



Visual Identity Guidelines

01

An Overview

Table of Content

05.	Brand Colors
07.	Typography
10.	Photography
12.	Illustration Style
14.	Icons Style
16.	Stats Graph Style
18.	Site Layouts
24.	Module Styles
28.	Interactions
30.	Navigations
32.	Action Items

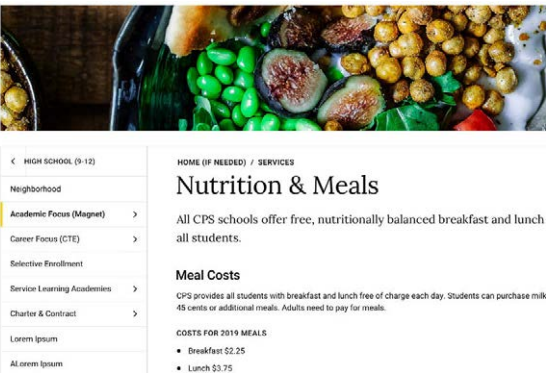
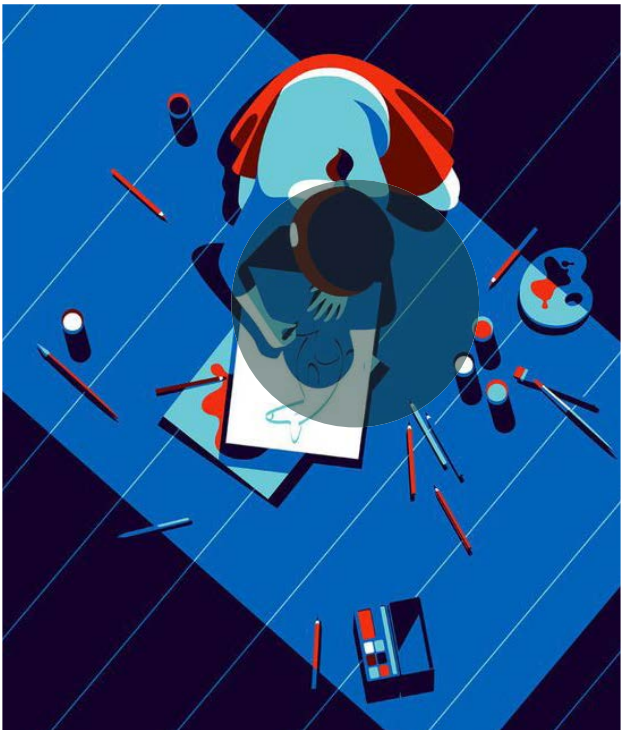
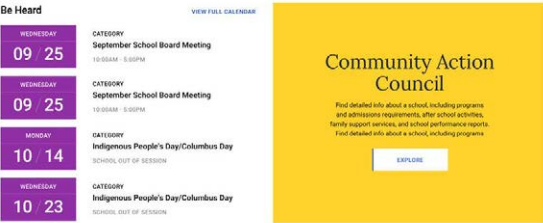
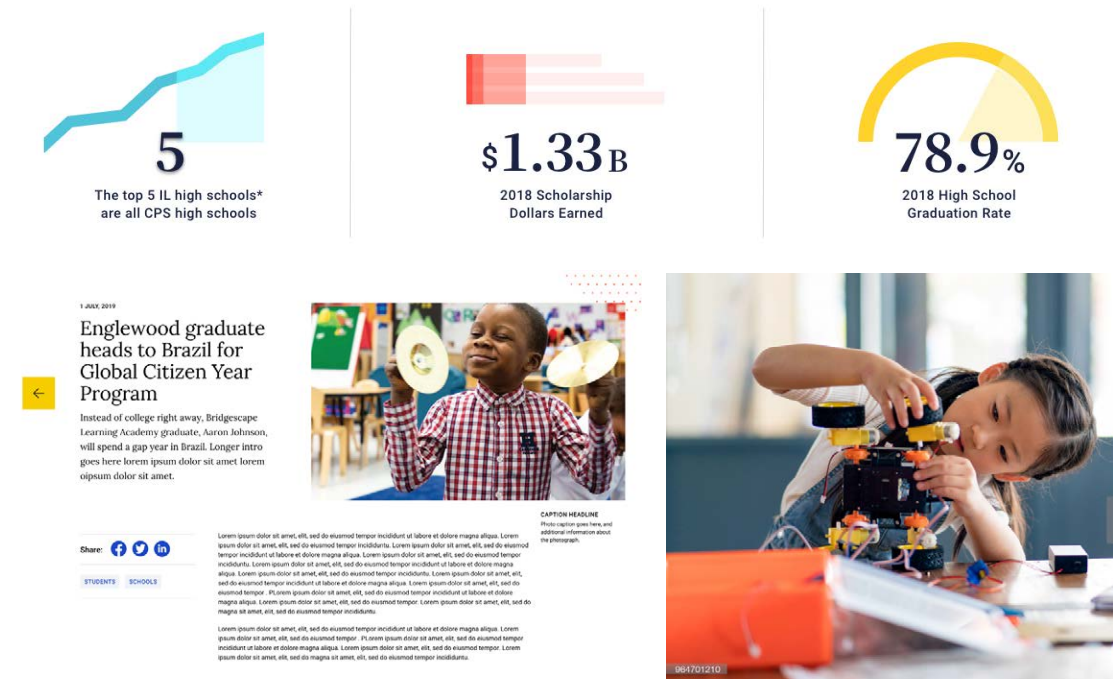
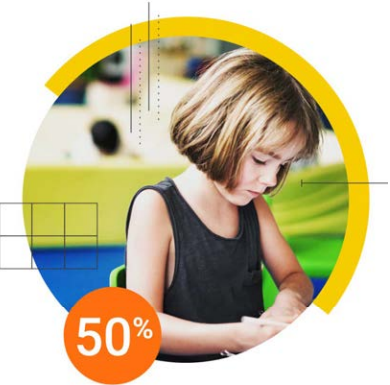
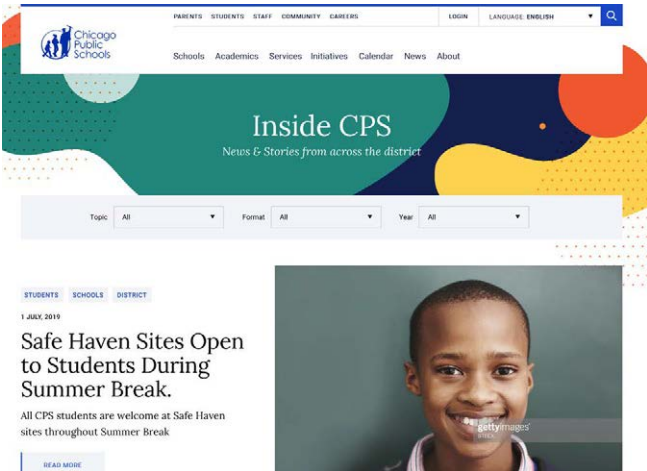
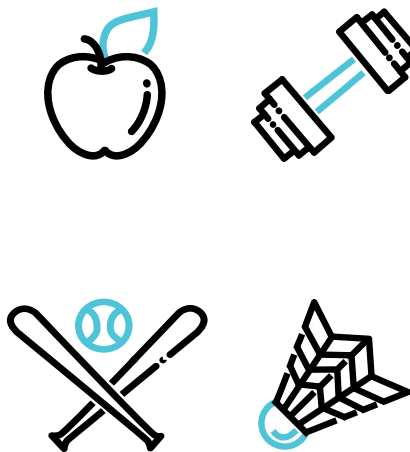
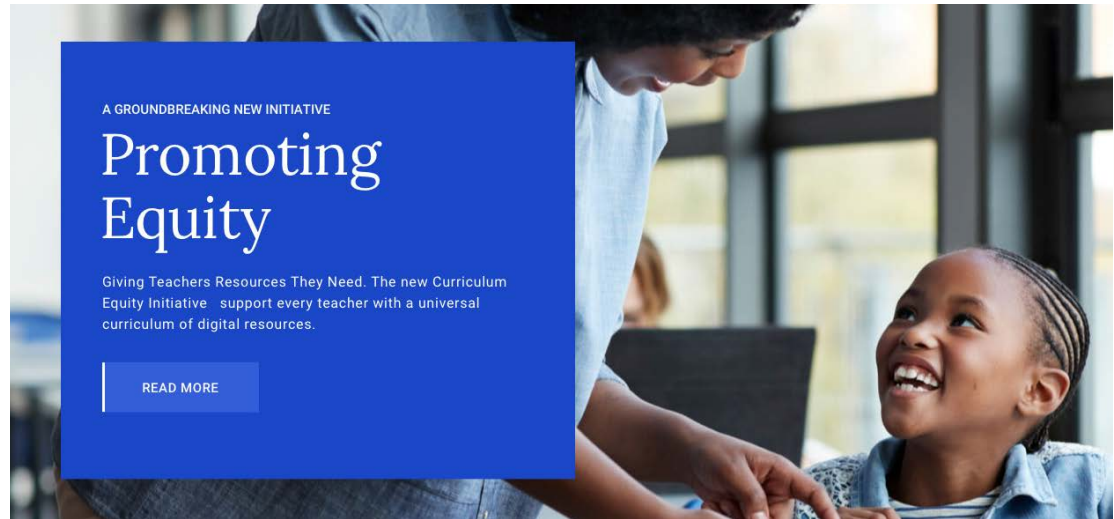
CHARACTERISTICS

