



Section 4: CICS Brand Standards

An excerpted guide consistent CICS branding of your fundraiser and grant materials.

CICS Brand Standards & Guidelines

This section outlines the CICS brand guidelines and communication tips. Please note that individual campuses may also have created additional standards related to SMO and Partner organizations that are not reflected in this section.

CICS Brand Standards Manual

CICS adopted a uniform brand identity to serve all CICS campuses, as well as the network office. The overarching need was to strengthen the CICS's reputation and identity as a top quality charter school network providing, in partnership with high quality SMOs, the best resources and curriculum to prepare students for college and beyond.

In an effort to better utilize our brand identity across the network, a *CICS Network-wide Brand Standards and Communications Policy Manual* was created. For your convenience pieces of the manual have been excerpted here. If you would like further information regarding the CICS brand standards or to obtain a copy please reach out to your individual campus contact.

Please also reach out to your campus contact to obtain logos, graphics, and other branding materials, as well as to learn more about your campus specific branding guidelines.

Campus Brand and Communications Contacts

Campus	Contact Person	Contact Information
Avalon		
Basil		
Bucktown		
ChicagoQuest		
Irving Park		
Larry Hawkins		
Jackson (Rockford IL)		
Lloyd Bond		
Longwood		
Loomis Primary		
Northtown		
Prairie		
Ralph Ellison		
Washington Park		
West Belden		
Wrightwood		

CICS Brand Philosophy

In order to build on the individual successes at each of the campuses along with the collective success across all campuses, one clear brand must be at the forefront. Much is happening at Chicago International, starting with the students achieving at high levels across the CICS network. To enhance the experience of our students, teachers, and school families, we need to present a consistent message and image. Ultimately this will provide significant yields for all associated with CICS: whether it be a competitive college recognizing the rigorous Chicago International curriculum and admitting our well-prepared, high quality graduates; attracting and retaining the finest faculty because they know the framework, support and development offered at Chicago International; research universities willing to partner with Chicago International to provide support and services for our students; or Chicago Public Schools partnering with Chicago International to open new campuses to expand the reach and educational choice into more underserved communities.

CICS Campus Logotypes & Letterhead

As you move forward in creating materials for your fundraiser or grant proposal at a minimum please include your approved CICS Campus Logo.

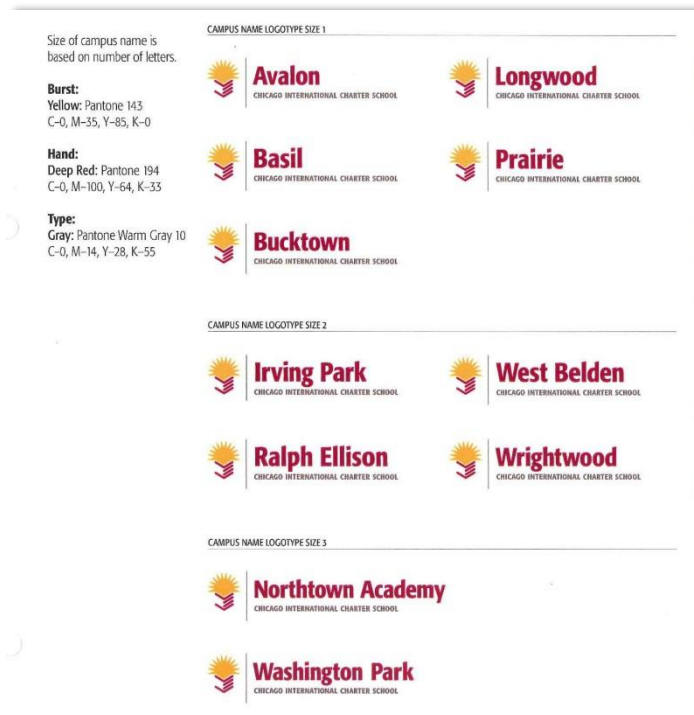
Logotypess

Each campus has been issued campus logos for use on communications materials. Each campus has been issued:

- Campus Logotype-3 color
- Campus Logotype-1 color
- Campus Logotype-1 color Reverse
- Campus Logotype-Special Use
- Campus Letterhead

