

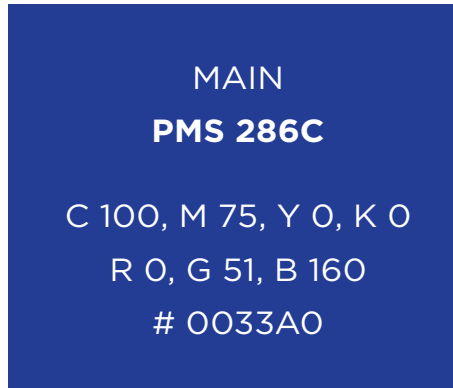


BRAND BASICS

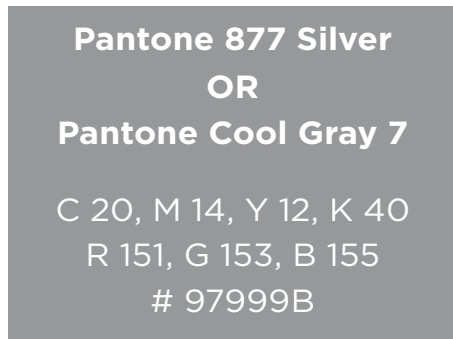
Keeping communication consistent, gaining recognition and developing our brand for CCHS.

CAPITAL CITY CAVALIERS
COLORS

Primary Colors

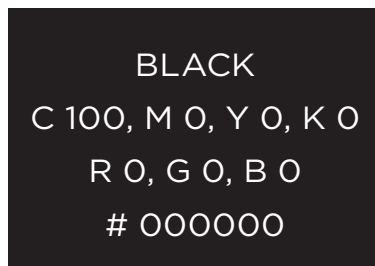


The Main CCHS blue will be used in all communications. It should be the most prominent color in every print and digital graphic.



Pantone 877 is a metallic silver ink and may not always be a practical option for printing. Cool Gray 7 may be used as a substitute.

Accent Color



Black may be used as an accent as needed but subordinate to Pantone 877 Silver or Pantone Cool Gray 7.

FONTS

Primary Font:
Square Slabserif

To be used in shorter headlines or as an accent font. This strong font adds a bold element.

**Headline
or Accent**

Secondary Font:
Gotham Condensed

SECONDARY

Body Copy or Headline:
Gotham Book

Headline
or body copy

Accent Font:
Azzardo

To be used sparingly as a accent to the other fonts. See the Clubs and Organization section.

Accent

CAPITAL CITY CAVALIERS
PRIMARY LOGOS

These are the primary logos that may be used represent the school.



Cavalier_MascotLogo



Cavalier_MascotLogo_BW



Cavalier_TextHat



Cavalier_TextHatSwords



Cavalier_Swords



Cavalier_TextOnly

ACADEMIC LOGOS



Cavalier_Academic_Swords



Cavalier_Academic_NoSword

CAPITAL CITY CAVALIERS
ABBREVIATED LOGOS



CCHS_Sword



CC_Interlocking



CCHS_Cavaliers



CC_Interlocking_Silver



CCHSOnly



CC_Interlocking_Blue



CC_Swords



CC_Blue



CC_Silver

CAPITAL CITY CAVALIERS

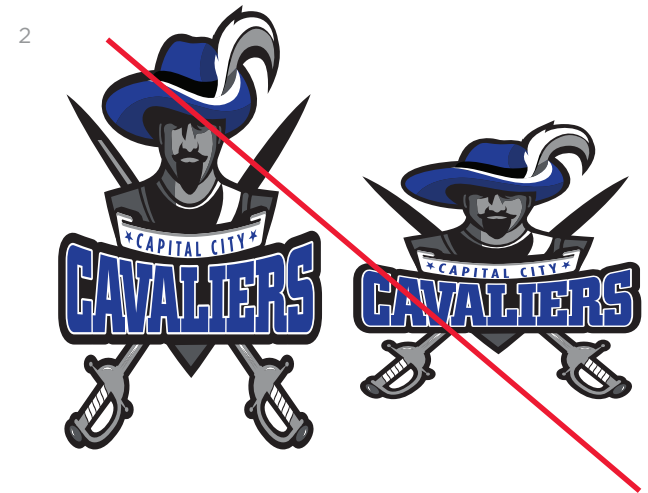
LOGO DOs & DON'TS

IMPROPER USE OF LOGO:

The following are examples of how NOT to use or alter the logo.

Do NOT:

- 1) Change colors of the logo
- 2) Distort the logo - including stretching or squeezing
- 3) Rotate the logo or any component
- 4) Use special effects on, within or around the logo
- 5) Alter the logo or pull out singular pieces





SIGNAGE
LOGOS

CAPITAL CITY CAVALIERS
SIGNAGE LOGOS

All primary logos are also approved for use on signs.



Cavalier_MascotLogo



Cavalier_TextHat



Cavalier_Academic_Swords



Cavalier_TextOnly



Cavalier_TextHatSwords



Cavalier_Swords



Cavalier_Academic_NoSword



APPAREL LOGOS

All Primary, Abbreviated and Academic logos are approved for tshirts and other apparel.

Use the logos on the facing page for polos with embroidered logos

CAPITAL CITY CAVALIERS
POLO LOGOS

These simplified logos work best for embroidery.



CCHS_Sword



Cavalier_Academic_Swords



CCHS_Cavaliers



Cavalier_Academic_NoSword



CCHSOnly



Cavalier_TextOnlyAllColors



CC_Interlocking



CC_Interlocking_Silver



CC_Interlocking_Blue



CC_Blue



CC_Silver



CLUB &
ORGANIZATION
LOGOS

CAPITAL CITY CAVALIERS
CLUB LOGOS

Examples of club and organization logos utilizing Azzardo & Gotham Condensed as an accent font.



The background features a close-up, grayscale image of a book spine, showing the texture of the cover and the raised bands. A solid blue diagonal shape overlays the right side of the image, extending from the top right corner towards the center.

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Jefferson City Public Schools
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