Vibrant
Friendly
Inspiring

COLOR PALETTE



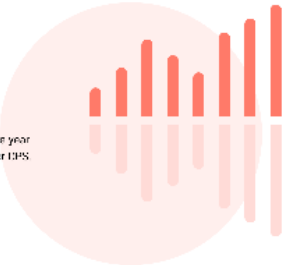
MOOD IMAGES



Five Year
Vision

We've set some ambitious goals in our five year vision. Find out more about what's next for CPS.

LEARN MORE



Brand Colors

Brand Colors

The palette you see here represents the full suite of brand colors. There are a wide variety of colors to fit any use and help colorfully represent Chicago Public School’s commitment to providing the best to every child, in every neighborhood.

The bright colors in the middle are the main brand colors where the colors on the left provide a secondary more muted or darker color option and the colors on the right are lighter and help soften. Please refrain from using colors that are not included in this palette.

#061A53 100 95 33 38	#1D48C0 2728 C 90 77 0 0	#F3F6F7 3 1 1 0
#2D8494 81 34 36 4	#50C4D9 311 C 61 1 14 0	#EAF5F5 7 0 3 0
#FFA110 0 43 100 0	#FFD22B 115 C 1 16 92 0	#FFF8CF 0 1 22 0
#CF4016 13 88 100 3	#FB7847 2024 C 1 16 92 0	#FFEAE8 0 9 4 0
#00463F 91 49 68 47	#047A6E 7718 C 87 32 60 13	#DBF0E7 13 0 10 0
#4D0E5A 77 100 29 28	#7F2792 2593 C 61 100 0 0	#EAD9EE 6 15 0 0
#000000 75 68 67 90	#3C3C3C 655 C 68 62 60 50	#CECECE 18 14 15 0

Typo- graphy

Typography

We have chosen two new brand fonts Lora and Roboto. The main brand fonts work well together and should be used whenever available. You will see them featured on the website and should be applied to all professionally produced marketing and sales materials.

Lora is a serif font best suited to larger headlines and intro paragraphs. While Roboto is friendly and straightforward and should be used for smaller headlines, body copy, and links.

LORA (Larger Headlines and Intro Paragraphs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!*&

ROBOTO (Smaller Headlines, Body Copy and Links)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!*&

Type Hierarchy

Our typefaces are used for a variety of content. Careful and consistent use of type weights helps to organize our content so we communicate clearly and with purpose.

Some general guidelines:

- Lora in sentence case should be used for larger headlines and the paragraph intro style.
- Roboto appears in all caps as the eyebrow to help set the context. Roboto in sentence case is also used for the headline and body styles in differing weights and sizes. Headlines should use bold and body styles do not.

EYEBROW

Headline 1 style here
lorem ipsum dolor sit

Paragraph intro style here lorem ipsum dolor
sit amet lorem ipsum dolor sit amet lorem
ipsum dolor sit amet

Headline 2 style sit amet

Body 1 style sit amet, elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, elit, sed do eiusmod tempor incididunt. Lorem ipsum dolor sit amet, elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, elit, sed do eiusmod tempor incididunt. Lorem ipsum dolor sit amet, elit, sed do.

Headline 3 style sit amet

Body 2 style sit amet, elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, elit, sed do eiusmod tempor incididunt. Lorem ipsum dolor sit amet, elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, elit, sed do eiusmod tempor incididunt.



gettyimages
Klaus Vedfelt

Photo- graphy

Photography

In keeping with our overall rebrand we would like our photography to feel energized and fresh. We recommend using photography that is colorful and captures students and scenes reminiscent of school. We want all imagery to appear brightly lit and not overly posed. It is important to feature students of different ages and backgrounds.

