

CAS | مدرسة المدينة الأمريكية
CITY AMERICAN SCHOOL

Brand Guidelines

Welcome to the City American School brand guidelines version 1. The aim of this document is to provide an understanding of the identity or School brand. This is a living document and it will expand to further assist users in demonstrating the CAS visual identity.

These guidelines are designed to help us present our logo and our image in a consistent way in all communication materials we need to produce.

The intent of these guidelines is to achieve visual consistency in how the School represents itself to its various audiences. Achieving a consistent appearance requires more than merely following the rules for logo placement and positioning. The CAS look is a well-established set of relationships between text, object and framework, which this document explains, as a guide to protecting and extending our valuable reputation.

If you have any queries contact the City American School marketing department +971 6 711 0000 or info@cityamericanschool.ae

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THE LOGO

FUNDAMENTALS

CAS logo is the most fundamental element of our identity. When used according to our guidelines, our corporate name and logo establish continuity and reference to our company, allows us to build a strong brand identity. Failure to comply with these guidelines will result in the termination of authorization to use the CAS name and corporate logo.

CORPORATE LOGO

The logo consists of City American School logo type and logo(abbreviation). The CAS logo must always appear in authorized formats and with the authorized corporate colors. Always use only authorized artwork, which can be scaled as needed. Do not redraw, modify, or change the logo in any way. Do not typeset the logo with existing typefaces.

PARTNERS USE OF CAS LOGO

When there is opportunity and/or necessity for our corporate name and logo to be used in conjunction with another company's name or logo, there are specific guidelines that must be applied. The City American School corporate name should be mentioned first in copy when the communication or document is being created and distributed or released by City American School . When combining the City American School logo with another company logo, the City American School logo should be equal to, or greater than the other company logo(s) size. If possible, the logo isolation area should double from its standard requirement, and both logos should appear to visually occupy their own space.

TRADEMARK

The School has significant commercial value, for example, through use on merchandising and promotional items. The School names is registered trademarks and may only be used with permission of the School or by registered licence holders.

City American School LOGO

STACKED City American School LOGO



A stacked version of the logo has been developed to be used only when:

- the master logo would need to be reduced to fit below 35mm
- the format and/or context dictates.

Examples of appropriate use include co-branding situations where the logo appears with other logos, and narrow advertising columns where space is limited.

LOGO FONTS

Century Schoolbook for English & **Times New Roman** for Arabic has been selected as the University's primary typeface, and is used for promotional materials that are produced in-house.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890<>/)(&%\$£@!/?/

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق
ك ل م ن ه و ي 1234567890

LOGO COLORS



RGB: 241, 124, 14
CMYK: 0, 49, 94, 5
HEX: #f17c0e
Pantone Solid Coated 716 C
Pantone Solid Uncoated 138 U



RGB: 23, 71, 158
CMYK: 100, 85, 0, 0

PLEASE NOTE: The colors shown in this document are not intended for the use of color matching. For an accurate color representation consult the respective color guide.

COLOR USE FOR LOGO

FULL COLOR

Wherever possible, the Logo should appear in their preferred color way – full color. The full colour Logo may only appear on a white or very pale grey background.

GRAYSCALE

The greyscale version of the Logo may only be used where full colour production is not available, e.g. mono press adverts, or black and white desktop printing.

LINE

Only for use where full colour is not available, and greyscale can not be used, e.g. fax.

ISOLATION AREA

In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text. The minimum exclusion zone is equal to the width of the coat of arms. Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times. The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.



X = 50% height of the letter C



IMPROPER USE OF LOGO

To maintain the integrity of the CAS logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the Demand Media logo that should be avoided.



DON'T stretch the logo



DON'T rotate the logo



DON'T change colors



DON'T add a drop shadow to the logo



DON'T place the logo on a color without sufficient contrast



DON'T rearrange the logo elements.



DON'T use over a busy image



DON'T create a gradient logo



DON'T change the proportions between the symbol and logotype

The Logo Recommended sizes

Logo size consistency is important when producing a wide range of communications.

A size formats

Shown here are the recommended sizes for reproduction across various A series formats.

DL 50 mm

A5 50 mm

A4 70 mm

A3 90 mm

Placement

The logo always appears in a set size and position on all our communications. See pages 10–11

Minimum size

Our logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 30mm measured across the width of the logo.

The logo does not have a maximum reproduction size.

Alternative sizes

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.



DL and A5



minimum size



A4



A3

The Logo Positioning - top Right

Consistent positioning of the logo is vital, it must always appear on the left. The logo can appear in two set positions. Either at the top of the area or at the bottom, but always ranged left.