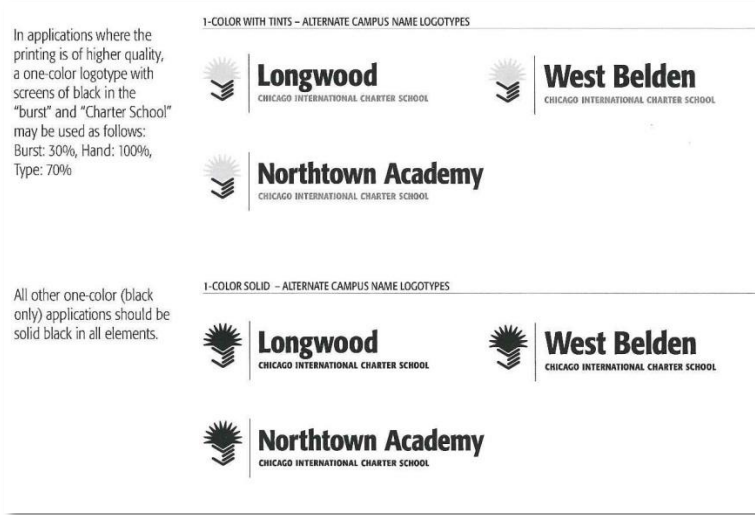
Examples of Approved CICS Campus Logo-3 Color

These are standard logos, and should be considered the “default” logo for all promotional, written, and electronic materials.



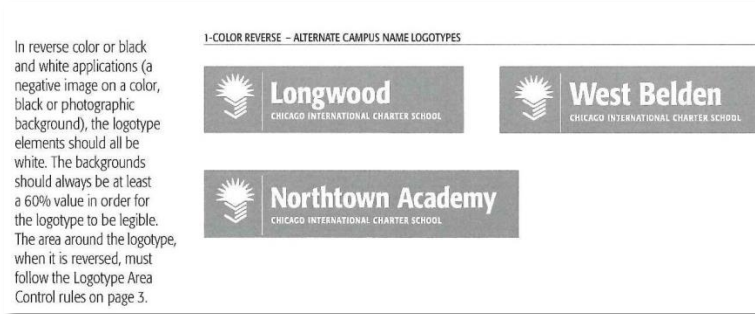
Examples of Approved CICS Campus Logo-1 Color

In some cases, it is appropriate to use a 1 color (black and white logo). If your promotional materials are being printed in black and white, please utilize the 1 color logo to ensure image clarity.



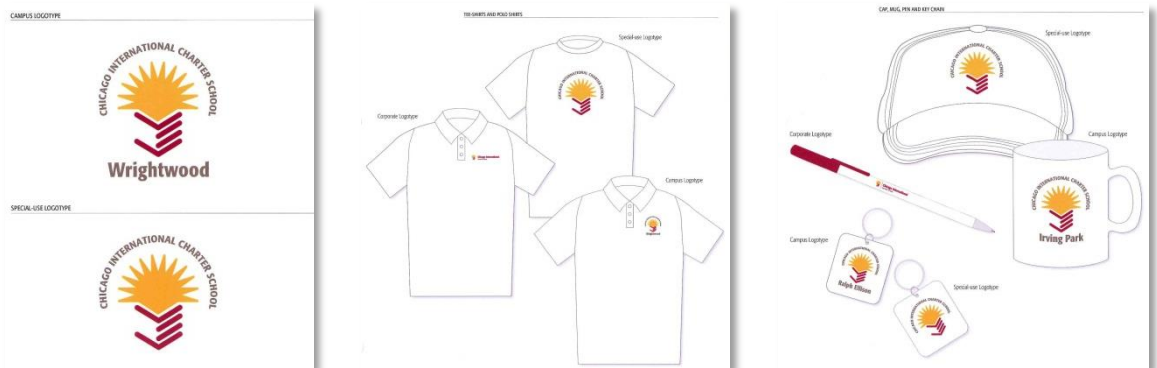
Examples of Approved CICS Campus Logo-1 Color Reverse

There are times when you may choose to place your campus logo on a dark or black background. For those materials, please utilize the 1 color reverse logo, which is shown below in white. Please note, the gray background behind the logo is included to show the contrast, however the logo itself may be placed on any dark color.