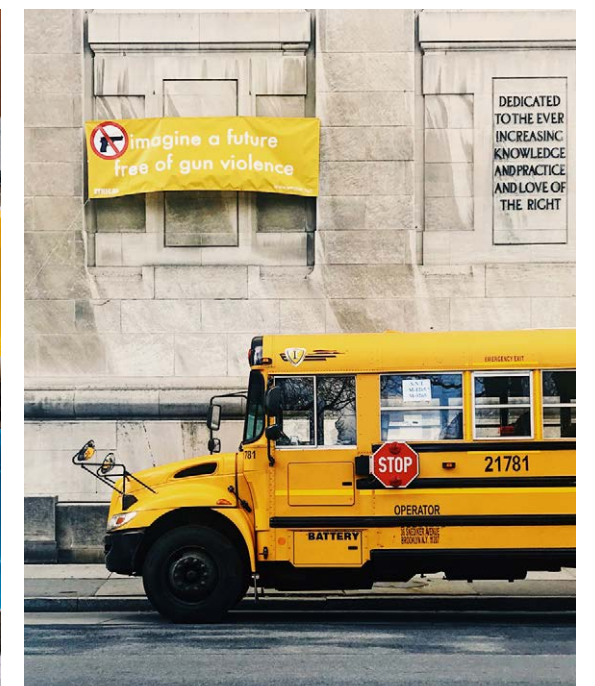
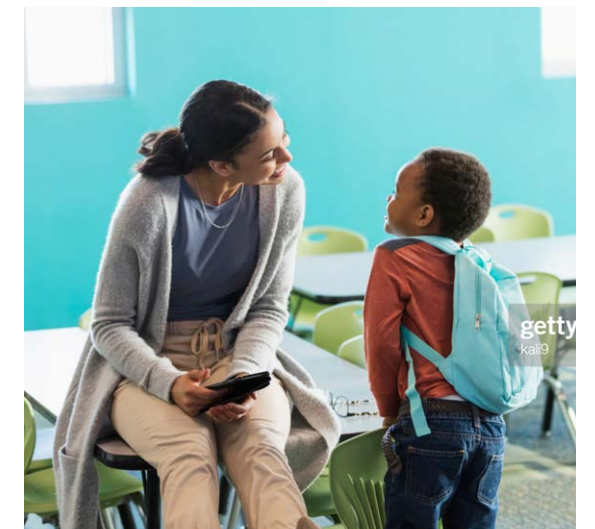
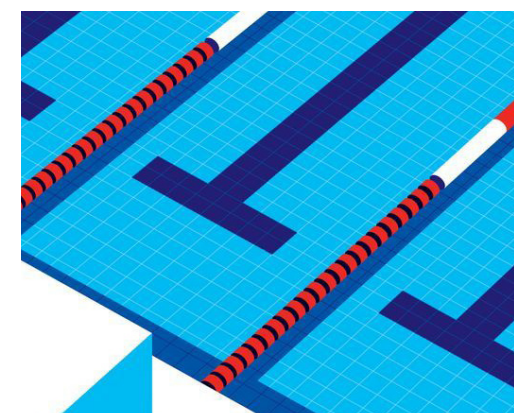
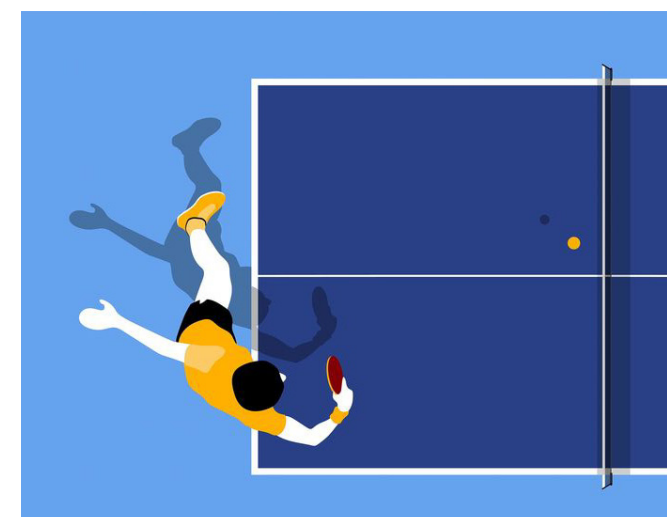
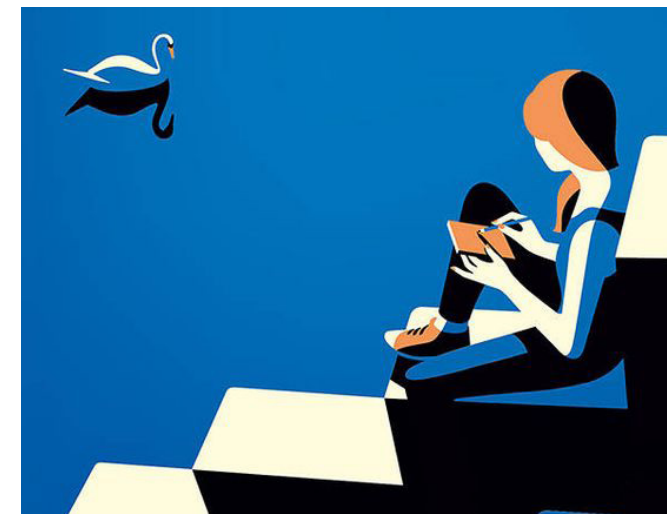
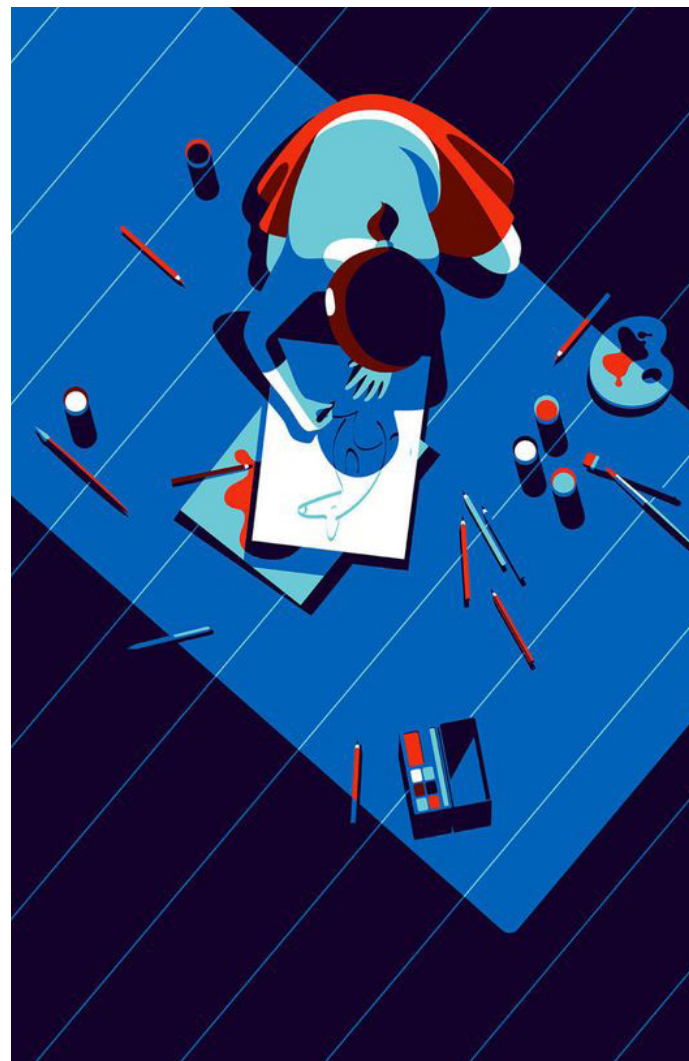
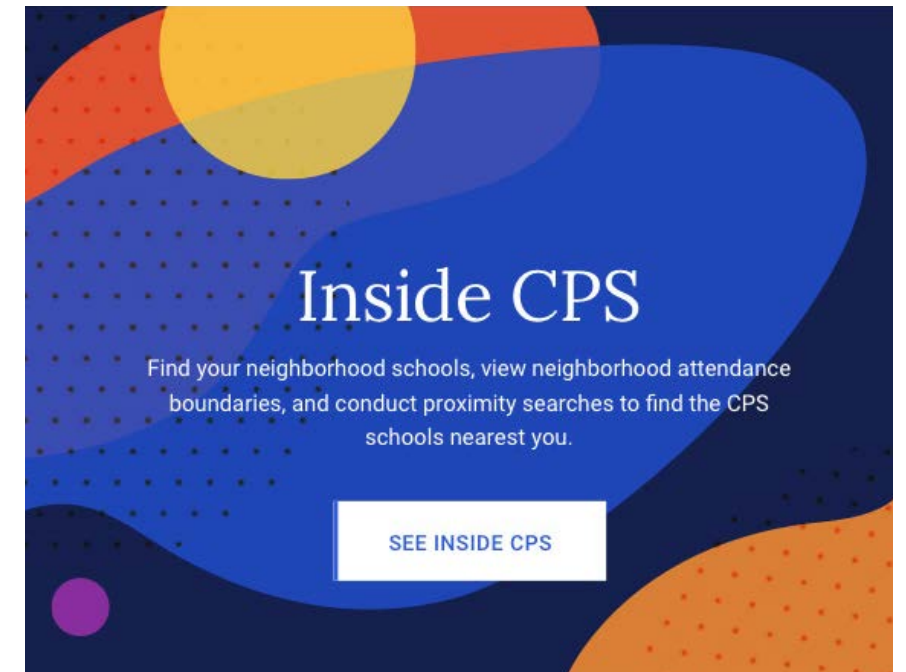


Illustration Style

Illustration

Beyond photography, illustrations are another brand element that adds further depth and interest. We've included two specific illustration styles that work together to create a unified look.

First, you will see we've used abstract shapes with pops of color, layering, circles of varying sizes, and opacities. These patterns appear alongside stylized illustrations of people and scenes that depict our parents, students, staff, and communities without including too much detail in their expressions. The secondary illustration style includes the use of heavy shadows and swaths of bold color.

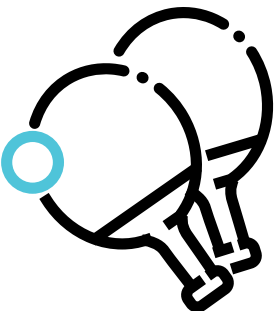
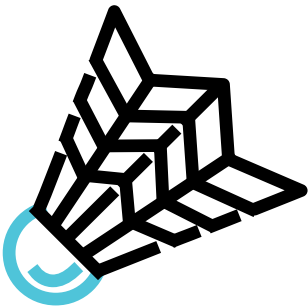
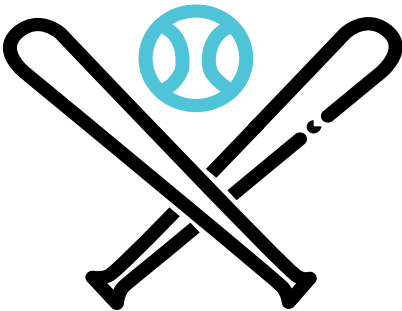
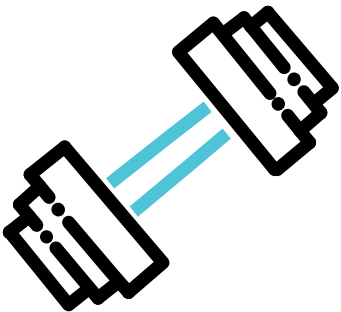
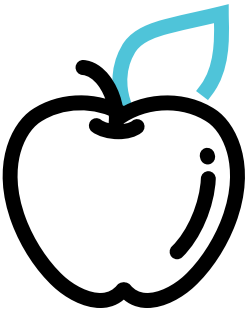




Icons Style

Icons

We’ve developed a set of icons that serve as a simple, effective way to communicate an idea. The icons shown here are easily identifiable objects that use a black stroke with minimal detail and a pop of the CPS blue to make them stand out. When creating new icons consider if one of the existing icons could be used to help keep the system from getting too complicated.





