



COEUR D'ALENE PUBLIC SCHOOLS
Updated District Logo 2022
Marketing and Branding Standards

Originally created as a promotional logo for Coeur d'Alene Public Schools HR department, due to its popularity, it has now become the new official district logo as of the summer of 2022.

This document includes, specifications and standards that are to be adhered to when using this logo.

Logo Colors (see variant examples below)

NAVY BLUE

- RGB – 23, 41, 84
- CMYK – 100, 90, 38, 34
- COLOR # - 172954

Black #000000 and White #000000 may be used depending on the application. White version when using a dark background.



Font

COEUR D'ALENE PUBLIC SCHOOLS (NAME/TITLE)

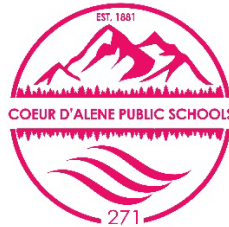
- **CENTURY GOTHIC, BOLD**

EST. 1881 AND 271

- CENTURY GOTHIC, REGULAR

The elements are not to be altered in any way (see examples).

- Do not replace elements
 - o Mountains, waves, trees
 - o Colors
 - o Fonts
 - o Positioning of the elements
 - o Skewing of the elements



Mailing Labels, Letter and Envelopes Examples



COEUR D'ALENE PUBLIC SCHOOLS
1400 N. NORTHWOOD CENTER CT.
COEUR D'ALENE, ID 83814
(208) 664-8241
CDASCHOOLS.ORG



COEUR D'ALENE PUBLIC SCHOOLS
1400 N. NORTHWOOD CENTER CT.
COEUR D'ALENE, ID 83814
(208) 664-8241
CDASCHOOLS.ORG

Please contact us before using our school district logo in any advertising or promotions. Our logo is not be used in any political advertising.

Approved versions of our district logo can be found at www.cdaschools.org/logo. This will include .eps, .jpg, and .png versions of the logo. As well as the black and white versions of the new district logo.

If you have any questions about the logo or pertaining to its approved use, please contact Jon Mahn at jmahn@cdaschools.org or 208-664-8241 ext. 10069.