentieth Century, Anso.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$ { & ? ! % . , ; -)

Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$ { & ? ! % . , ; -)

Body

Futura PT

The main purpose of letters is the practical one of making thoughts visible. Ruskin says that all letters are frightful things, and to be endured only upon occasion, that is to say, in places where the sense of the inscription is of more importance than external ornament. This is a sweeping statement from which we need not suffer unduly; yet it is doubtful if there is art in individual letters. Letters in combination may be quite satisfying and a well-composed page beautiful as a whole. The main purpose of letters is the practical one of making thoughts visible.

Pages and Advertisements

Shown below are examples of possible or recommended uses for the student council logo in paper, digital display, or advertisement use. Final implementation up to the discretion of the designer



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Notes

Using this guide.

The rules set in this booklet are a suggestion. Do not follow to the letter. An example would be for the “Pink Out,” make the logo pink! Do not let a guide written by a non design oriented 17 year old restrict your creative ability. With that however, this guide is made to create a brand for student council. If the logo is changed a lot or different colors used on every single sign, it is hard to build recognition.

Getting raws.

To get PSDs or other large format files for the student council logo, contact the current president.

Credits.

This guide was made by the 2017-2018 student council.

President Jake Johnson

Vice Presidents Olivia Antenore, Hadiya Fuller, and Jaedyne Filkins

Secretary Sadie Sullivan

Treasurer Sunneyah Goins

Advisors Mrs. Hillman, Mrs. Pusateri, Mrs. Freeman

Special thanks to yearbook advisor Mr. Mike Simmons.