Stats Graph Style

Stats Graphs

Chicago Public School students are achieving at record levels and stats highlighting key information can be used across the site to better call attention to some of these accomplishments.

To create a stat lockup the number should be featured predominantly in the middle with a visual representation of the percentage in an arc behind it. Below the number sits a quick description of what the stat is depicting, be sure to keep the text as short as possible. The goal of a stat is to call out an important fact or number that you want the audience to remember and stand out to emphasize a point.



78.9%

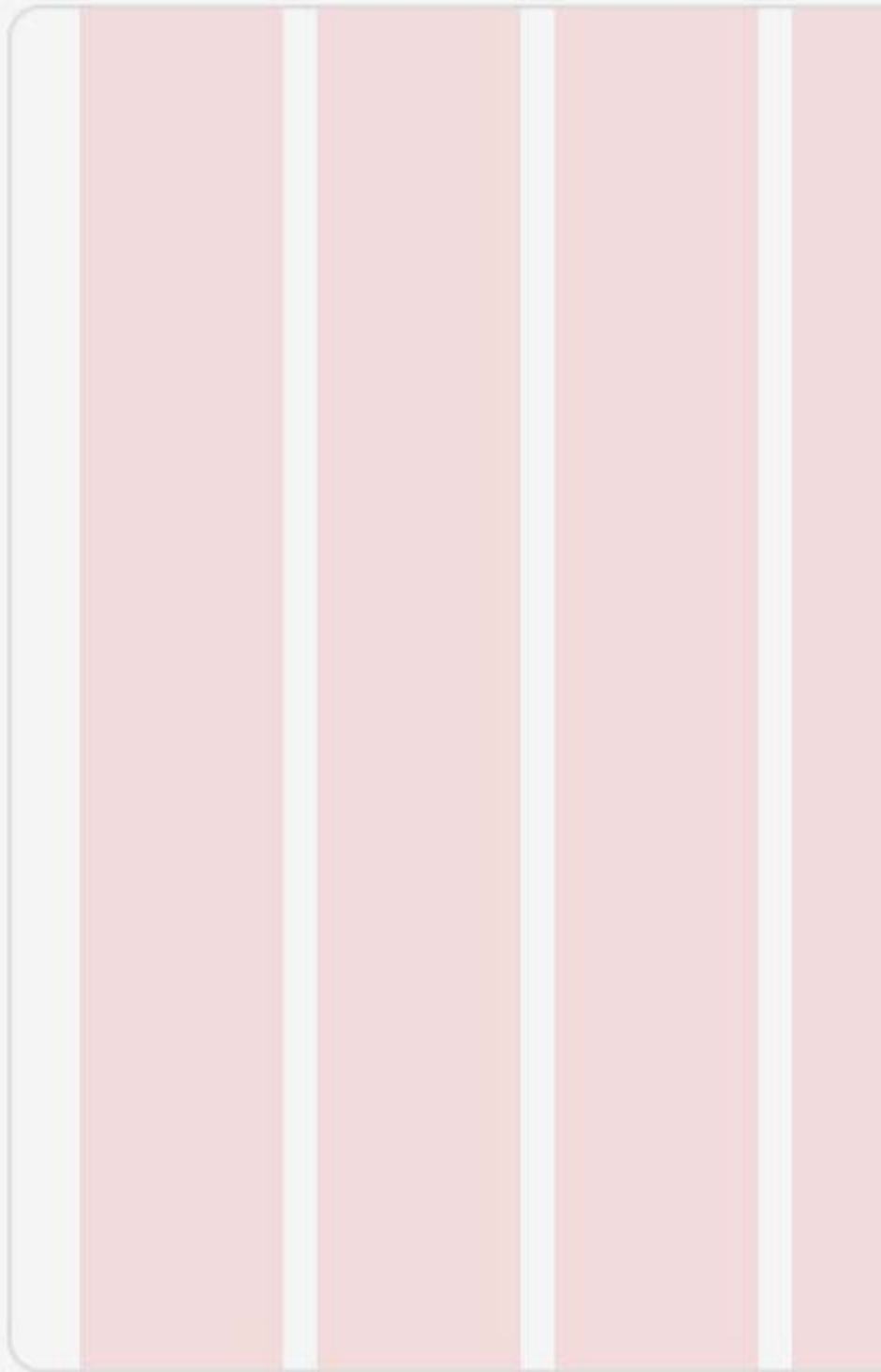
2018 High School
Graduation Rate

Graphic illustrating data, in brand colors, using transparency to indicate a particular stat

Number always sits underneath the graphic

Additional description goes below the number

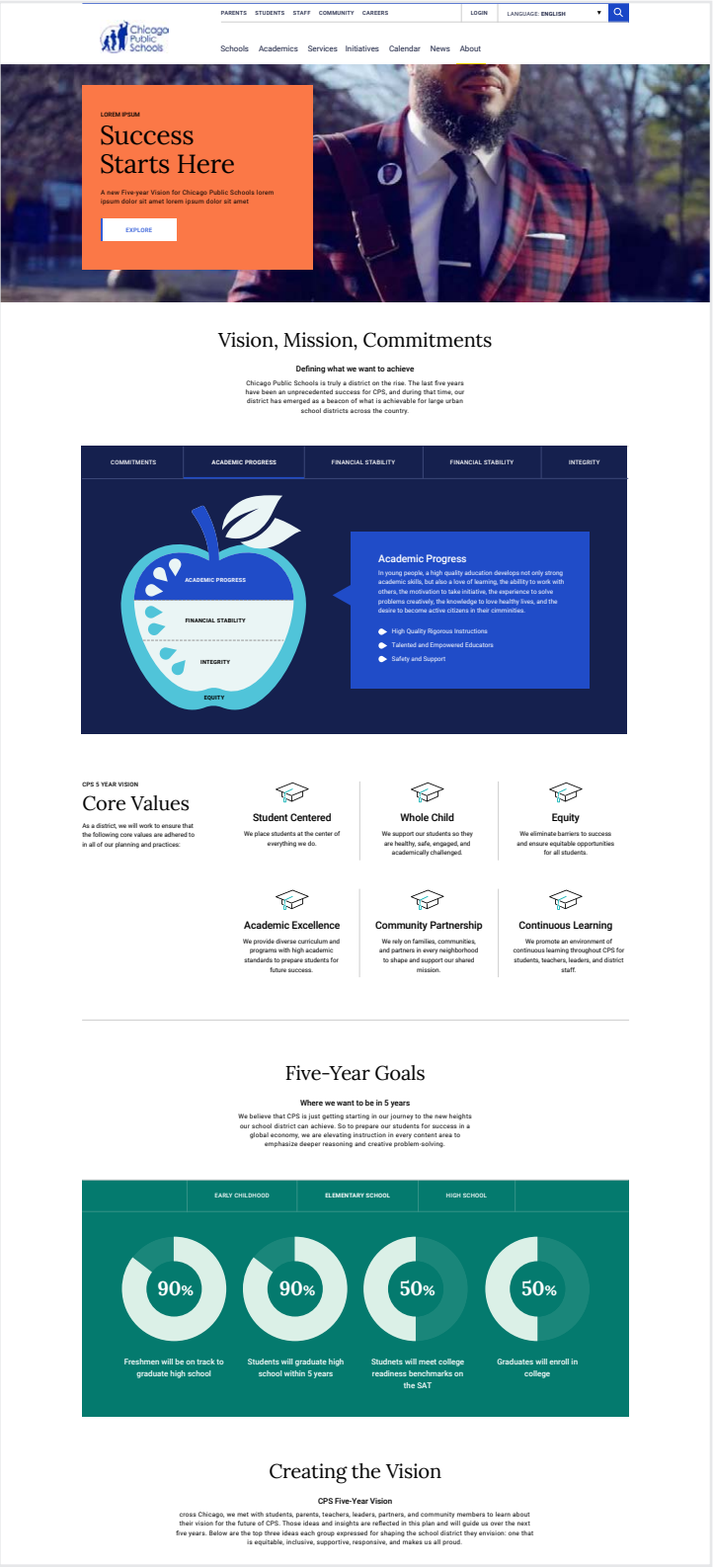
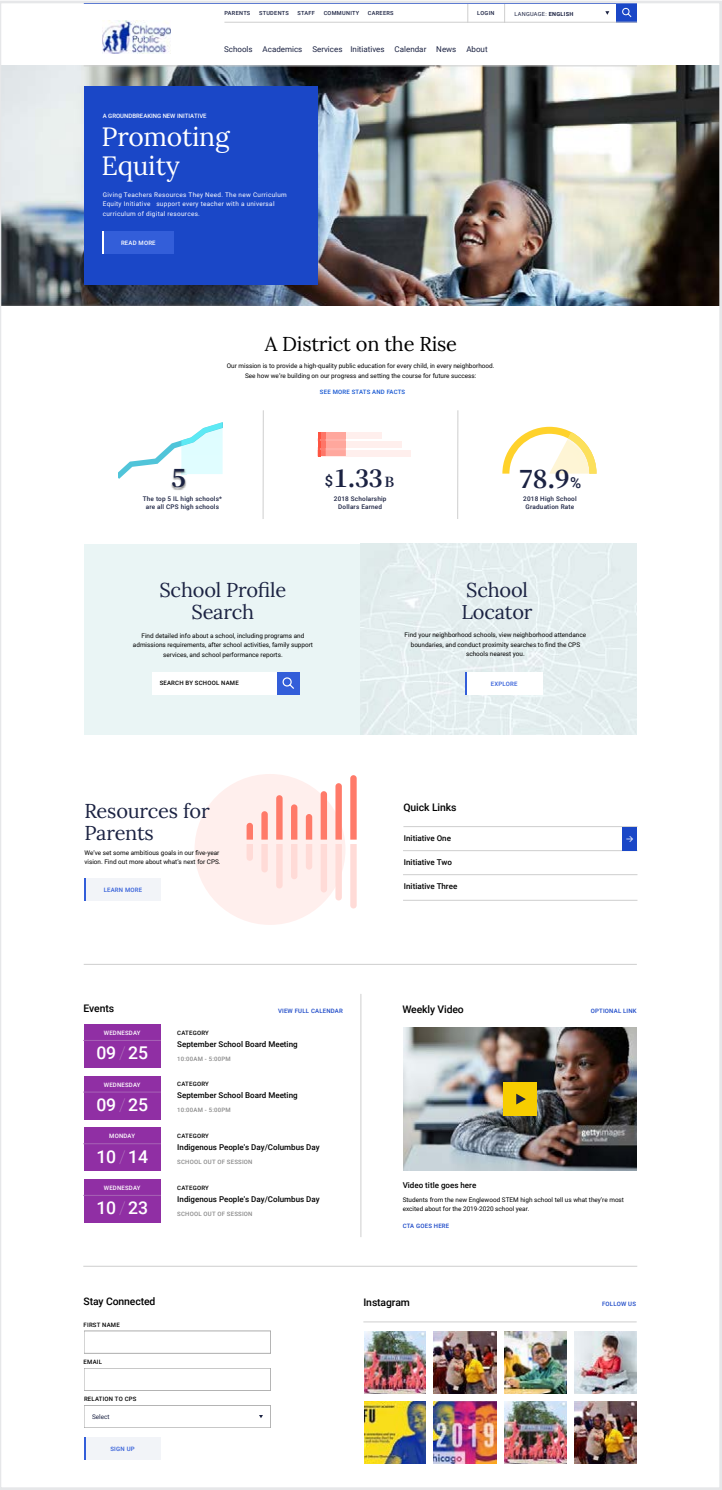
Site Layouts



