

# BRAND GUIDE

**CROSSINGS**



developing students into Christ-centered  
servant leaders who are academically and  
spiritually prepared for college and life

FALL 2013

# CROSSINGS



When people experience the Crossings Christian School Brand, they don't just see a logo, form or email. They see the character of our school in the students, teachers and administrators. They see integrity in academic excellence and sportsmanship in athletic competition. They see Christ living in each of us as we study, work and play.

How people feel about CCS directly relates to our success. Alumni, students, future students, potential donors and the community around us will associate our brand with what we stand for and who we are. Our brand speaks on our behalf without saying a word. It is the visual representation of our reputation.

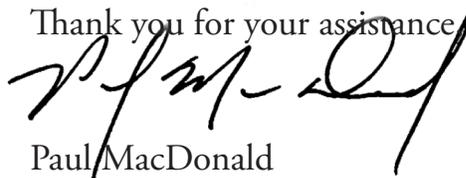
Therefore, it is vital to build and maintain a strong brand, a strong visual identity. To accomplish that, the CCS marks must be used in a consistent way, in the proper shade of red and be in the proper proportions. Fonts and formats must be uniform and our communication style must be clear and constant.

This guide establishes the rules for the use of Crossings Christian School's brand. Inside, you'll find all you need to know about using the CCS identity in all media, including logo and marks, such as emblems, wordmarks and the Crossings Knight. Proper and legal use of the logo and marks protects CCS's image and distinguishes us from other schools.

We appreciate your willingness to support, protect and advance the image of CCS. If you need additional information regarding the use of the CCS identity marks in media, contact:

Teri Inman, Development Director, 405.767.1536  
tinman@crossingschool.org

Thank you for your assistance



Paul MacDonald  
Headmaster



# Contents

## **STRATEGY - Purpose and Policy - 5**

- Who are the guidelines for? - 6
- Commercial and promotional use of the CCS marks - 7
- Graphic standards oversight - 7
- Legal ownership statement - 7
- Permission Processes - 8
- Logo Creation Process - 8

## **MESSAGE - Our History & Story - 9**

- Motto - 10
- Mission Statement - 10
- Positioning Statement - 10
- Heraldry - 10
- The Knight - 11

## **COMPONENTS - Colors, Types & Templates - 15**

- Official Color Palette - 16
- Stationary System - 17
- Forms - 18
- Typography - 19
- Capitals - 19
- Garamond - 20
- Calibri - 20

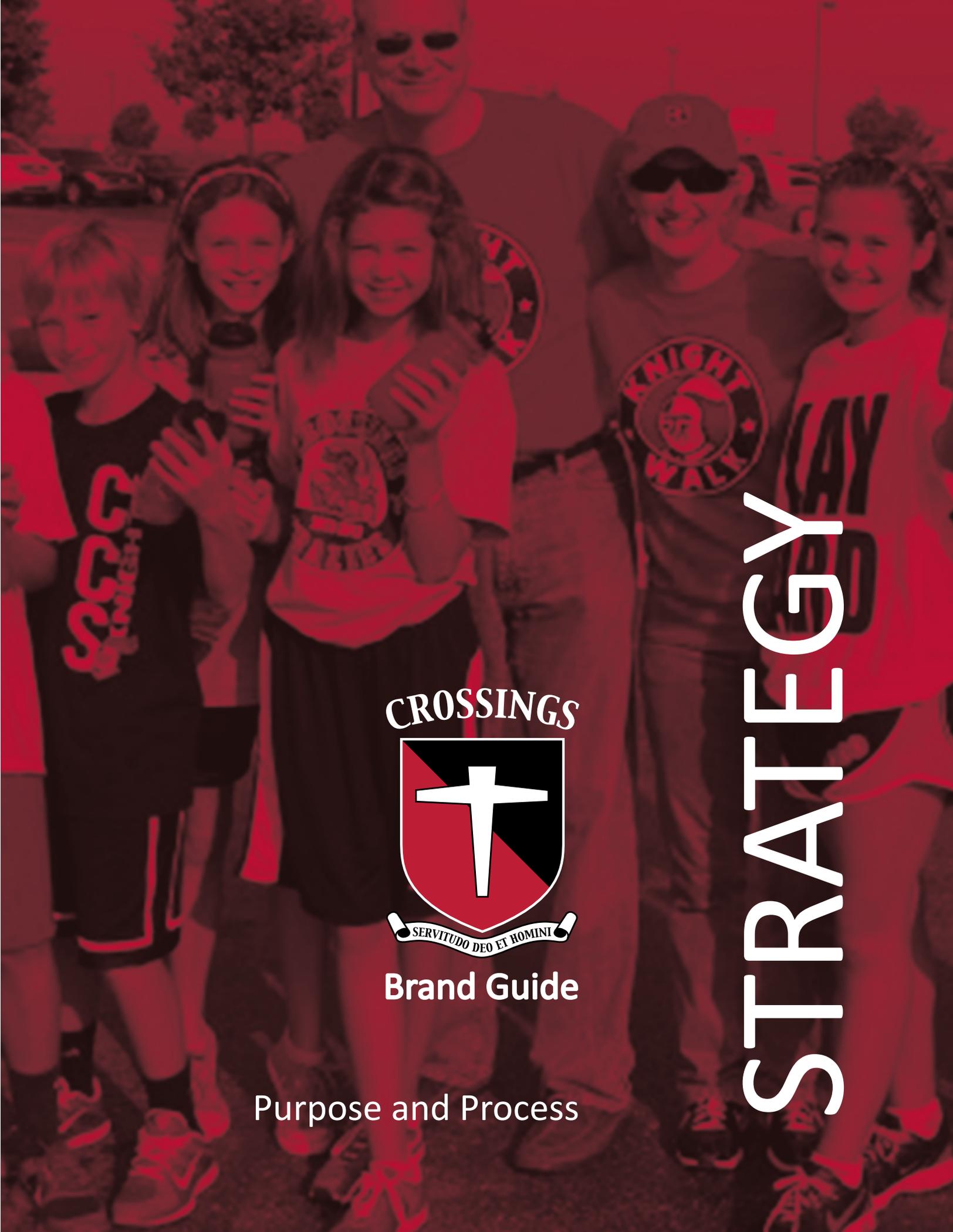
## **MARKS - Logos, Marks & Mascot - 21**

- Primary Logo - 22
- Primary Logo Color Configuration - 23
- Minimum Live Space - 24

- Alternate Logos - 25
- Primary Variations - 25
- Alternate Variations - 26
- Shield Only Variations - 27
- Subordinate Organization Logos - 28
- Parent Teacher Fellowship (PTF) - 28
- Standing Knight - 29
- Knight Bust - 30
- Knight Head - 31
- Knealing Knight - 32
- Auxiliary Knight Marks - 33
- Lower School Knight - 34
- Lower School Knight Helmet - 35
- Lower School Shield - 36
- Sport Specific Logos - 37
- Expired Logos - 38

## **STYLE - How We Communicate - 39**

- Exceptions to AP Style - 40
- Common stylistic errors - 40
- Tips to ease the way - 41
- The best advice after "Consult AP" - 42
- Basic Tips for a Professional-looking Document - 42
- Email - 43
- Socail Media - 45



# STRATEGY

CROSSINGS



Brand Guide

Purpose and Process

# STRATEGY - Purpose and Policy

CCS's communications strategy begins with the guidelines in this style guide. The guidelines provide all the information necessary to ensure the accurate and effective presentation of CCS to internal and external audiences. The guidelines encompass CCS's family of graphic elements, including the logo, nomenclature, wordmarks, emblems, positioning statement, academic and athletic logos, color palette, recommended typefaces and applications to the stationary system, presentation media and the CCS website.

## Who are the guidelines for?

The administration, teachers, students and families of CCS must follow these guidelines. Additionally, all academic, athletic and extracurricular groups or organizations that are not legally autonomous must follow these guidelines. Outside agencies, publishers or vendors that create print, electronic or branded merchandise for CCS are also required to abide by these guidelines.

The appearance and exposure of the Crossings brand must be constant. In even the most entrepreneurial culture where "all permissions are granted unless expressly denied," identity must be the great exception, in which all

permissions are denied unless expressly granted. Otherwise, chaos will rule.

Edward Tufte says this well: *"If there is a well thought-out design standard, it should be followed. In practice, great design comes from great designers. That is empirically the case. If a great designer did a first-rate standard, that model should be followed. **Great design is not democratic; it comes from great designers.** If the standard is lousy, then develop another standard."*

Every single form of communication has a bearing on the identity of the school. Each sign, email, form, ad, brochure and presentation (to name just a few) either communicates who we are, where we are going and the value proposition we support—or it doesn't. To not clearly communicate our identity is not just a missed opportunity, it is a dilution of the effort we expend in this endeavor.

Our Identity Standard must address all existing communications, and the Design Team must assess the content, consistency and quality of the currently communicated identity message:

### Stationery

Business cards, Letterhead, Envelopes, Mailing labels, Notepads, Fax covers, Internal memos, Press releases, Microsoft® Office templates, Report formats, Proposal formats

### Forms

Purchase orders, Invoices, Checks, Contracts, Student Forms, Application materials, Human resource materials: employment applications, benefits

### Phone systems

Greeting, Voicemail style, Acceptable "shorthand"

### Literature

Brochures, Booklets, Flyers, Curriculum catalogues

### Publications

Student/Family magazine or newsletter, Employee newsletter, External e-mail newsletter, Internal e-mail newsletter

### Signage

Interior, Exterior, Vehicle

### Uniforms

Employee badges, Visitor badges, Contractor badges, Security, Faculty Dress Code, Student Dress Code

### Exhibit systems

Trade show booths/exhibits, Floor displays, Posters, Banners

### Web and interactive

Site design and interface, Web page templates, Information design, Content style and administration, Corporate Web site, Division/group sites (sports,

booster, clubs, store, etc), IT systems, Employee intranet site, Web advertising, E-commerce site, E-mail style, Multimedia presentations

### Advertising

TV advertising signature, Print ads, Outdoor ads, Vehicle ads, Direct mail campaigns, Banner ads, Web, Co-op advertising

### Branded merchandise

Student clothing, Adult/Booster clothing, Faculty usage, Non-clothing items

## **Commercial and promotional use of the CCS marks**

Crossings Christian School asserts ownership over its name, marks and slogans, and those cannot be used to imply or suggest endorsement of any product or service not provided by the school. The school's marks, positioning statement, athletic and academic marks are registered and protected by law. Individuals and organizations outside the school who wish to use any of the school's marks for commercial purposes or for promotional activities must first obtain permission from the Development Office.

Teri Inman, Development Director  
Email: [tinman@crossingsschool.org](mailto:tinman@crossingsschool.org)  
Phone: 405.842-8495

## **Graphic standards oversight**

CCS's Development Office administers the graphic identity program. All general policy questions or request for variances should be directed to the Development Office. The Development Office, the Headmaster and the School Board of Directors work together to oversee implementation of the guidelines, provide consulting and ensure compliance.

