



COOPERSVILLE

Area Public Schools

*One Community, One Campus... Endless Opportunity*

# BRAND GUIDELINES

## 2025

# Our Logos

In order for the logos to be successful in building a strong brand, consistency is important. This consistency will influence how others perceive Coopersville Area Public Schools as well as communicate to audiences the institution's sense of organization and cohesiveness.

## Master Logo

### Straight-Line Version

(Use as the preferred district formal logo)



### Always Use

The Master Logo with tagline were designed together to emphasize the credentials of the school system. Therefore, they must always appear together on all communications.

### Logo as Identity

Treat it as such—the Master Logo is Coopersville Area Public School's main identity.

### Never Manipulate

Changing the logo from its original state will confuse audiences and lessen the impact of the identity system.

## Block C Logo

This is the primary athletic and club logo, but can also be used as a alternate school logo and should only be used as shown in the examples below.

### Clean Version



### Full-Color "Block C"

Always uses:

- Green Inner C
- White Outline
- Black Background

### With Team / Club



All Teams, Clubs, or Departments should only use Collegiate Black with tracking set at 25

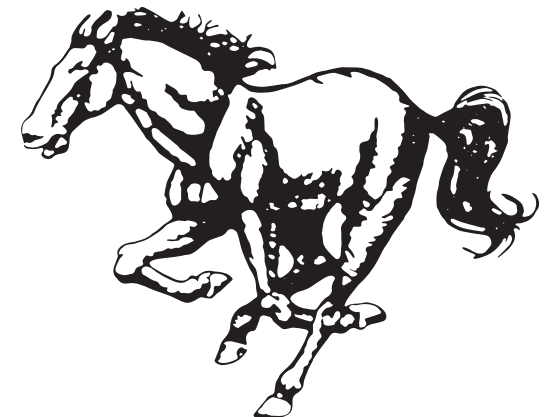
**TRACK AND FIELD**

## Bronco Logo

The Bronco logo is a great alternative logo with a lot of flexibility for application. It can be used in any single approved brand color.

### THINGS TO NOTE:

- The Bronco logo always faces to the left
- The Bronco Logo should not be used with any text overlapping the graphic or obscuring the logo in any way
- The Bronco Logo can be cropped as a graphic or background element



# Logo Color Usage

In rare circumstances the full-color logos will not be appropriate for use. When reproducing Coopersville's logomarks single color on light backgrounds, always use Block C Green (PMS 357C). When Block C Green (PMS 357C) is not an option, Bronco Black is preferred. The reverse treatment (Coop White) should only be used against a dark background where the contrast between the white lettering and background color is strong enough for the logo to reproduce clearly. **PLEASE NOTE:** These versions should be used sparingly. The full-color versions should always be first choice for use.

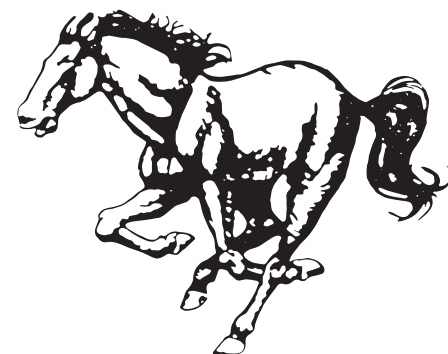
## Single Color - Block C Green (PMS 357C)

(Use Sparingly)



## Single Color - Bronco Black

(Use Sparingly)



## Single Color Reverse - Coop White

(This should only be used in the most extreme cases)



# Incorrect Logo Usage

The logos must always be reproduced from approved electronic reproduction files. The color, size and proportions have been carefully selected and should not be altered in any way. The below examples are common mistakes to avoid.

INCORRECT COLOR USAGE



INCORRECT LOGO DIRECTION



INCORRECT ICON / BORDER COLORS



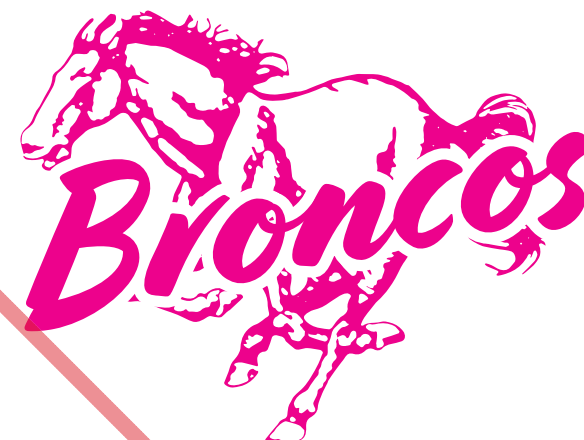
INCORRECT TYPE AND ICON PLACEMENT



INCORRECT TYPE PLACEMENT



INCORRECT TYPE, COLOR, AND PLACEMENT



INCORRECT LOGO PROPORTIONS



INCORRECT ICON SIZE



# Our Typefaces

Times New Roman is Coopersville's main serif typeface. It is used in the Master Logo, as well as headlines, subheads, and call-outs.

Collegiate is used for Coopersville's Athletic Typeface. *\*We recommend adding Gotham as an additional Brand Typeface to have the flexibility of a well-rounded san-serif that can be used in a less formal way as well as body copy.*

## BRAND MAIN TYPEFACE

Times New Roman

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklm

opqrstuvwxyz

0123456789

### Approved Weights

Regular

*Regular Italic*

**Bold**

***Bold Italic***

## ATHLETIC / CLUB TYPEFACE

**COLLEGIATE**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**0123456789**

### Approved Weights

**BLACK**

**REGULAR**

**INSIDE**

**OUTLINE**

## \*RECOMMENDED ADDED BRAND TYPEFACE

Gotham

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

### Approved Weights

Book

*Book Italic*

**Medium**

***Medium Italic***

**Bold**

***Bold Italic***

**Black**

***Black Italic***

# Our Color Palette

Color is an important design element for creating engaging communications. When used properly it can be an effective tool for establishing Coopersville’s visual brand identity.

## Primary

Block C Green  
PMS 357 C

HEX

1C5733

RGB

28 87 51

CMYK

68 0 41 66

## Secondary

Bronco Black

HEX

000000

RGB

0 0 0

CMYK

0 0 0 100

Coop White

HEX

FFFFFF

RGB

255 255 255

CMYK

0 0 0 0

# Gradients

Gradients are used as backgrounds and for image overlays. They may be used to create an impactful backdrop to a design piece. Gradients should reflect Coopersville’s color palette. See examples below.

BLOCK C GREEN

BRONCO BLACK



BLOCK C GREEN

COOP WHITE



COOP WHITE

BRONCO BLACK





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[coopersvillebroncos.org](http://coopersvillebroncos.org)