LAYOUTS

Home and Featured Content Landing Page

The homepage and featured content landing pages have been designed to draw the user in and encourage exploration and further engagement with the site. They feature a header image that spans the full width of the page along with an inset with a strong introduction statement. The Landing pages are easily scannable with lots of visual representation of information and are not overly text-heavy.



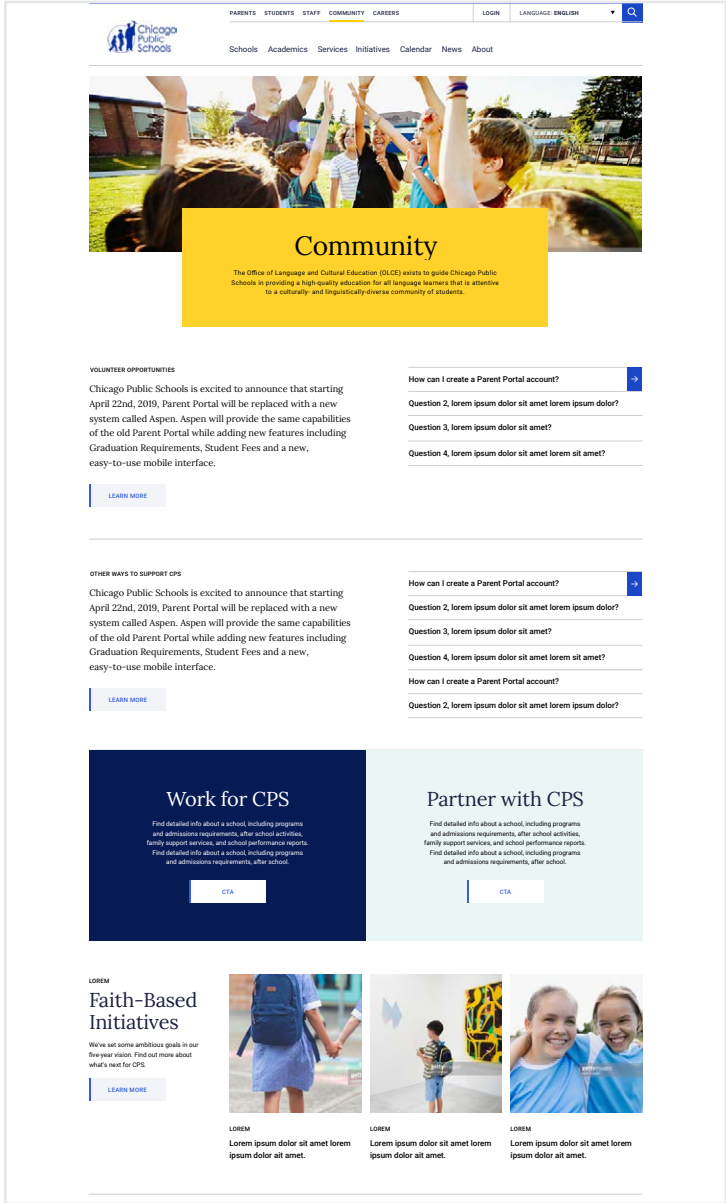
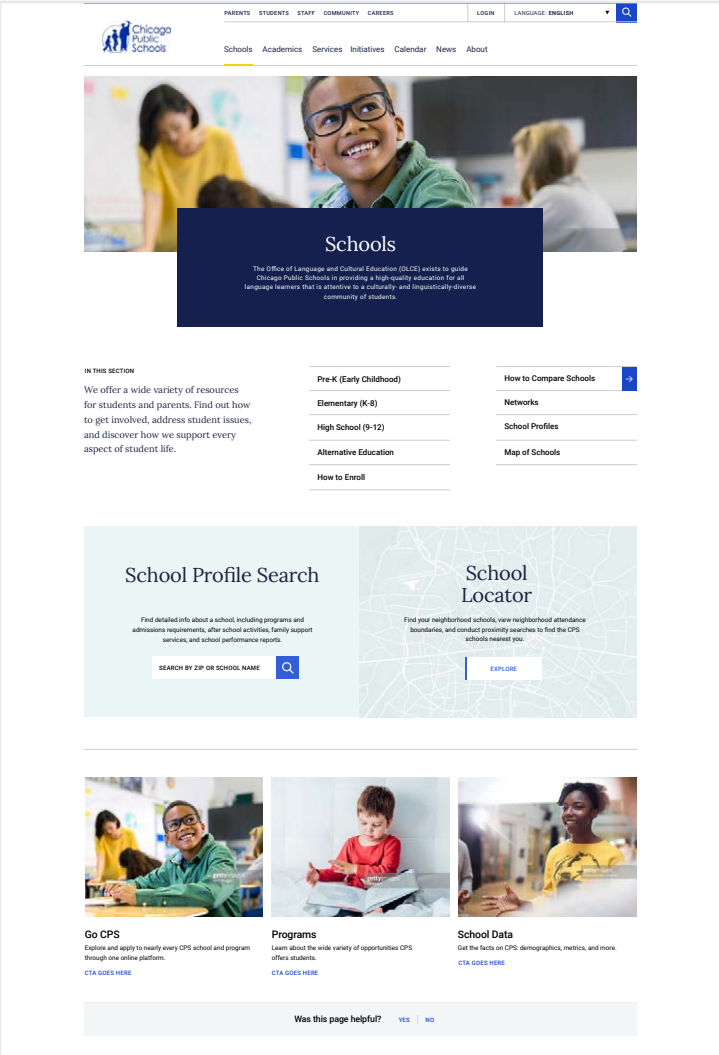
IDENTITY MANUAL

CHICAGO PUBLIC SCHOOLS

LAYOUTS

Landing Pages

Landing pages are one page level down from the home and featured content pages. Each landing page features a padded header image and centered text box overlay. Below the header, you will find navigation to relevant content followed by more modules with additional content.