Crossings Christian School maintains that the school logo, nomenclature, wordmarks, emblems, positioning statement, academic logos and athletic logos be used in ways and contexts that are consistent with CCS's purpose, statement of faith and mission.

Additionally, CCS prohibits the use of school marks with language or depictions that are insensitive or offensive based on race/ ethnicity, color, gender, creed, religion, sexual orientation, or national origin.

## **Legal ownership statement**

Crossings Christian School asserts ownership over its name, trademarks, slogans, logos, mascot and any combination that refers to or is associated with CCS. This intellectual property is registered with the United States Patent and Trademark Office and the Office of the Secretary of State of Oklahoma. The Development Office, working with legal counsel, is responsible for the administration and management of CCS's trademarks and logos.

The mission for the Development Office in relation to CCS marks and logos is to 1) ensure proper use of those marks, logos and other insignia that have come to be associated with CCS; 2) generate income to support and enhance the scholastic missions of the school and 3) protect the school's reputation, good name and image by permitting only appropriate uses and assuring that only quality products bear the school's name, initials or logos.

Any department of the school that purchases items bearing the school's logos or marks must first obtain permission from the Development Office.

## Permission Processes

### Level 1 - Standard Usage

Creatives that fit within the guidelines presented here do not need additional permission before printing or sending. This includes but is not limited to: letters, emails, class specific handouts and take-home papers, updates to existing forms and literature. This usage class also covers all individual uses of the logos and marks including but not limited to: spirit related posters, car decorations, personal decorations, marks on personal items and any other use that is singular in nature, is not sold or distributed and meets or exceeds the guidelines.

### Level 2 - Distributed Usage

Level 2 usage requires the approval of final product BEFORE it is printed, ordered, purchased, contracted for or reproduced. This includes but is not limited to: ALL branded items for resale or associated with any school group or function; division wide or school wide materials, emails, posters, promotional materials; and any item or material meant for external distribution. Level 2 usage does not require approval PRIOR to working on design or layout, but approval MUST be obtained before the item is reproduced or distributed.

## Logo Creation Process

### Level 3 - Development Usage

In the event that a division, group, club or team associated with the school desires to create a unique logo or mark to identify said group, permission must be obtained BEFORE the process is started. The Development office will assist in defining the guidelines within which the creation process will operate and will ensure that the proposed logo or mark is consistent with the brand strategy for Crossings Christian School.

Once permission is given, the process of creating a logo or mark can begin. It is important that concepts and work progress be shared with the development office so the new logo or mark can be approved quickly once it is finished.

Once the new logo or mark is approved for use it will be incorporated into the brand guide and will then fall into Standard or Level 2 Usage. It is important to note that approval of a new logo or mark is NOT approval for that logo or mark to be used on any particular item in any particular way. Approval for materials and items will have to be obtained for each use.



CROSSINGS



SERVITUDO DEO ET HOMINI

Brand Guide

Our History and Story

MESSAGE

# MESSAGE - Our History & Story

Crossings Christian School exists for the glory of God through the development of students who live Christ-centered lives and are equipped to serve their fellow man.

## Motto

The Motto of Crossings Christian School is:

Servitudo Deo Et Homini : Service to God and Man

## Mission Statement

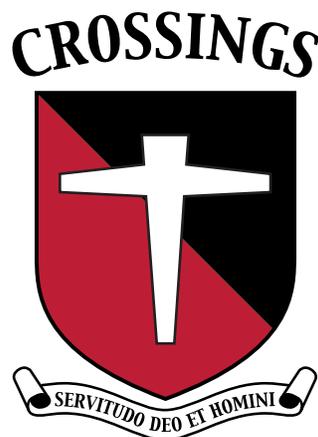
The CCS mission statement defines our primary goal and serves to focus our efforts and resources to achieve the greatest impact:

The mission of Crossings Christian School is to partner with parents and church to develop students into Christ-centered servant leaders who are academically and spiritually prepared for college and life.

## Positioning Statements

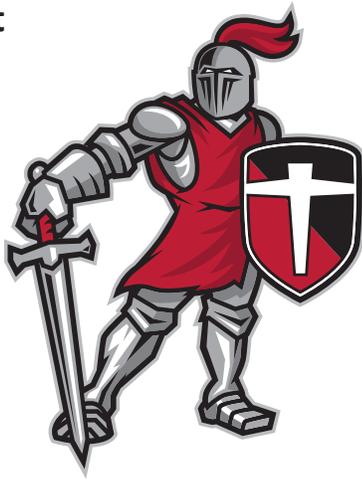
From time to time it may be beneficial for CCS to establish a positioning statement to promote a specific function for a defined time. These statements will carry the full weight of the CCS Brand and, as such, should be coordinated with the brand and be protected in similar ways.

## Heraldry



The crest of the Crossings Christian School logo represents our faith, beliefs and values. The cross is an adaptation of the passion cross; the historical symbol of Christianity. Its white color represents sincerity and peace. The cross being the only emblem on our shield represents our belief that Christ is sufficient for all. The diagonal division of the shield is called a bend and signifies defense or protection. The color red is for strength and black is for constancy.

## The Knight



The Mascot for Crossings Christian School is Sir Percival the Knight. During the middle ages Knights believed in a code of chivalry, involving honor, gallantry, individual training and service to others. The medieval Knight serves as an appropriate analogy for the Crossings student in the ideals they aspired to, the training they underwent, and the armor they wore for their personal protection.

We have appropriated these items as symbols of our Christian beliefs and faith, the commitment to excellence in all endeavors and the strength and protection of the armor of God as we seek to walk as Christ followers.

“Percival” means “pierce the vale or valley”. As legend has it, Percival was one of King Arthur’s knights and his virtue was so great that he alone could retrieve the elusive Holy Grail, the chalice from Christ’s Last Supper.

While his appearance would have him seem intimidating and dangerous looking, he was actually quite good-natured and was rather soft-spoken. Strong in his beliefs about the fundamentals of justice and peace, he was often misjudged by others. Very friendly in nature, Percival was also extremely loyal to those he considered friend. When he fought, however, there was nothing careful or tentative about him. He would do anything to protect those he cared about. He was very strongly disciplined

and used to working for what he had. He believed that everything should be earned through honest work and had a very strong moral code.

The Knights Code of Chivalry dealt with three main areas: military, social life, and religious piety. As parents, students, teachers and administrators we can translate these into the modern equivalents of school, community and faith.

There is an excellent representation of the **Knights Codes of Chivalry** described in the Song of Roland. For each maxim the Crossings Knight takes a modern cue based on our beliefs and goals:

### **To fear God and maintain His Church**

Proverbs 1:7 says, “Fear of the Lord is the foundation of true knowledge, but fools despise wisdom and discipline.”

A Crossings Knight is a Christ follower who values a relationship with God more than accomplishment and accolades. As a student the Knight knows that “Knowledge without wisdom is a load of books on the back of an ass.”

### **To serve the Lord in valor and faith and obey those placed in authority**

The Knight understood that authority is God ordained and to respect authority is to honor God. “Everyone must submit to governing authorities. For all authority comes from God, and those in positions of authority have been placed there by God. So anyone who rebels against authority is rebelling against what God has instituted, and they will be punished.”  
Romans 13:1-2

The Crossings Knight honors her father and mother, the elders in the community and the teachers and administrators of the School as a demonstration of her faith in God.

### **To protect the weak and defenseless and give succor to widows and orphans**

“Pure and genuine religion in the sight of God the Father means caring for orphans and widows in their distress and refusing to let the world corrupt you.” James 1:27 Often those who are weak and defenseless are disguised as our enemy.

By focusing on the things that make us similar, the foremost being God having made us all, the CCS Knight is sensitive to the needs of those around him and meets those needs in tangible ways.

### **To refrain from the wanton giving of offense**

Charles Spurgeon once said, “There are many points and particulars in which the Gospel is offensive to human nature and revolting to the pride of the creature. It was not intended to please man.” However, we do not need to add offense to it.

“Don’t give offense to Jews or Gentiles or the church of God. I, too, try to please everyone in everything I do. I don’t just do what is best for me; I do what is best for others so that many may be saved.” I Corinthians 10:32-33

The Crossings Knight defers to others so her life might be attractive and give others cause to seek what she has, namely, salvation through Christ Jesus alone.

### **To live by honor and for glory**

“Honor is gained by doing what is pleasing to God and glory is His and His alone.” Romans 11:36. For of Him, and through Him, and to him, are all things: to whom be glory for ever. Amen.”

As Knights we strive to do the will of God on earth in such a way as to lift the eyes of those around us to heaven.

### **To despise pecuniary reward**

Ecclesiastes 5:10 says, “Those who love money will never have enough. How meaningless to think that wealth brings true happiness!” and Psalm 119:36 says, “Give me an eagerness for your laws rather than a love for money!”

The Crossings Knight seeks the kingdom of heaven first and trusts God for daily provision. He knows that it is foolish to gain earthly things at the expense of his soul.

### **To guard the honor of fellow knights, and fight for the welfare of all**

Philippians 2:1-2 “Is there any encouragement from belonging to Christ? Any comfort from his love? Any fellowship together in the Spirit? Are your hearts tender and compassionate? Then make me truly happy by agreeing wholeheartedly with each other, loving one another, and working together with one mind and purpose.”

A Knight is not selfish or self serving. She puts the interests and needs of others above her own and strives to have the same attitude that Christ had.

### **To eschew unfairness, meanness and deceit and at all times to speak the truth**

The commandments given to Moses by God gave us insight into what matters to God. He is first and foremost jealous of His rightful glory and worship, but he is equally concerned about how we treat one another. Christ went on to say, “I tell you the truth, when you did it to one of the least of these my brothers and sisters, you were doing it to me!” Matthew 25:40

The CCS Knight in all things and at all times sees others as men and women created in the image and likeness of God and bearing His spirit. He treats others as he would treat Christ himself.

### **To keep faith**

Hebrews 11:1-3 “Faith is the confidence that what we hope for will actually happen; it gives us assurance about things we cannot see. Through their faith, the people in days of old earned a good reputation. By faith we understand that the entire universe was formed at God’s command, that what we now see did not come from anything that can be seen.”

Without faith we are lost. With faith we cannot fail. The Knight keeps the faith.

### **To persevere to the end in any enterprise begun**

Perseverance is a character quality we are to develop in the lab of life. Each task, each hardship, each opportunity and obstacle provides a chance to trust God and be carried by His grace, mercy and strength. When we trust in ourselves we falter and fail.

Romans 5:3-5 “we also glory in tribulations, knowing that tribulation produces perseverance; and perseverance, character; and character, hope. Now hope does not disappoint, because the love of God has been poured out in our hearts by the Holy Spirit who was given to us.”