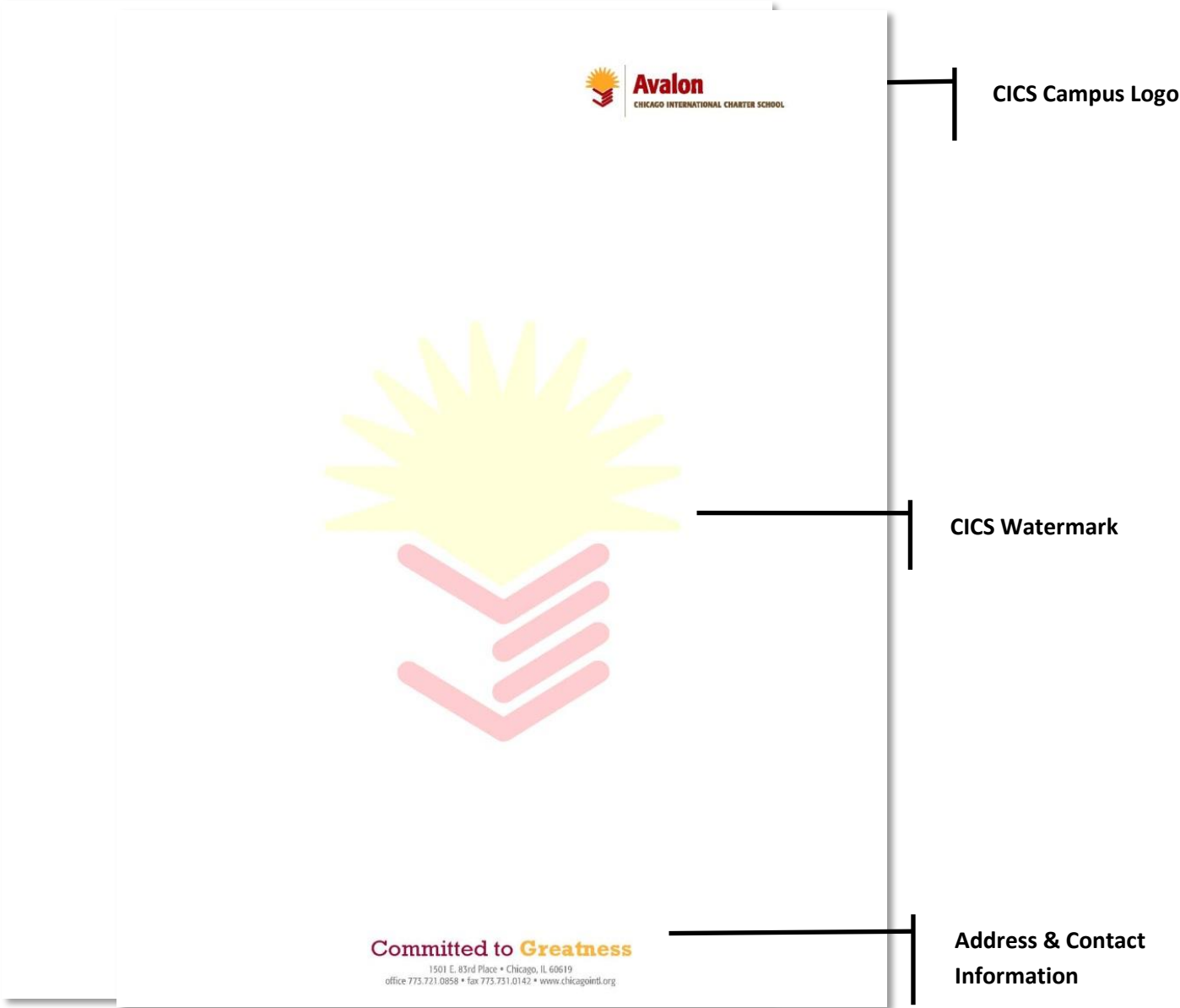
Examples of Approved CICS Campus Logo-Special Use

For some promotional materials it may be more appropriate to utilize your campus special use logo. Examples of the special use logo and promotional material mock-ups are included below.



Example of Campus Letterhead

The campus letterhead example below shows each components of a standard piece of campus letterhead. Please note that approved individual campus letterhead may vary slightly based on the relationship between each SMO. Always consult with your campus brand contact prior to utilizing your campus letterhead.



CICS Colors

PMS 194

C: 0	R: 171	HEX
M: 100	G: 6	WEB #AA0044
Y: 64	B: 33	Original
K: 33		#AB003E



Gray

C: 4	R: 241	HEX:
M: 2	G: 243	WEB #EEFFFF
Y: 2	B: 244	Original
K: 0		#F5FAFA



PMS 143

C: 0	R: 251	HEX:
M: 35	G: 176	WEB #FFAA22
Y: 85	B: 64	Original
K: 0		#FFA626



PMS Warm Gray 10

C: 0	R: 138	HEX:
M: 14	G: 121	WEB #776655
Y: 28	B: 103	Original
K: 55		#736353