LAYOUTS

Detail Pages with Side Nav

The detail pages on the site feature a side navigation panel to more easily find what you are looking for without having to read through all of the content on each page. The side nav is clickable which will bring you to a new page with additional links to click on from there. The navigation was designed to enhance the user experience in that parents, students, and staff will be able to easily find information related to what they are looking for.

PARENTS STUDENTS STAFF COMMUNITY CAREERS

Schools Academics Services Initiatives Calendar News About

[LOG IN](#)
[LANGUAGE: ENGLISH](#)

[DON THIS PAGE](#)

[← HIGH SCHOOL \(9-12\)](#)
[Neighborhood](#)
[Academic Focus \(Magnum\) >](#)
[Career Focus \(CTE\) >](#)
[Selective Enrollment](#)
[Service Learning Activities >](#)
[Charter & Contract](#)

[Lorem Ipsum](#)
[Alorern Ipsum](#)
[Loren Ipsum](#)

Related Links

- [LOREM IPSUM TI ENIM](#)
- [LOREM IPSUM TI ENIM](#)
- [LOREM IPSUM TI ENIM](#)

Lorem Ipsumm

One of our specialists will come to your school and talk about CPS meal programs.

>> [DOWNLOAD TITLE ENIM AD NI](#)

>> [DOWNLOAD TITLE ENIM](#)

>> [DOWNLOAD TITLE ENIM](#)

SURVEY

Help us create new menus

Parents, please take a short survey about breakfast and lunch items your child enjoys.

[ENGLISH SURVEY](#)

[SPANISH SURVEY](#)

Get a Presentation

One of our specialists will come to your school and talk about CPS meal programs.

[CTA GOES HERE](#)

HOME (IF NEEDED) / SERVICES

Nutrition & Meals

All CPS schools offer free, nutritionally balanced breakfast and lunch to all students.

Meal Costs

CPS provides all students with breakfast and lunch free of charge each day. Students can purchase milk for 45 cents or additional meals. Adults need to pay for meals.

COSTS FOR 2019 MEALS

- Breakfast \$2.25
- Lunch \$3.75
- Milk \$0.45

Parents and guardians may set up a cafeteria account for each child at [MySchoolBucks](#) and add money to it using a credit/debit card.
The money they add to this online service will be made available at the cafeteria checkout register. Students may use funds to purchase extra milk, fruit, vegetable, and/or entree.
This service also allows parents to see their child's school menus, including the nutritional information

Dietary Options and Alternatives

We cover allergies, vegetarian, organic, non-GMO, farm fresh, locally sourced, etc.

Accordion Group Title

Accordion Item Title

+

Whole grains

+

Accordion Item Title

-

- Accordion WYSIWYG Content. Protein must be included as a component in breakfast three times a week for both hot and cold menus.
- A minimum of one reusable lunch option is provided every day.
- Meatless protein may include tofu, soy, beans, legumes, peanut butter, and Greek yogurt.
- Lean, Freshly textured beef (LFTB), also known as pink slime, is prohibited.
- All CPS menus are pork-free.
- All chicken is no antibiotic ever.

Starthy Foods

+

Fiber

+

Fat, sugar and sodium

+

Beverages

+

Local Foods

+

Reformulated Foods

+

Calories

+

Snacks and Beverages

+

Active Tab	Tab 2 has a Long Label	Tab 3
<p>Parents and guardians may set up a cafeteria account for each child at MySchoolBucks.com and add money to it using a credit/debit card. The money they add to this online service will be made available at the cafeteria checkout register. Students may use funds to purchase extra milk, fruit, vegetable, and/or entree. This service also allows parents to see their child's school menus, including the nutritional information</p> <div> <div> </div> <div> <p>Parents and guardians may set up a cafeteria account for each child at MySchoolBucks.com and add money to it using a credit/debit card. The money they add to this online service will be made available at the cafeteria checkout register. Students may use funds to purchase extra milk, fruit, vegetable, and/or entree. This service also allows parents to see their child's school menus.</p> </div> </div>		

Promo Without Image

Find your neighborhood schools, view neighborhood attendance boundaries, and conduct proximity searches to find the CPS schools nearest you.

[READ MORE](#)

Promo With Image

Find your neighborhood schools, view neighborhood attendance boundaries, and conduct proximity searches to find the CPS schools nearest you.

[READ MORE](#)

Was this page helpful? YES NO

Lorem Ips Umert Dolor

Find detailed info about a school, including programs and admissions requirements, after school activities, family support services, and school performance reports.

[EXPLORE](#)

PARENTS

STUDENTS

COMMUNITY

CAREERS

[SIGN IN](#)
[LOG OUT](#)
[LANGUAGE: ENGLISH](#)
[SEARCH](#)

Schools

Academics

Services

Initiatives

Calendar

News

About

ON THIS PAGE

- What we do
- Initiative**
- Programs
- Contact Information

< HIGH SCHOOL (9-12)

Neighborhood

Academic Focus (Magnet) >

Career Focus (CTE) >

Selective Enrollment

Service Learning Academies >

Charter & Contact >

Learn Ipsum

Alcum Ipsum

Learn Ipsum

CONTACT INFO

Office of Department Name

PH: 311-524-7381 FAX: 311-524-7381

301 W 38th Street, 1st Fl Chicago, IL 60609

For Staff

One of our specialists will come to your school and talk about CPS meal programs.

[DOWNLOAD TITLE.ENIM AD MINI](#)
[DOWNLOAD TITLE.ENIM](#)

MORE IN KNOWLEDGE CENTER

HOME (IF NEEDED) / ABOUT CPS

Department Detail

Short description of what dept does (same field that shows in list view). Should capture it in a few lines or sentences.

What We Do

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum voluptate velit esse cillum dolore eu fugiat nulla. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Initiatives (or Programs or Curricula)

Optional descriptive text lorem ipsum dolor amet Brooklyn elit 8-bit et craft beer.

Required link title lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[CTA GOES HERE](#)

Required link title lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[CTA GOES HERE](#)

Required link title lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[CTA GOES HERE](#)

Programs (or Initiatives or Curricula)

If there is an issue with a single meal – for example, if the food is rotten or a burger is overcooked – the student should notify the school's dining manager, who should offer another option. If there are consistent issues with the food at your school, please take the following steps:

Required link title lorem ipsum dolor sit amet

Required link title lorem ipsum dolor sit amet

Required link title lorem ipsum dolor sit amet

Required link title lorem ipsum dolor sit amet

Key Department People

Glen Greene Lorem ipsum dolor sit amet, con teler adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore aliqua. 800-674-1435 EMAIL.ADJ@CPS.EDU	Daniel Carr Lorem ipsum dolor sit amet, con teler adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore aliqua. 800-674-1435 EMAIL.ADJ@CPS.EDU	Hellie Day Lorem ipsum dolor sit amet, con teler adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore aliqua. 800-674-1435 EMAIL.ADJ@CPS.EDU
Ethan Stickland Lorem ipsum dolor sit amet, con teler adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore aliqua. 800-674-1435 EMAIL.ADJ@CPS.EDU	Victoria Owens Lorem ipsum dolor sit amet, con teler adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore aliqua. 800-674-1435 EMAIL.ADJ@CPS.EDU	

Downloads

One of our specialists will come to your school and talk about CPS meal programs.

