

CS | مدرسة المدينة  
CITY SCHOOL

# Brand Guidelines

Welcome to the City School (CS) 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 CS 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 CS 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 School marketing department +971 6 714 7777 or [info@cityschool.ae](mailto:info@cityschool.ae)

## Table of contents

The Logo	4
Fundamentals	4
Corporate Logo	4
Partners Use of CS Logo	4
Trademark	4
City School Logo	5
Stacked CS Logo	5
Color Use for Logo	6
Isolation Area	6
Improper Use of Logo	7
Logo Fonts	8
Logo Colors	8
Recommended Sizes	9
Stationary	10
Email Signature	11
Powerpoint Presentation	11

# THE LOGO

## FUNDAMENTALS

City School 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 school, allows us to build a strong brand identity. Failure to comply with these guidelines will result in the termination of authorization to use the City School name and corporate logo.

## CORPORATE LOGO

The logo consists of City School logo type and logo(abbreviation). The City School 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 City School 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 School corporate name should be mentioned first in copy when the communication or document is being created and distributed or released by City School. When combining the City School logo with another company logo, the City 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.

## CS LOGO



## STACKED CS 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.



Affiliated to the CBSE Board - India

P.O. Box: 17017, Al Tallah 2, Ajman, United Arab Emirates

Tel: +971 6 714 7777, Mob: +971 56 660 0433

E-mail: [info@cityschool.ae](mailto:info@cityschool.ae) Web: [www.cityschool.ae](http://www.cityschool.ae)