By perseverance the Knight gains hope and that hope is the gift we can then give to the world.

### **To respect the honor of women**

Medieval knights thought highly of women and protected their honor and their safety. 1 Corinthians 12:27 says, “All of you together are Christ’s body, and each of you is a part of it.”

The CCS Knight treats his peers as members of Christ’s body and cares for each one as if for himself. The Knight does not put the body of Christ in danger through immoral, unethical or risky behavior. The Knight protects the safety and sanctity of everyone.

### **Never to refuse a challenge from an equal**

Taken in the context of the middle ages this maxim could lead to unnecessary competition and fighting. Taken in the context of the Gospel we can be encouraged and empowered by the knowledge that God will strengthen us to do His will even when the obstacles seem impossible to us.

Philippians 4:13 “For I can do everything through Christ, who gives me strength.”

The Knight knows that if she is walking with the Lord, she already has every thing she needs to overcome any obstacle that is placed before her. There is no one who is the equal of God, so if God fights for us, who can stand against us?

### **Never to turn the back upon a foe**

The only true foe we have is the devil and those who do his bidding. We do not need to fear the devil, but we should respect his limited power and his ability to deceive us.

“So humble yourselves before God. Resist the devil, and he will flee from you.” James 4:7

The Crossings Knight is humble before God, listening to God’s voice wherever it is heard, in order to recognize and resist the temptations of the evil one. He resists the devil in the strength of the Lord and the devil flees.





# CROSSINGS COMPONENTS

**CROSSINGS**

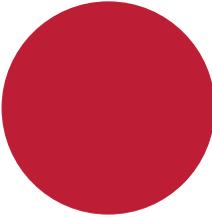
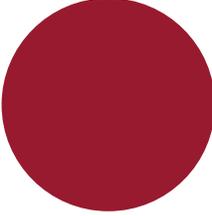
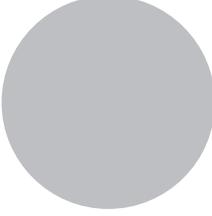
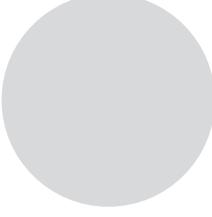
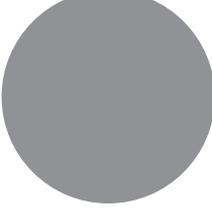
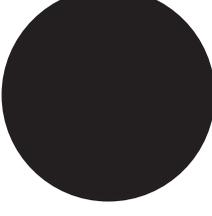


**Brand Guide**

Colors, Types  
and Templates

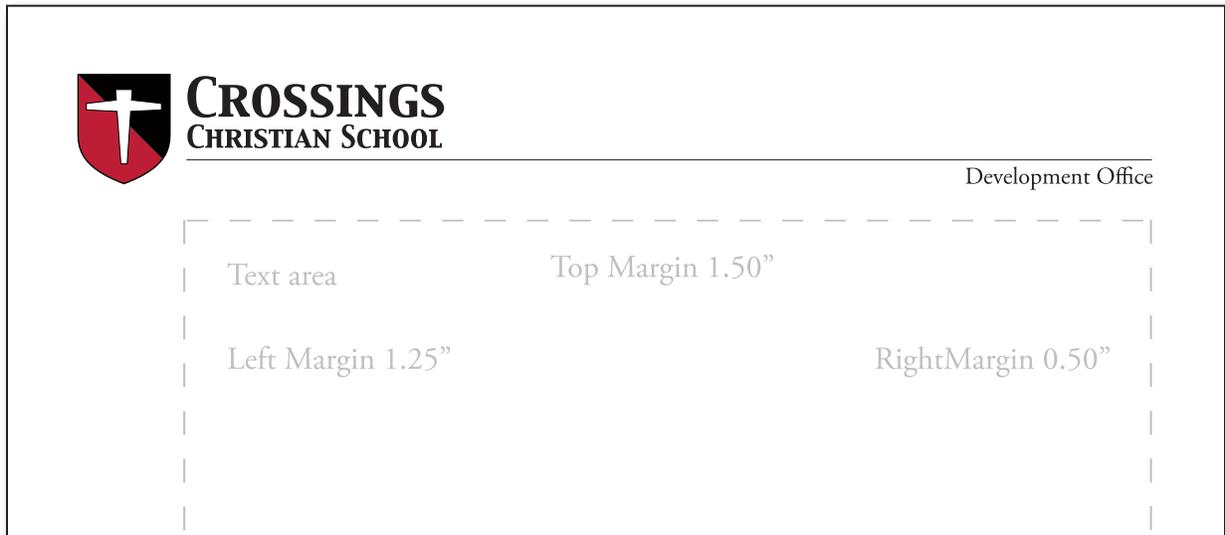
# COMPONENTS - Colors, Types & Templates

## Official Color Palette

	Color	PMS	CMYK	RGB	Web	Thread
	CCS Red	200	C:18 M:100 Y:83 K:8	R:190 G:15 B:52	CC0033	Madeira 1747
	CCS Dark Red	7427	C:26 M:100 Y:82 K:24	R:157 G:16 B:45	990033	Madeira 1638
	Cool Gray	Cool Gray 5	C:31 M:24 Y:25 K:0	R:179 G:179 B:179	999999	Madeira 1811
	Light Gray	Cool Gray 3	C:20 M:16 Y:18 K:0	R:202 G:202 B:200	CCCCCC	Madeira 1810
	Dark Gray	Cool Gray 9	C:56 M:47 Y:44 K:11	R:116 G:118 B:121	666666	Madeira 1640
	Black	Black	C:0 M:0 Y:0 K:100	R:0 G:0 B:0	000000	Madeira 1000

## Stationary System

Please note the margin requirements for letterhead use. Letterhead, notes, envelope return addresses and labels are available as printed materials and as electronic templates.



 **CROSSINGS**  
CHRISTIAN SCHOOL

---

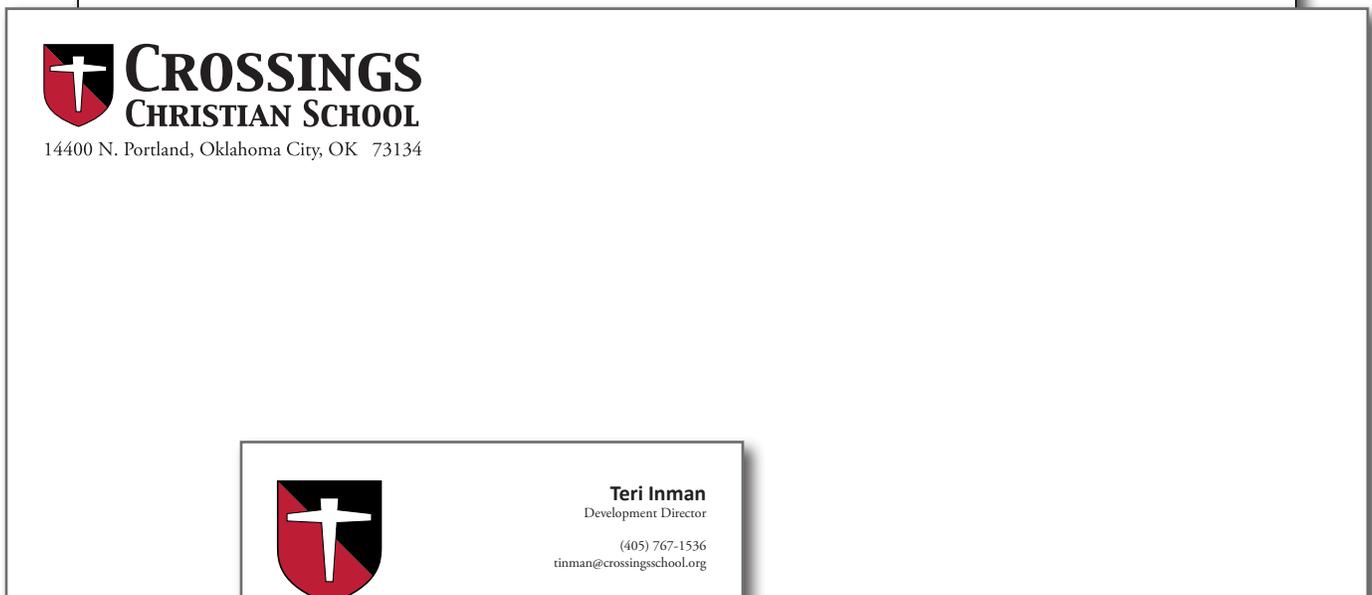
Development Office

Text area

Top Margin 1.50"

Left Margin 1.25"

Right Margin 0.50"



 **CROSSINGS**  
CHRISTIAN SCHOOL

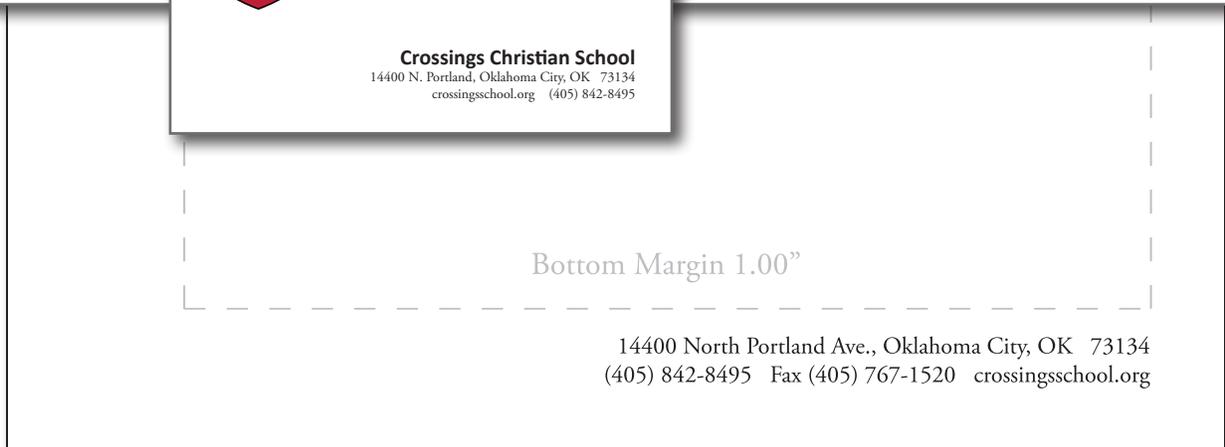
14400 N. Portland, Oklahoma City, OK 73134





**Teri Inman**  
Development Director  
(405) 767-1536  
tinman@crossingschool.org

**Crossings Christian School**  
14400 N. Portland, Oklahoma City, OK 73134  
crossingschool.org (405) 842-8495



Bottom Margin 1.00"

14400 North Portland Ave., Oklahoma City, OK 73134  
(405) 842-8495 Fax (405) 767-1520 crossingschool.org

## Forms

All forms will use the standard form header with the appropriate title. Within the body of the form headers will be the standard sans-serif font, bold in title case (12-14 pt). All other text will be the standard serif font (12-14 pt).