[DOWNLOAD TITLE.ENIM AD MINI](#)
[DOWNLOAD TITLE.ENIM](#)

Related Links

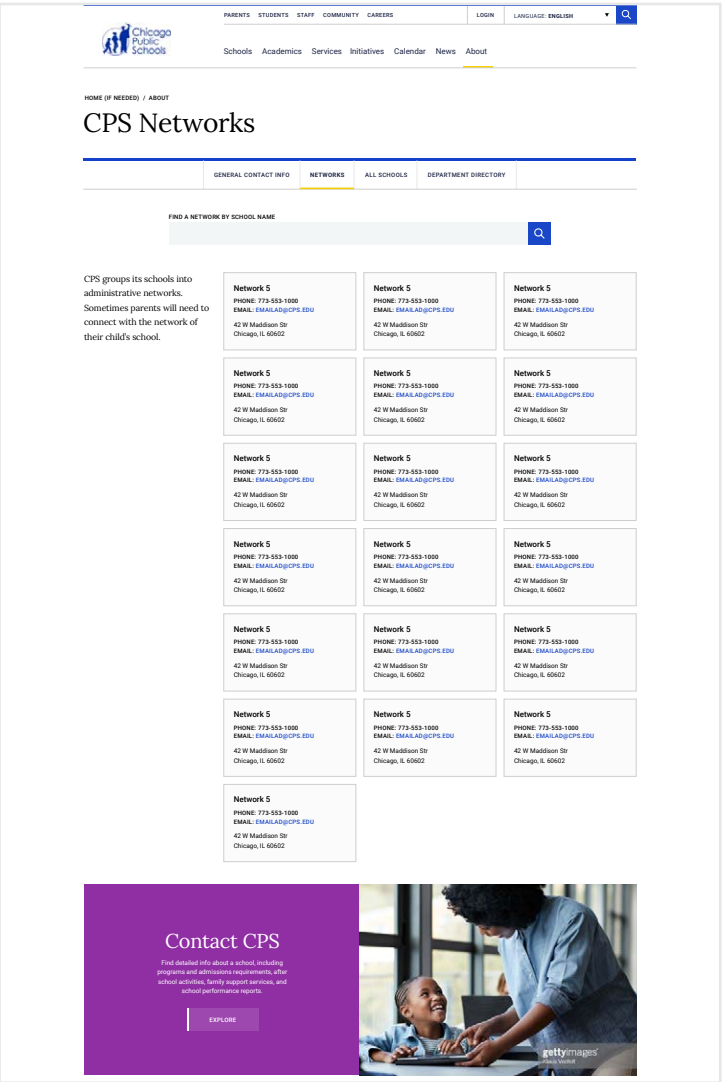
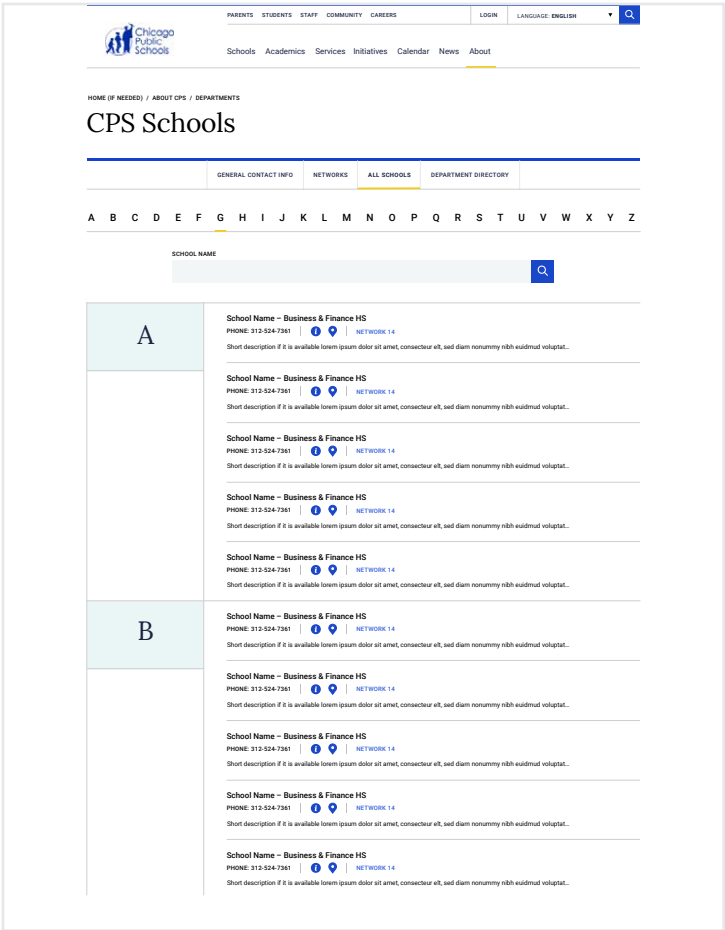
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- LOREM IPSUM TI ENIM LOREM IPSUM TI ENIM
- LOREM IPSUM TI ENIM LOREM IPSUM
- LOREM IPSUM TI ENIM LOREM IPSUM