Logo size and position

DL

Logo 50 mm

left margin 10 mm

base margin 10 mm

A5

Logo 50mm

left margin 10 mm

base margin 10 mm

A4

Logo 70 mm

left margin 15 mm

base margin 15 mm

A3

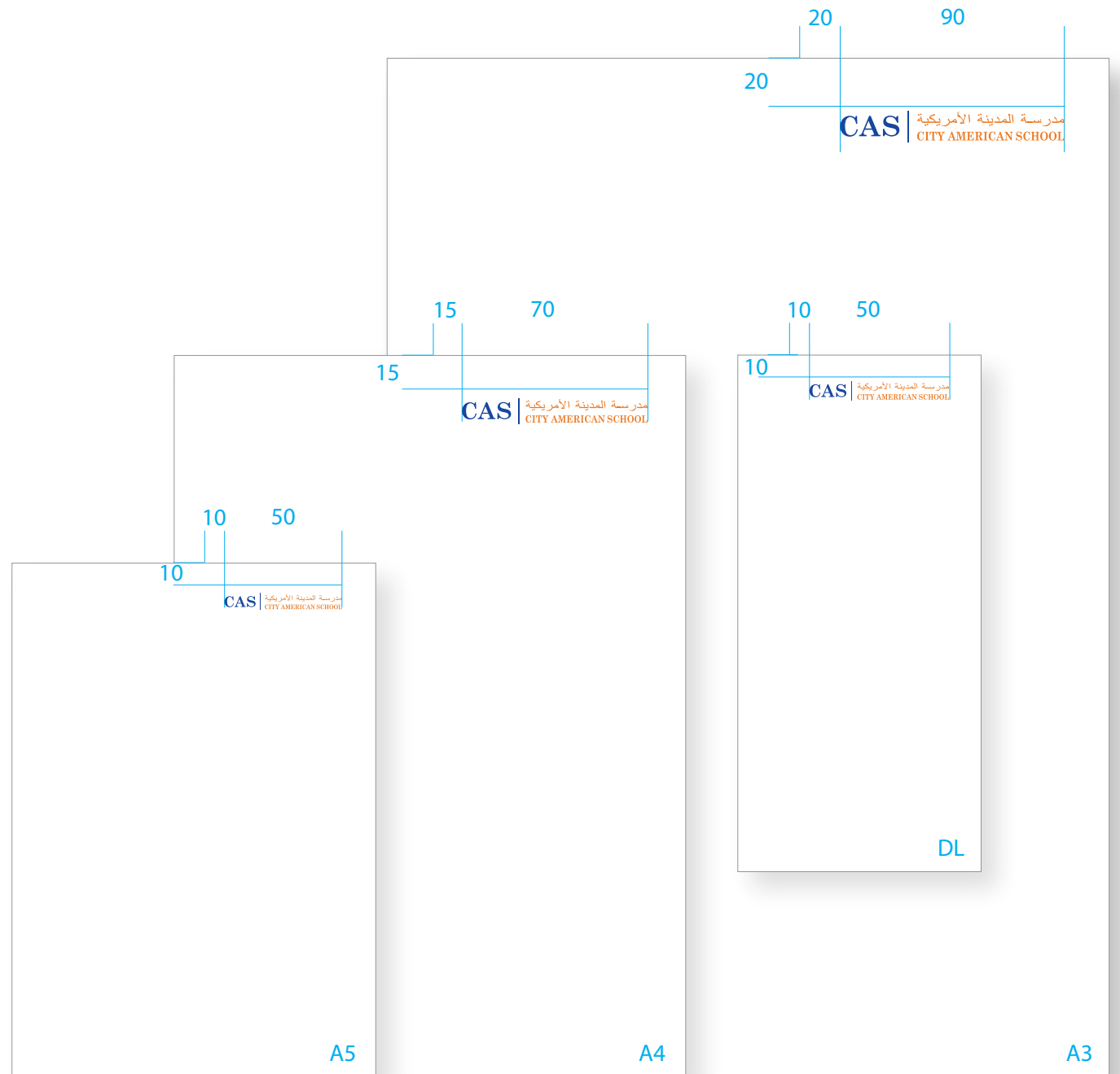
Logo 90 mm

left margin 20 mm

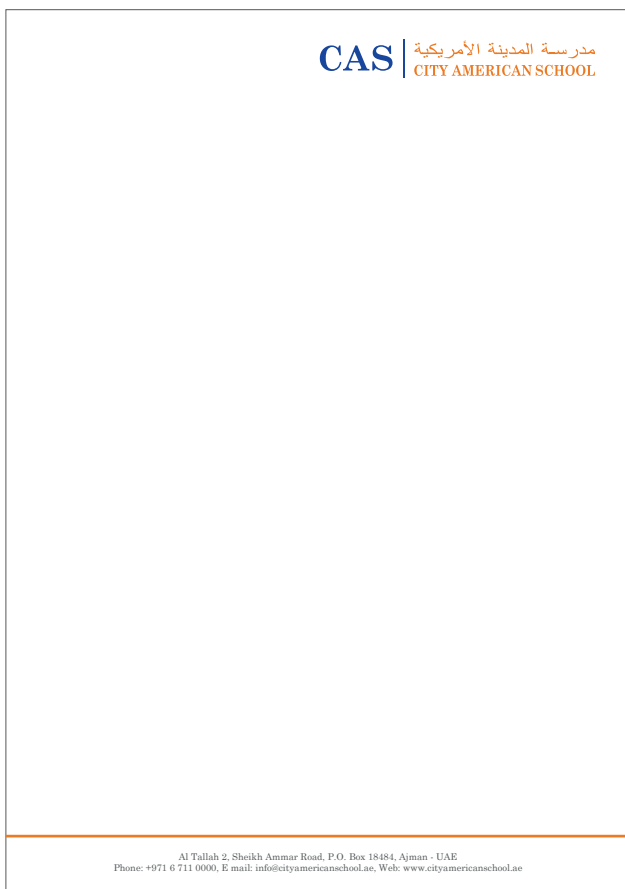
base margin 20 mm

Landscape formats

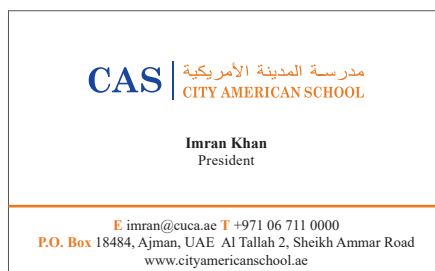
The bottom and left hand margins remain the same for the corresponding landscape formats.



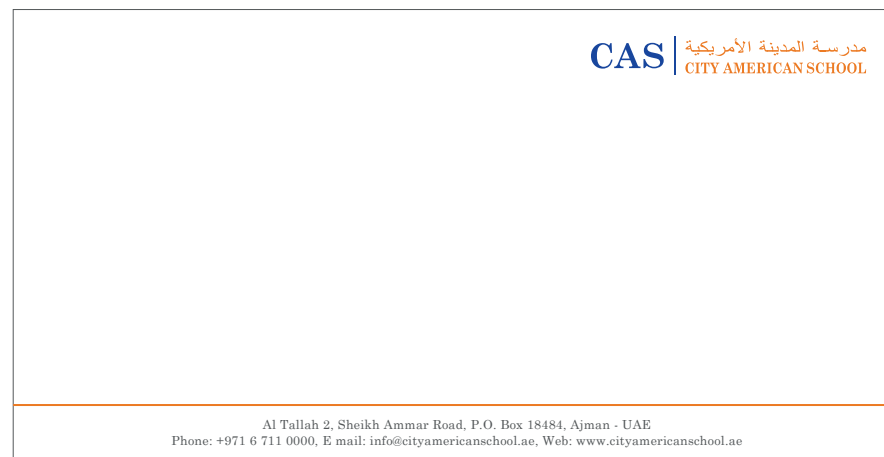
STATIONARY



A4 Letter Head



Business Card



A5/DL Envelope



A4 Envelope

EMAIL SIGNATURE

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POWERPOINT PRESENTATION



Slide 1 (main)



Subtitle Century Gothic 24 pt
Paragraph Heading Century Gothic 20pt

Paragraph Content Century Gothic 18pt
dolor sit amet, consectetur adipiscing elit. Sed varius ullamcorper odio. Sed ac purus et urna lacinia egestas. Sed sed luctus ligula, tempus auctor orci. Duis posuere placerat tortor, in pretium risus consequat in. Integer mattis mauris nec sodales hendrerit. Integer quis varius tellus. Vestibulum at nibh sit amet ante suscipit ullamcorper non ut lacus. Morbi accumsan interdum odio a convallis. Pellentesque rutrum pulvinar ipsum, ac dapibus diam. Suspendisse venenatis ac elit vitae dapibus. Etiam sollicitudin arcu lacus, vitae fincidunt dui euismod id.

Slide 2 Title



Slide 4 (end)

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CITY AMERICAN SCHOOL

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