**CROSSINGS**  
**CHRISTIAN SCHOOL**

14400 N. Portland, Oklahoma City, OK 73134 (405) 842-8495 Fax (405) 767-1520

### Procedure For Admission

#### 1. COMPLETED APPLICATION

The following must accompany the application:

- ✓ Application fee of \$75.00 (Applications submitted without this fee will not be processed.)
- ✓ Copies of previous school records including any educational or diagnostic testing, standardized tests, transcripts, and report cards from the last two years or a transcript for students in 8th grade and higher (does not apply to Preschool and Kindergarten applicants)
- ✓ Copy of the birth certificate
- ✓ Copy of immunization records
- ✓ Additional Parent Information form
- ✓ Recommendation forms: to be mailed, faxed, or delivered to the school by the appropriate teachers and principal. Any pastor, Sunday school teacher or youth director may complete the pastor recommendation.
- ✓ Student Record Release Authorization form (for students entering 1st grade and higher)
- ✓ Model Release form
- ✓ Student Emergency Information form
- ✓ Before and After Care Enrollment form (if applicable)
- ✓ Home School Transcript form (if applicable)

#### 2. TESTING

After receiving the above requirements, the admission office will schedule testing.

#### 3. PARENT INTERVIEW

An interview appointment is made with the parent(s)/child and a school administrator once testing is scheduled.

This interview is a time to answer questions you might have, determine the school's ability to meet the needs of your student, and assess philosophical compatibility.

#### 4. ACCEPTANCE

Acceptance or non-acceptance will be communicated to all families in writing.

#### 5. DEADLINES

The re-enrollment deadline for current student occurs in February. Spaces become available to new students following the re-enrollment deadline. If your child has been accepted and if space is available, an enrollment contract along with a payment preference form will be sent and you will be given a deadline to respond. After March, applications are accepted and applicants are placed as space becomes available.

#### 6. PAYMENT OF TUITION AND FEES

Tuition may be paid in full to the school or automatic payments may be set up through FACTS, our tuition payment service. Please indicate your payment preference on the form that accompanies the contract.

#### 7. FINANCIAL AID

Application for financial aid is made through a third party, FACTS. Applications are due by April 15 of the year for which application is being made, and must be accompanied by the previous year's completed income tax return.

Applications can be made online at [www.facts tuitionaid.com](http://www.facts tuitionaid.com). The school's name and zip code 73134 must be given as identification. Applications for admission and financial aid should be submitted simultaneously. The school board financial aid committee reviews applications and notifies families whether they received financial aid and in what amount in May. Additional information on financial aid can be found on our website under admissions.

## Typography

Typography is as important to a successful brand identity as institutional marks. An official font should reflect the image of the organization it represents. If it's used consistently, CCS's typography can help proliferate the school's brand

Crossings Christian School primary logo uses Capitals as the primary font. This font is suitable for banners, billboards and other large scale usages.

Garamond and Calibri are approved CCS fonts. These fonts are compatible with CCS logos and wordmarks. Suitable alternatives for these are Times and Arial, but individual departments are encouraged to load and use Garamond and Calibri.

### Capitals

CCCS

*16 pt Capitals*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&(.,;:#?)**

Do not use Capitals as body copy. It is difficult to read in large blocks of text.

Garamond

CCCS

*16 pt Garamond*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890\$%&(.,;:#?)

Calibri

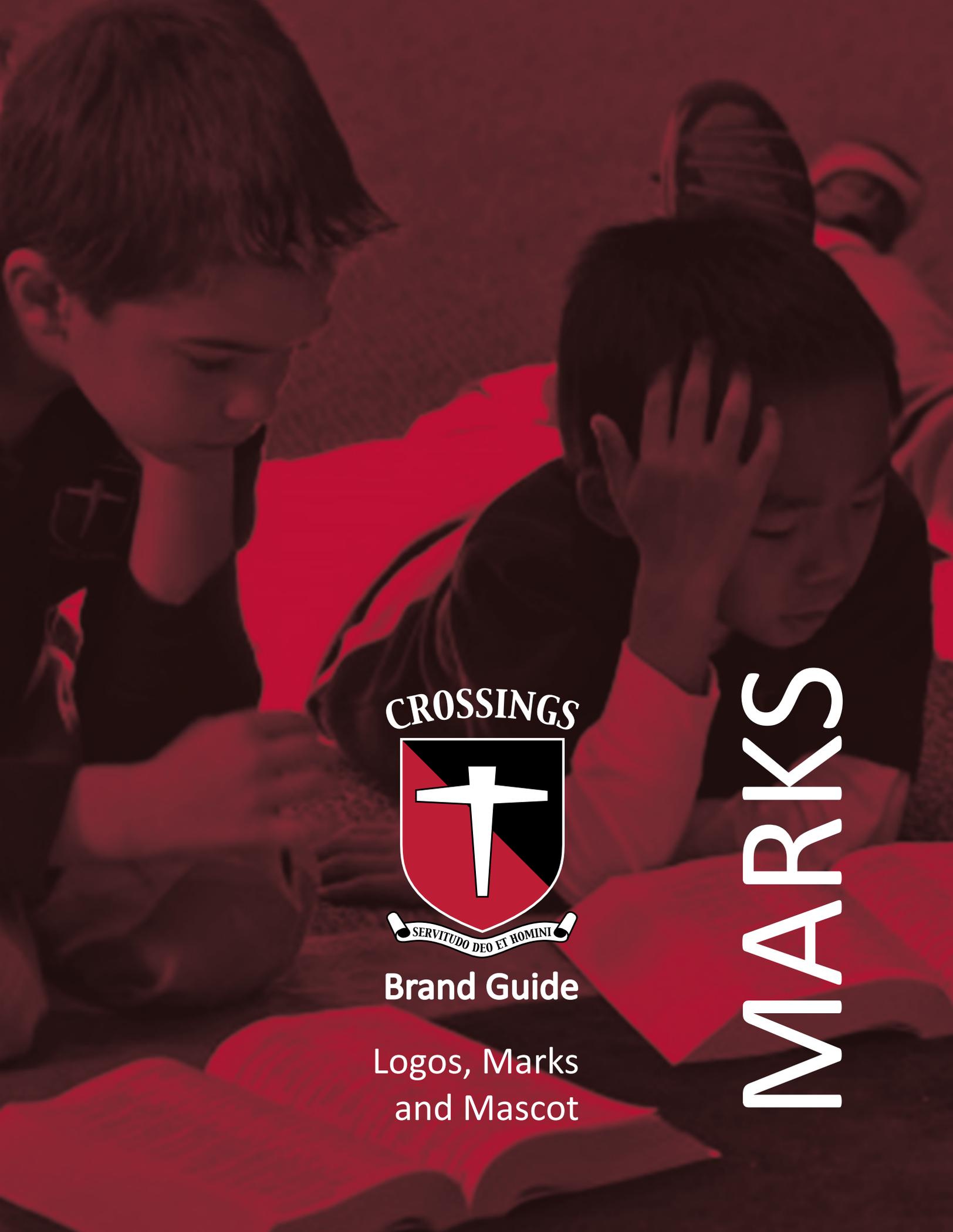
CCCS

*16 pt Calibri*

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

1234567890\$%&(.,;:#?)



CROSSINGS



Brand Guide

Logos, Marks  
and Mascot

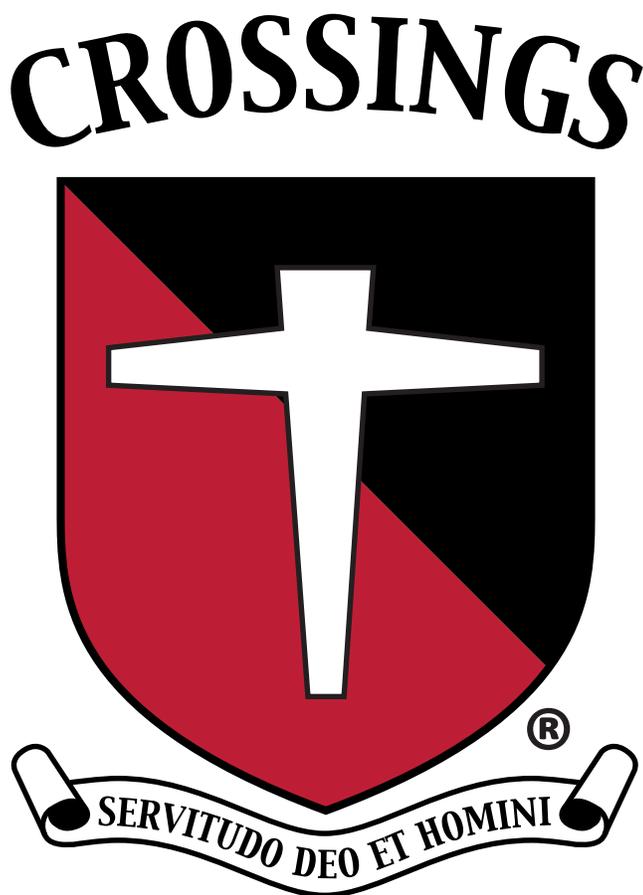
MARKS

# MARKS - Logos, Marks & Mascot

## Primary Logo

The primary logo is the principle graphic signature of Crossings Christian School. Other school symbols, marks or logos may not be more prominent than the primary logo without approval. The logos of Crossing Christians School are registered trademarks and cannot be altered. Electronic files of official logos, wordmarks and nomenclatures can be obtained by contacting the Development office.

*Four-color process version  
preferred for all applications*



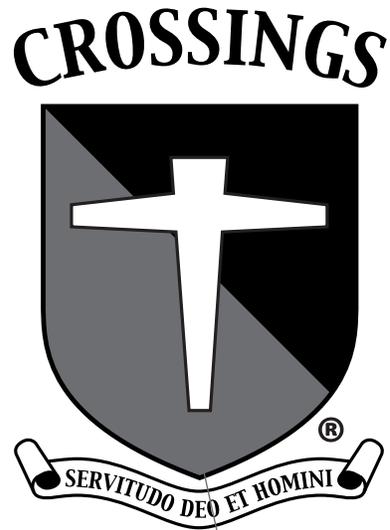
The crest of the Crossings Christian School logo represents our faith, beliefs and values. The cross is an adaptation of the passion cross; the historical symbol of Christianity. Its white color represents sincerity and peace. The cross being the only emblem on our shield represents our belief that Christ is sufficient for all. The diagonal division of the shield is called a bend and signifies defense or protection. The color red is for strength and black is for constancy.

