

OUR LOOK

Quick Reference for Colonial Graphic Standards

COLOR PALETTE

BLACK

CMYK C: 100, M: 100, Y: 100, K: 100
PANTONE: BLACK C

CHERRY

CMYK C: 15, M: 100, Y: 100, K: 0
PANTONE: 185C

ACCENT: WHITE

FONT | PRINT

Typography gives our words a distinct look and feel. Museo and Myriad are the only two fonts ever to be used for **PRINTED** Colonial collateral. Museo, as our primary font, should be used for all internal and external materials. When Museo font is not available, use Myriad. Museo font can be made available from Tech Support

MUSEO (HEADINGS, TITLES, ETC)

300 ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789!@#\$\$%^&*
700 ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789!@#\$\$%^&*

MYRIAD (BODY COPY)

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789!@#\$\$%^&*
Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789!@#\$\$%^&*

FONT | DIGITAL

ROBOTO SLAB (Google environment)

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789!@#\$\$%^&*
Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789!@#\$\$%^&*

VERDANA (Email, desktop: Verdana Variations of Verdana, such as bold and italicized, are permitted.)

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789!@#\$\$%^&*
Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789!@#\$\$%^&*

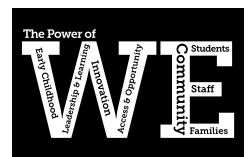
LOGOS



COLONIAL SCHOOL DISTRICT LOGO

Our logo should:

- Always to be used as the main logo in district wide communications.
- Only to be used in the colors above. Cherry for color use, black and white for other use
- Logos are available on district website under employee section



POWER OF WE LOGO

- ONLY to be used as an accompanying identifier in communications
- Only to be used in the colors above. Cherry for color use, black and white for other use