Our motto is “Servitudo Deo et Homini” which means “Service to God and Man”

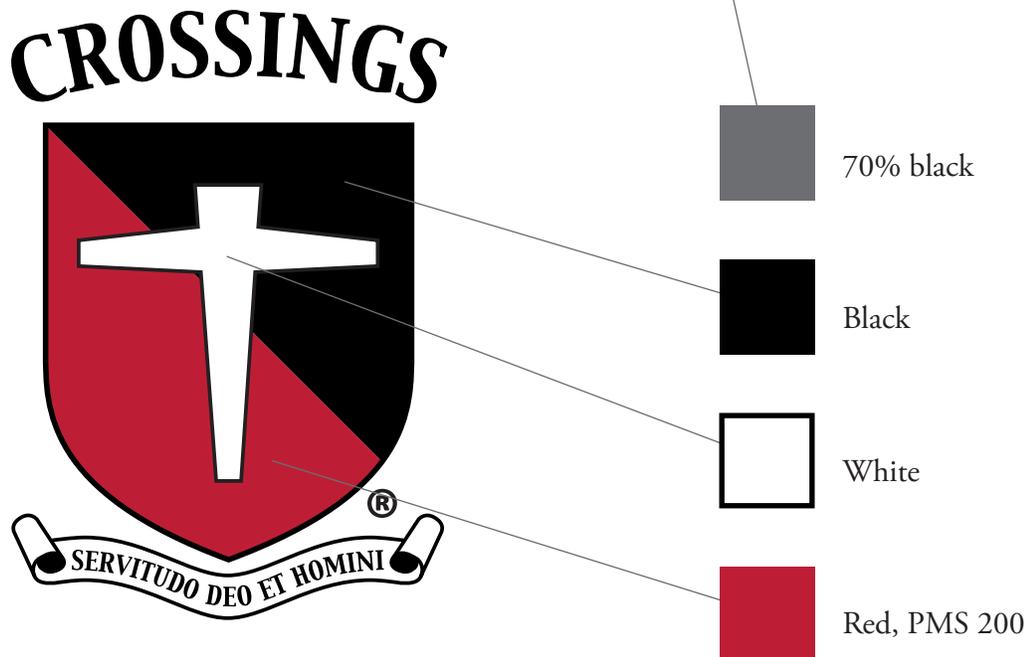
**Note:** Logos may be sized appropriately for use. Care should be taken that the proportions are not altered. Also, color changes are not allowed. All logos and marks must be reproduced from official artwork available from the Development office.

The primary and secondary configurations of the logo allow for flexibility of use in different media. Guidelines for use of the logos are included herein.

*Black-and-white screened version preferred for all applications*



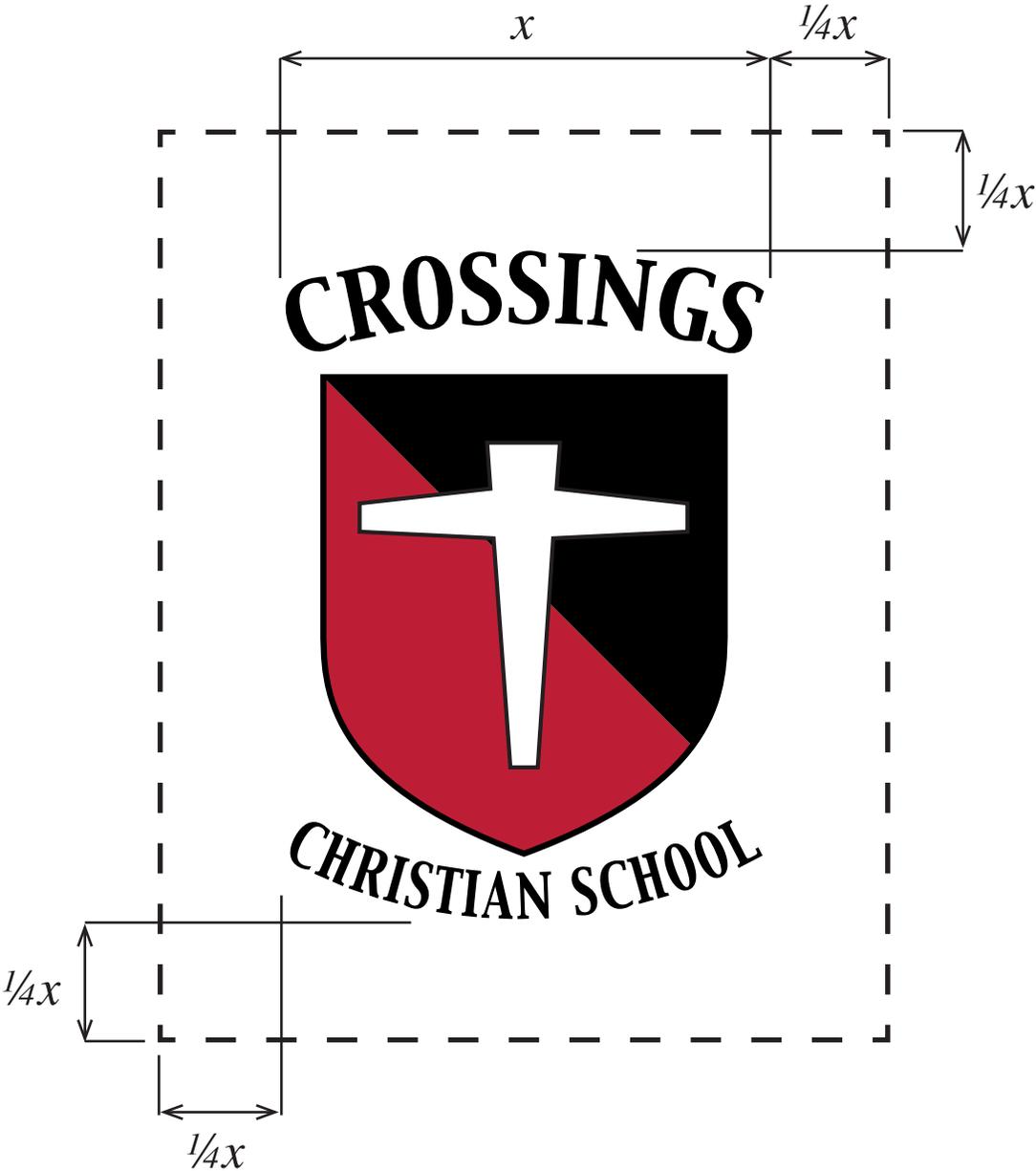
### Primary Logo Color Configuration



PMS, Pantone Matching System, PANTONE® is a registered trademark of PANTONE INC.

# Minimum Live Space

The area surrounding the logo must be equal to or greater than  $\frac{1}{4}x$ , where  $x$  is the total width of the logo (see diagram below). The logo must not be placed next to distracting design elements and must not become part of a larger pattern or design element.

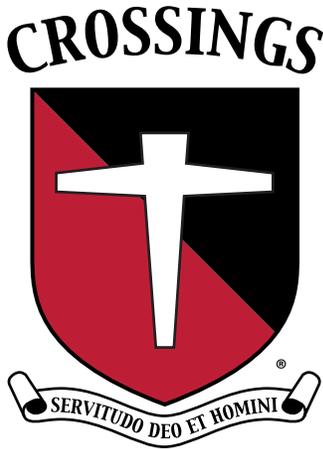


## Alternate Logos

### Primary Variations

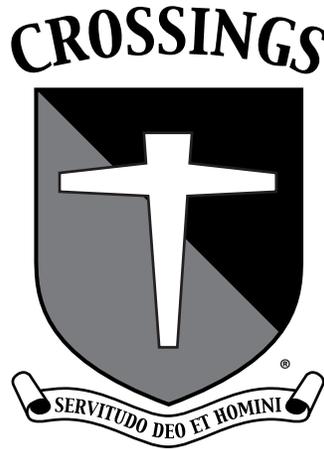
When necessary for design purposes, there are several variations of the primary logo available for use. Alternate logos are not a substitute for the primary logo and should not be the only or primary graphic in a publication.

*CMYK Light  
Background*



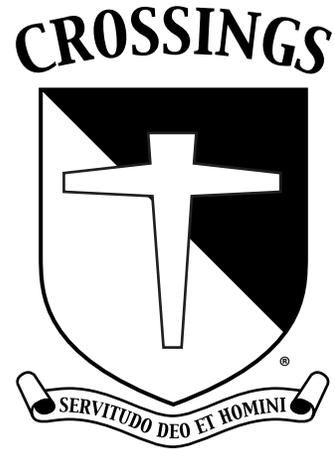
*PCL / PSL  
Primary Color/Spot Light back*

*Grayscale Light  
Background*



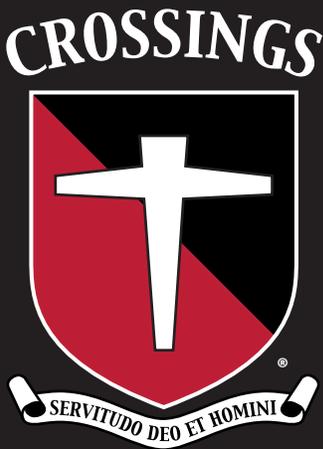
*PGL  
Primary Grayscale Light back*

*Monochrome Light  
Background*



*PML  
Primary Monochrome Light back*

*CMYK Dark  
Background*



*PCD / PSD  
Primary Color/Spot Dark back*

*Grayscale Dark  
Background*



*PGD  
Primary Grayscale Dark back*

*Monochrome Dark  
Background*

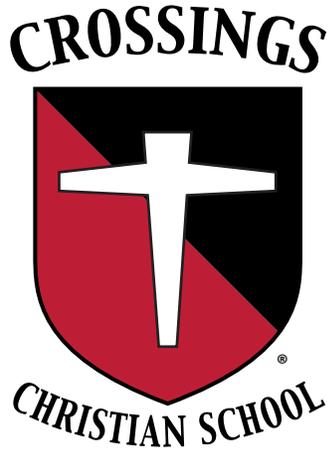


*PMD  
Primary Monochrome Dark back*

## Alternate Variations

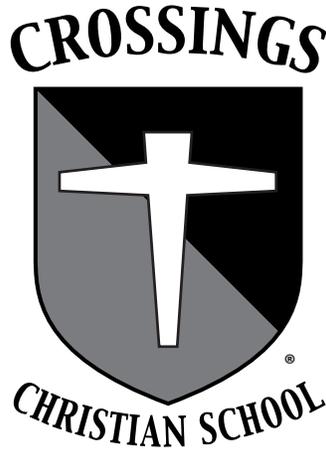
The alternate logo can be used on imprinted items when the purpose is to identify the school or when the motto in the primary logo would be unreadable. Examples are: screenprinted logoed items, window stickers and embroidered emblems on clothing.

*CMYK Light  
Background*



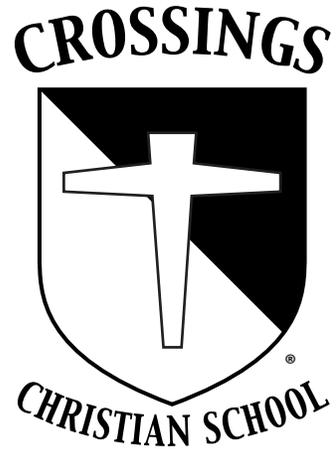
*ACL / ASL  
Alternate Color/Spot Light back*

*Grayscale Light  
Background*



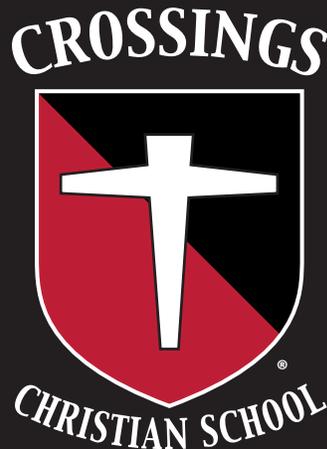
*AGL  
Alternate Grayscale Light back*

*Monochrome Light  
Background*



*AML  
ALternate Monochrome Light back*

*CMYK Dark  
Background*



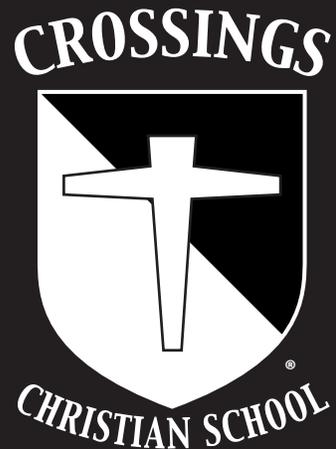
*ACD / ASD  
Alternate Color/Spot Dark back*

*Grayscale Dark  
Background*



*AGD  
ALternate Grayscale Dark back*

*Monochrome Dark  
Background*



*AMD  
ALternate Monochrome Dark back*

## Shield Only Variations

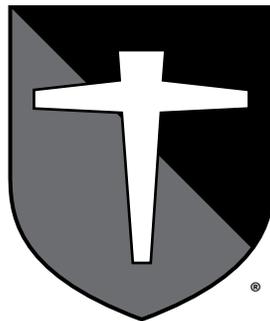
The shield alone can be used as a design element in larger designs, as a repeating element or as a background or partial element. The shield alone should never be used as a primary logo or in place of the primary or alternate logo.

*CMYK Light  
Background*



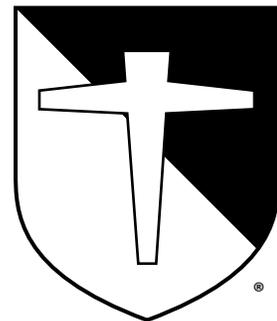
*SCL / SSL  
Shield Color/Spot Light back*

*Grayscale Light  
Background*



*SGL  
Shield Grayscale Light back*

*Monochrome Light  
Background*



*SML  
Shield Monochrome Light back*

*CMYK Dark  
Background*



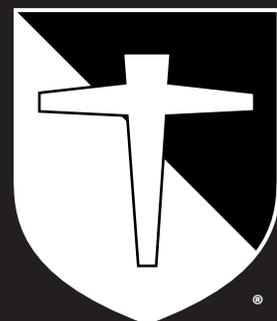
*SCD / SSD  
Shield Color/Spot Dark back*

*Grayscale Dark  
Background*



*SGD  
Shield Grayscale Dark back*

*Monochrome Dark  
Background*



*SMD  
Shield Monochrome Dark back*

## Subordinate Organization Logos

### Parent Teacher Fellowship (PTF)

*CMYK Light  
Background*



*TCL / TSL  
PTF Color/Spot Light back*

*Grayscale Light  
Background*



*TGL  
PTF Grayscale Light back*

*Monochrome Light  
Background*



*TML  
PTF Monochrome Light back*

*CMYK Dark  
Background*



*TCD / TSD  
PTF Color/Spot Dark back*

*Grayscale Dark  
Background*



*TGD  
PTF Grayscale Dark back*

*Monochrome Dark  
Background*

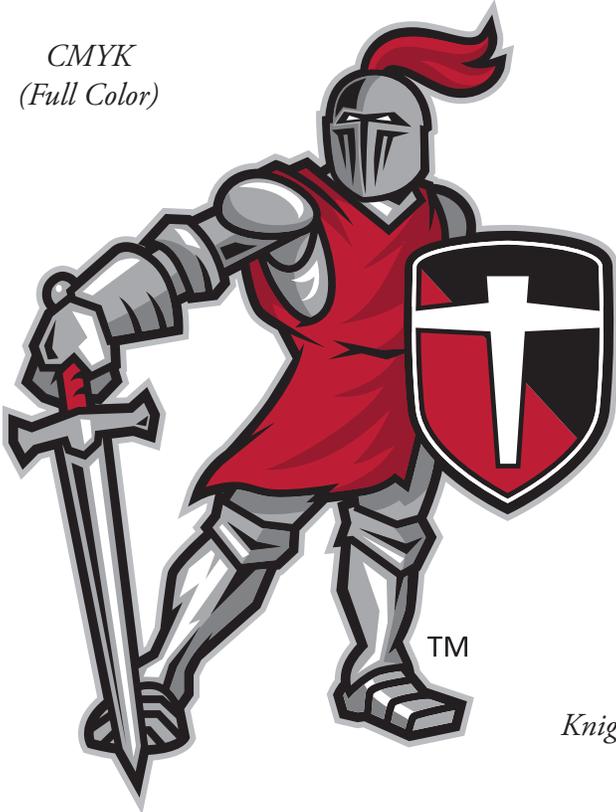


*TMD  
PTF Monochrome Dark back*

# Standing Knight

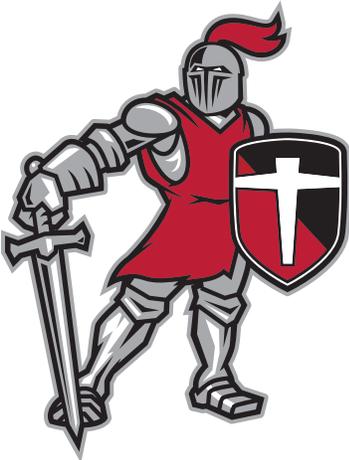
The Crossings Knight is the physical embodiment of our faith in a steadfast God and our commitment to a culture of service to our fellow man.

*CMYK  
(Full Color)*

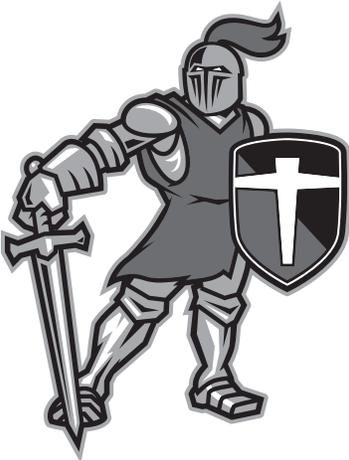


*K1C  
Knight 1 Full Color*

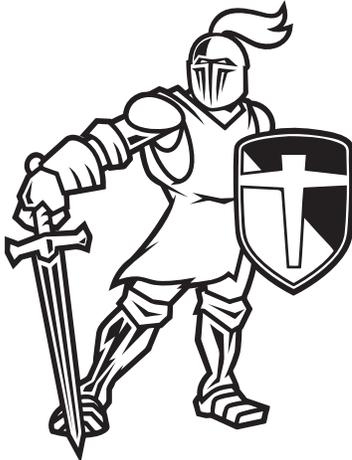
*K1S  
Knight 1 Spot Color*



*K1G  
Knight 1 Gray Scale*



*K1M  
Knight 1 Monochrome*



**Knight Bust**

*CMYK  
(Full Color)*



TM

*K2C  
Knight 2 Full Color*

*K2S  
Knight 2 Spot Color*



*K2G  
Knight 2 Gray Scale*



*K2M  
Knight 2 Monochrome*



**Knight Head**

*CMYK  
(Full Color)*



TM

*K3C  
Knight 3 Full Color*

*K3S  
Knight 3 Spot Color*



*K3G  
Knight 3 Gray Scale*



*K3M  
Knight 3 Monochrome*



**Kneeling Knight**

*CMYK  
(Full Color)*



*K4C  
Knight 4 Full Color*

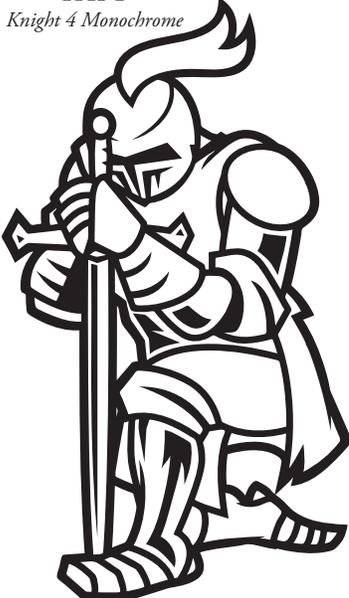
*K4S  
Knight 4 Spot Color*



*K4G  
Knight 4 Gray Scale*



*K4M  
Knight 4 Monochrome*



# Auxiliary Knight Marks

*CMYK  
(Full Color)*



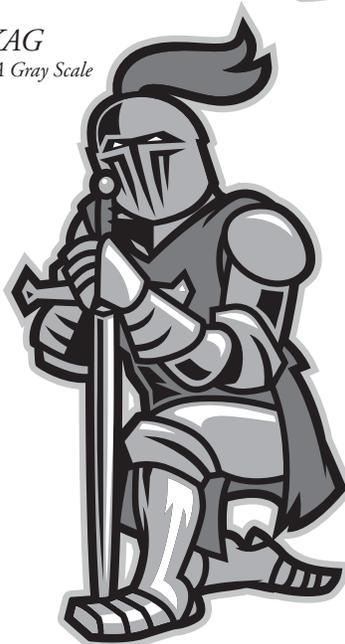
*KAC  
Knight A Full Color*

TM

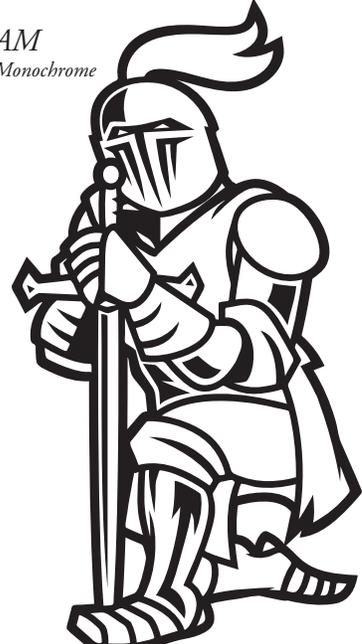
*KAS  
Knight A Spot Color*



*KAG  
Knight A Gray Scale*



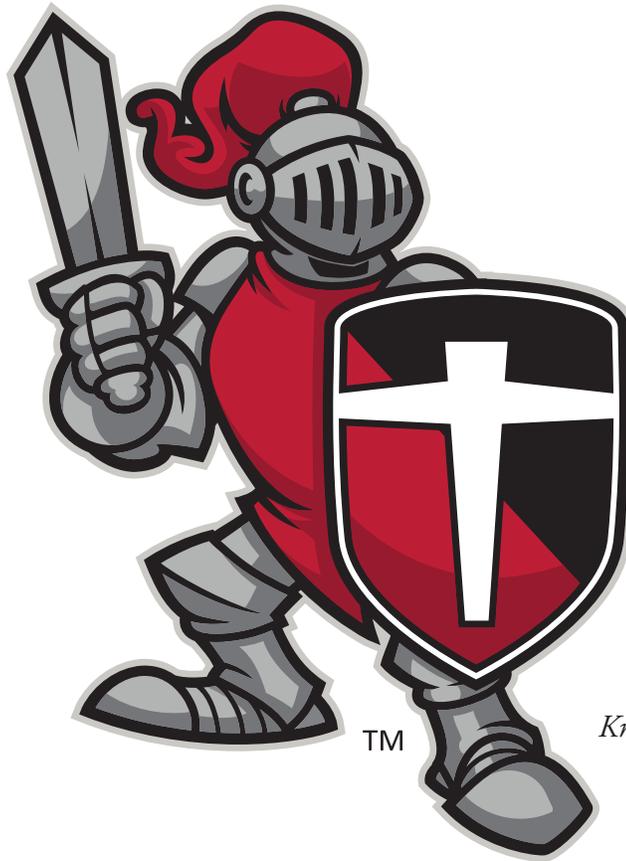
*KAM  
Knight A Monochrome*



## Lower School Knight

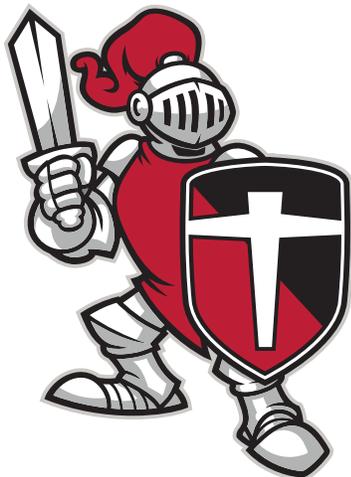
This version of the Crossings Knight is reserved for use by the Lower School.

*CMYK  
(Full Color)*

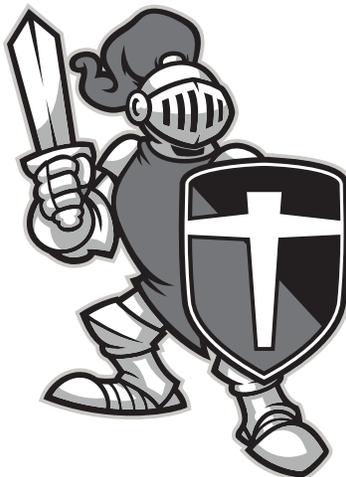


*K5C  
Knight 5 Full Color*

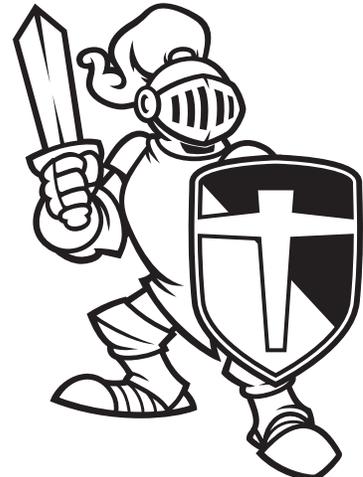
*K5S  
Knight 5 Spot Color*



*K5G  
Knight 5 Gray Scale*



*K5M  
Knight 5 Monochrome*



Lower School Knight Helmet

CMYK  
(Full Color)



K6C  
Knight 6 Full Color

K6S  
Knight 6 Spot Color



K6G  
Knight 6 Gray Scale



K6M  
Knight 6 Monochrome



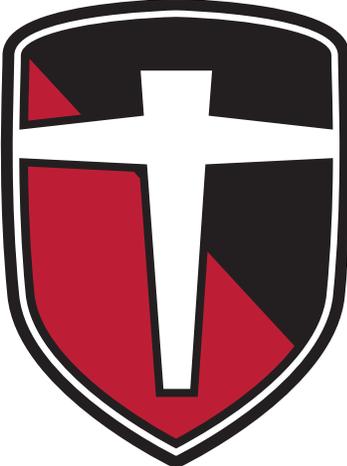
Lower School Shield

*CMYK  
(Full Color)*

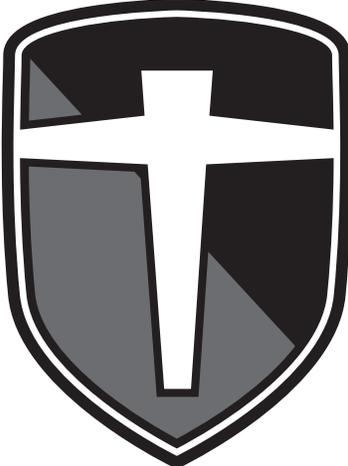


*K7C  
Knight 7 Full Color*

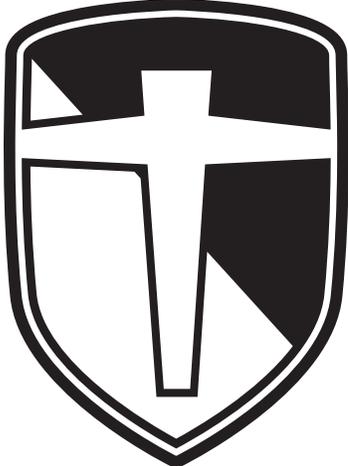
*K7S  
Knight 7 Spot Color*



*K7G  
Knight 7 Gray Scale*



*K7M  
Knight 7 Monochrome*



## **Sport Specific Logos**

Logos and wordmarks for each sport must be consistent with the overall brand strategy and fit into an overall sport logo design strategy. All sport specific marks must be approved by the development office prior to any use.

Basketball

Baseball

Cheer

Cross Country

Fast Pitch

Golf

Field Hockey

Football

Slow Pitch

Soccer

Swimming

Tennis

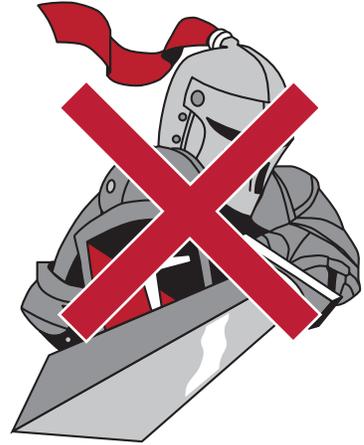
Track

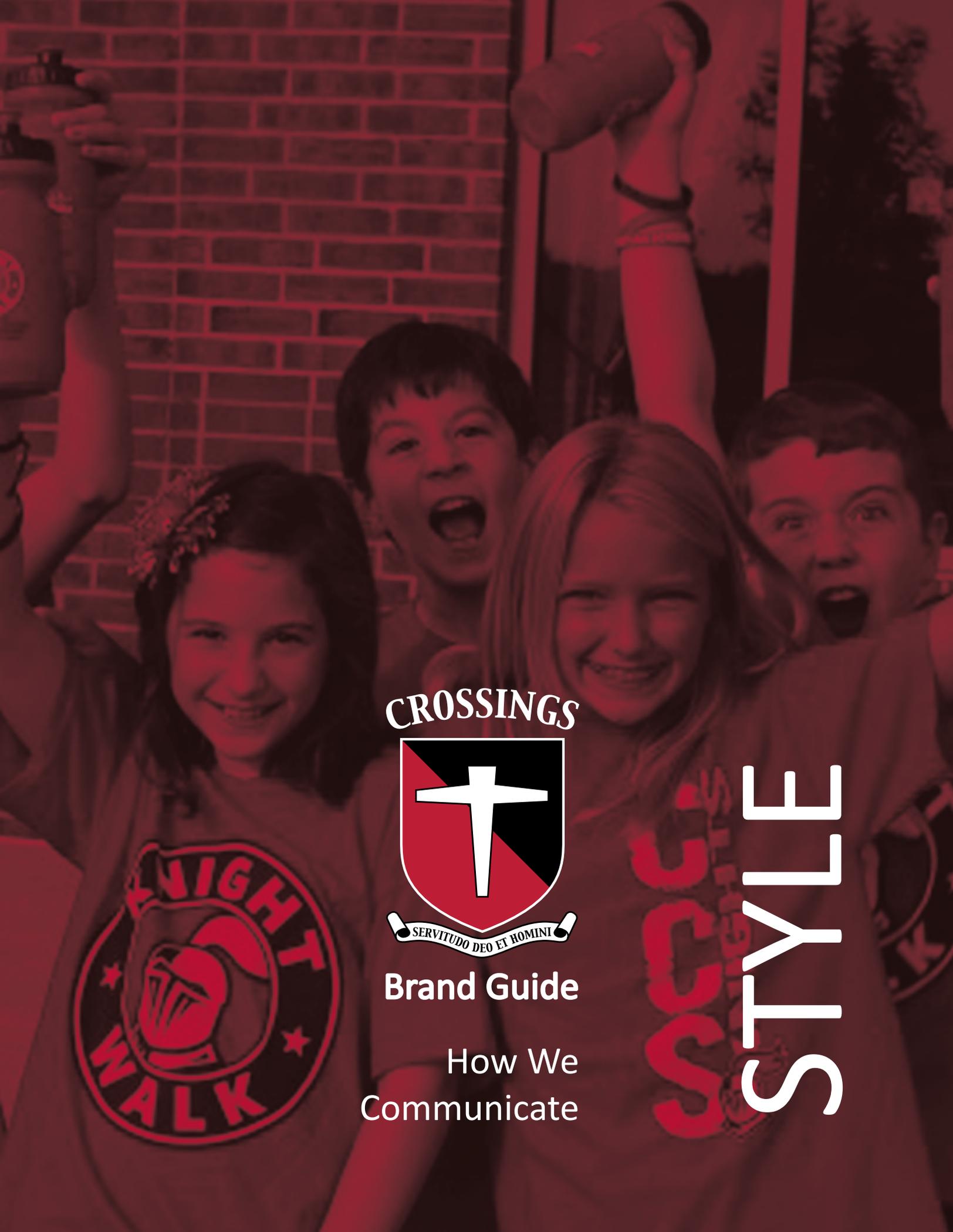
Volleyball

Wrestling

## Expired Logos

DO NOT USE the logos, wordmarks or nomenclature shown below. Please update or retire any items that contain any of these expired elements.





CROSSINGS



Brand Guide

How We  
Communicate

STYLE  
S



# STYLE - How We Communicate

CCS follows The Associated Press style with only a few exceptions. Buying the most recent edition of The Associated Press Stylebook can prevent spills down the slipperiest of stylistic slopes.

## Exceptions to AP Style

AP style calls for the use of quotations marks for all titles. CCS italicizes the titles of books, movies, television shows, the names of paintings, boats, airplanes and other large stand-alone works and uses quotation marks around the titles of smaller works such as poems, song titles, articles or chapters.

AP style says “home page” is written as two words, but CCS uses “homepage” as the standard form for the primary page of a particular website. CCS continues to follow AP in the use of “website,” “online” and “email” and in the capitalization of “World Wide Web,” and the “Internet.”

## Common stylistic errors

**Overcapitalization** - Following AP style, CCS does not capitalize academic departments and campus offices unless they contain a proper noun or unless they are part of the official name.

Examples:

The department of history; the purchasing department; the department of English; the Oklahoma State Department of Mines, the office of the president; Office of Natural Resources; the high school, Crossings Christian School.

Capitalize formal titles (those that indicate authority, usually governmental) used before a name. Lowercase titles set off by commas, titles not used with a name and titles that refer to occupation.

Examples:

The headmaster, MacDonald, admonished the students.

With great diplomacy, Headmaster MacDonald cultivated a relationship between CCS and other schools.

The headmaster cultivated a relationship between CCS and other schools.

Students enjoyed Headmaster MacDonald’s speech.

**Passive Construction** - Active sentence structure places the subject in the subject position. Passive voice lengthens and confuses the sentence by using phrases to move the subject after the verb.

Examples:

Passive: MacDonald was appointed headmaster by the committee.

Active: The committee appointed MacDonald headmaster.

Passive: The MacDonald study was awarded a \$10,000 grant from the OSSAA.

Active: The OSSAA awarded the MacDonald study a \$10,000 grant.

**Pronoun Reference** - Pronoun reference problems occur when the pronouns doesn’t agree in number with the noun it references.

Examples:

Incorrect: The department listed a job opening in their accounting office. (the department is singular)

Correct: The department listed a job opening in its accounting office.

**Academic Degrees** - Use an apostrophe in bachelor's and master's degrees. Doctorate is the preferred term when noting a degree held.

**Wayward Modifiers** - Place descriptive words and phrases close to the word described to avoid confusion.

Examples:

MacDonald ran after the bus dragging the bag on the pavement. (Incorrect if MacDonald is dragging the bag, correct if the bus is dragging the bag)

Incorrect: MacDonald walked to the bus on the cell phone.

Correct: Talking on the cell phone, MacDonald walked to the bus.

## Tips to ease the way

1. One space between sentences. We know your typing teacher told you two, but for the purposes of layout, one is enough.
2. One thought per paragraph. Longer paragraphs appear to take up entire columns when dropped into a layout.
3. Numbers one through nine are spelled out. At 10, they turn into numbers.
4. When you use "that," read the sentence again and imagine it without it. Chances are you don't need it.
5. Don't be afraid to use contractions. Again, we're not formal. Contractions help your writing sound conversational, i.e. it makes your "voice" actually sound like one. Communication should be easy to understand.
6. Space and attention are limited, so get right to it. And remember the Five W's - Who, What, When, Where and Why. Your first sentence should tell your reader exactly what to expect from you without history.
7. End-of-the-sentence punctuation and commas go inside quotation marks.
8. Use commas respectfully. They aren't really the punctuation for every situation. Sentences do not require several sprinkled about for effect.
9. When you start chaining together prepositional phrases at the end of sentences, make sure you really need them.
10. Use the ellipsis and dash sparingly. Ellipsis (...) indicates omitted words. The dash (-) indicates an abrupt change or sets off a phrase already dripping in commas.

## The best advice after “Consult AP”

Reread your writing aloud. If it’s bad, it’ll sound stilted and artificial. When you finish, if you can, put it aside for a day, then read back through it. Root out words you don’t need, such as redundancies and hyperbole, and delete them.

## Basic Tips for a Professional-looking Document

Personal computers give us the tools to create documents with a wide variety of design capabilities, limited only by the software we choose, our proficiency with it, and our design sense and expertise. These guidelines can help get you on the right track.

### 1. Limit use of fonts.

A document with too many fonts (or typefaces) can look like a jumbled mess. Just because your computer comes with many fonts doesn’t mean you should use them all—or even three or four—in one document. **A standard guideline is to limit a document to two fonts, typically a serif font for the body copy and a sans serif font for the title and headings.**

**Serif**—A short line or flourish that completes the strokes of a letter, like the horizontal lines on the top and bottom of a vertical stroke, e.g., F, L, M, P.

**Sans serif**—Literally, without a serif. This font has no horizontal lines on the vertical strokes, e.g., F, L, M, P.

### 2. White space is your friend.

A page that’s visually crowded is difficult to read—and chances are it won’t be read at all. Take a look at a magazine or brochure you like. Study the size of the margins, the display copy, the “air” around the graphics, even

around headings. This is called white space and it gives your eye a rest on an otherwise busy page.

### 3. Use headings to aid the reader.

Another way to avoid visually crowding a page is to use headings to break up long, running text. Not only do they help the reader skim to get an idea of the overall content, they introduce periodic white space.

### 4. Use ragged right paragraphs.

Traditionally, published books used right justification. This means that the text on the right margin is aligned. This is easy to do with most word processors, but that doesn’t mean you need to use it in your documents. Magazines and brochures increasingly use “ragged right,” where the text at the right margin is not aligned. Many find this easier when reading, and it gives a document a friendlier, less formal feel.

### 5. Use columns to enhance readability.

General belief is that a three-inch column of text is easier to read than if your eye must travel across the page for six inches. Depending on your document, consider using multiple columns. They don’t necessarily need to be the same width. The extra benefit is more white space!

## Email

The ability to instantly send messages to an individual or group without paper or a stamp doesn't mean that the communication is free. Poor communication consumes relational capital and reflects negatively on Crossings Christian School.

**Subject Line** - The subject line should be concise and informative. It should include the school (some families have children in more than one school), the division or group, the class if appropriate and a concise statement of content:

*Examples:*

Incorrect: "Assignment Change"

Correct: "CCS, Upperschool, Algebra assignment change"

Incorrect: "Meeting Tuesday"

Correct: "CCS, Drama Club, Spring Production Meeting Tuesday"

**Spelling** - Find out how to use your spell checker and use it. There is no excuse for misspelled words. Also, use the proper word, i.e. "your" and "you're."

**Revisions: proofread many times, send once** - Think through what you need to communicate and make sure all the necessary information is there. Does it make sense? Did you answer the Five W's? If later you have to send a revision, include all the original info and highlight the changed item(s).

*Examples:*

**First email:**

Incorrect:

Subject: Assignment Change

The assignment that was due Monday will now be due on Tuesday.

Correct:

Subject: CCS, Upperschool, Algebra assignment change

Homework for third period algebra, problems 4-21 (even) from page 382 that were originally due on Monday, are now due on Tuesday.

**Revised email:**

Incorrect:

Subject: Assignment Change

Sorry, make that Wednesday.

Correct:

Subject: (update) CCS, Upperschool, Algebra assignment change

Homework for third period algebra, problems 4-21 (even) from page 382 that were originally due on Monday, are now due on Wednesday (not Tuesday).

**Signature blocks** - All electronic communications using Crossings Christian School email addresses or sent from CCS computers or devices or through the CCS provided Internet access, including original messages, replies, and forwarded emails, should include an email signature at the end of the sender's text.

Each email signature is expected to conform to the following format and content standards:

- Horizontal bar at beginning and end of email signature (75 character maximum per line)
- First and last name, middle initial optional, professional designation optional (ex: PhD, MLS, APR)
- Job title, either the HR title or the "working title"
- Organization name, Crossings Christian School (plus school division, grade or subgroup name if applicable)
- Contact info to include AT LEAST ONE of the following – phone, fax, pager, and/or mobile (can move up email and web address to this line if no fax or mobile is available)

- Email address (recipients can hit reply, but sometimes does not appear in forwards)
- Web address of the school (<http://www.crossingsschool.org>)
- Social Media tag if related to the department, division, grade or group you are a part of
- Garamond or Times font, black, 8-12 point size for all parts – body, header, and signature
- Items separated by " | " or a pipe, in bold

Email signatures should NOT contain the following:

- Mailing Address
- Graphics (unless approved and provided by the Development Department)
- Disclaimers, legal statements, quotes
- Social Media links not related to school (i.e. your personal Twitter account)

*Example:*

-----  
John L. Doe, PhD | Director of Language Arts  
Crossings Christian School | Dept./Office of XYZ or Building Name 123  
Phone: 405-XXX-XXXX | Fax: 405-XXX-XXXX (or mobile, pager, etc.)  
username@crossingsschool.org | <http://www.crossingsschool.org>  
Follow us on Twitter: @CCSLanguageArts  
-----

## Social Media

Social media forums (Twitter, Facebook, Texting, Instagram, etc.) present both a wonderful opportunity to communicate in relevant and directed ways, and a potential pitfall that can dilute and tarnish our brand and our image very rapidly.

This section of the Brand Guide will provide a framework to guide the school's participation in social media. Having an established framework will help us to build brand equity with our target audiences by reinforcing key messages and establishing a consistent voice to represent Crossings Christian School.

Due to the ever-changing nature of social media, the Internet, and the technology driving it, we must stay active in watching for trends, best practices and emerging ideas. These standards will be adjusted as issues and new practices arise in conjunction with the overall communication goals of the school.

Social media forums not listed here are still subject to the control of the school wherever they are used in a way that represents the school or any of the schools interests. All social media accounts that utilize the school marks or the school name with or without reference to any sub group, division, class or agency are the property of Crossings Christian School.

**facebook**

**twitter**

**You tube**

**Blogs**

**Flickr**

**Instagram**

**Tumblr**

**Pinterest**

If you are a representative of a Crossings Christian School department, program, class or organization, we encourage you to be involved in social media and want to do all

that we can to support your efforts.

Ideally, we can be executing on a concerted social media effort where the school's social media activities benefit those of individual programs and vice versa.

In order for a group to have a social media presence that is officially recognized and promoted by the school, the group must agree to follow the standards outlined in this document. When your social media presence is approved by the school, it will also be posted on the school's website under official media profiles. The Development Office will initiate the creation of all social media accounts.





CROSSINGS



SERVITUDO DEO ET HOMINI

Crossings Christian School  
14400 North Portland Avenue  
Oklahoma City, OK 73134  
(405) 842-8495