Was this page helpful? YES NO

LAYOUTS

Listing Pages

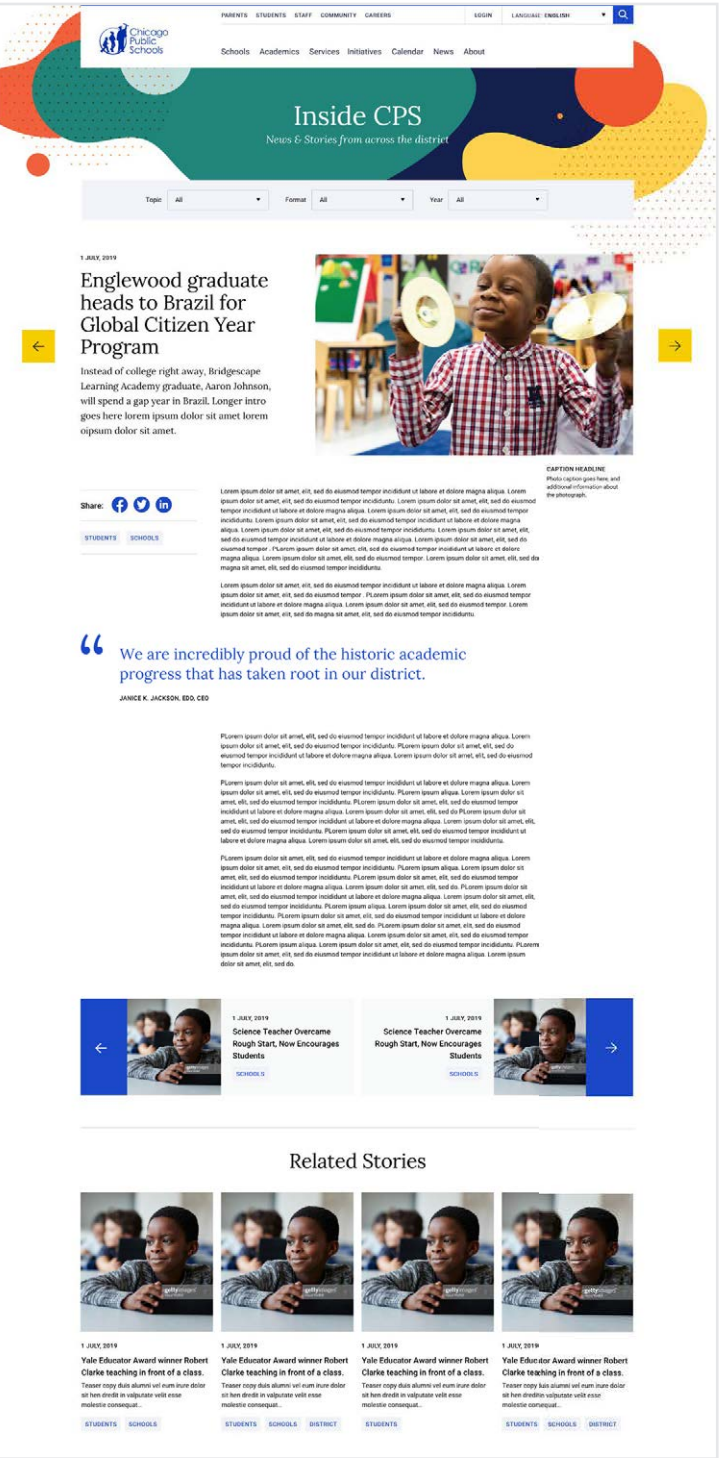
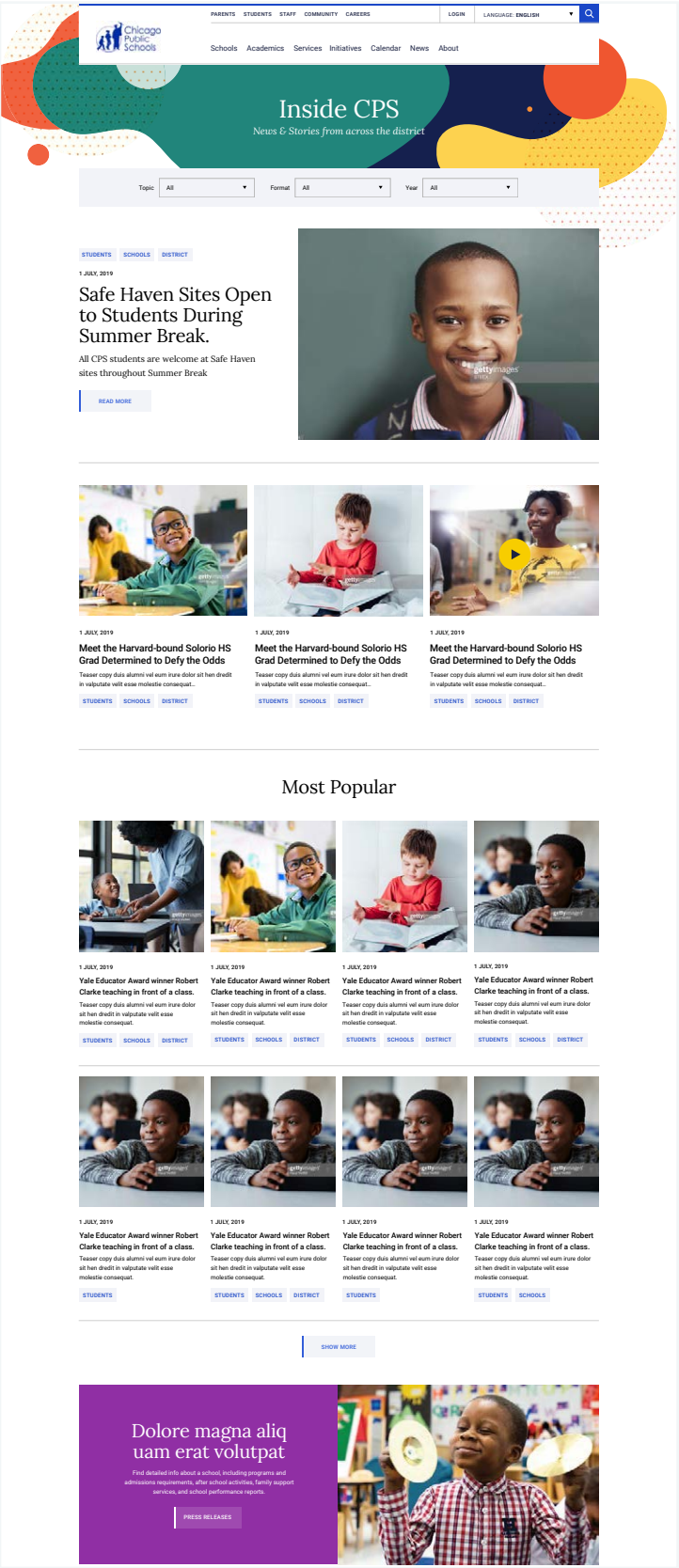
Listing pages serve as a directory of important information. Examples of listing pages found on this site include CPS Schools and Networks or contact information for teachers. These pages are organized in alphabetical order and you can also use the search bar and navigation at the top of the page to more easily find what you are looking for.



LAYOUTS

Blog Pages

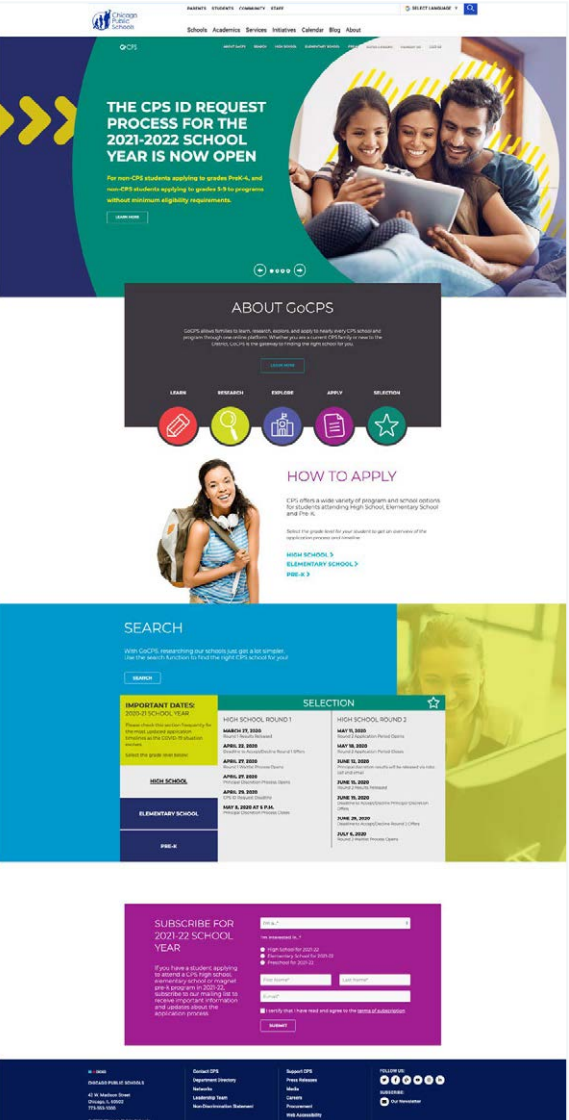
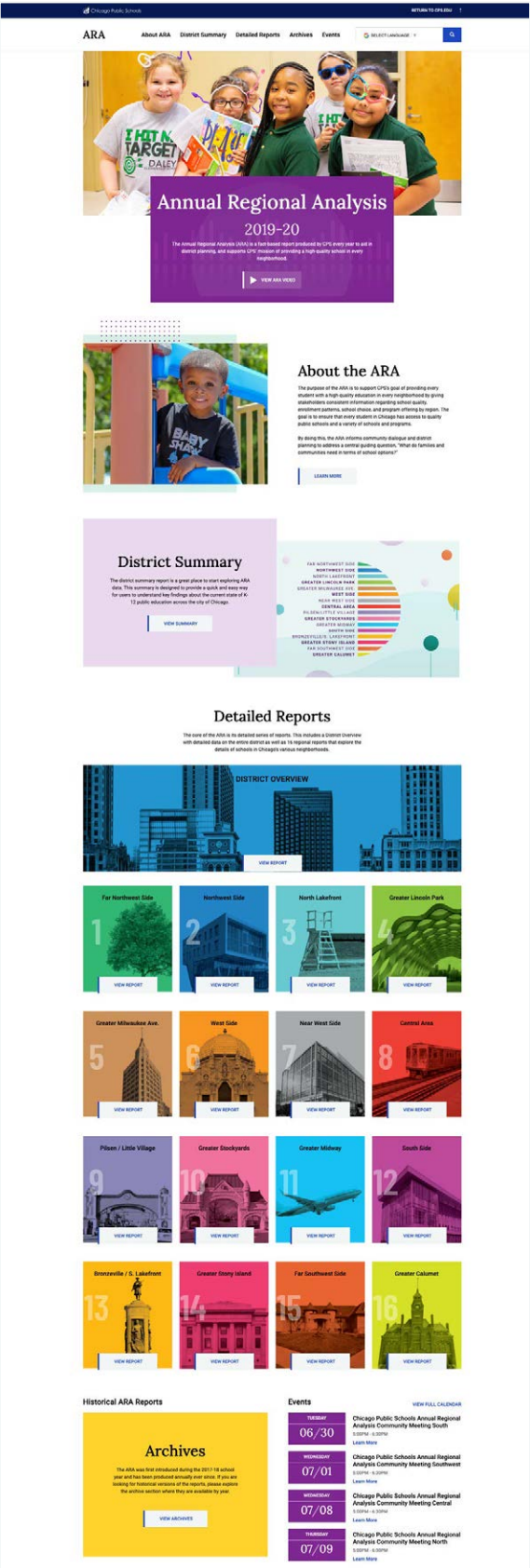
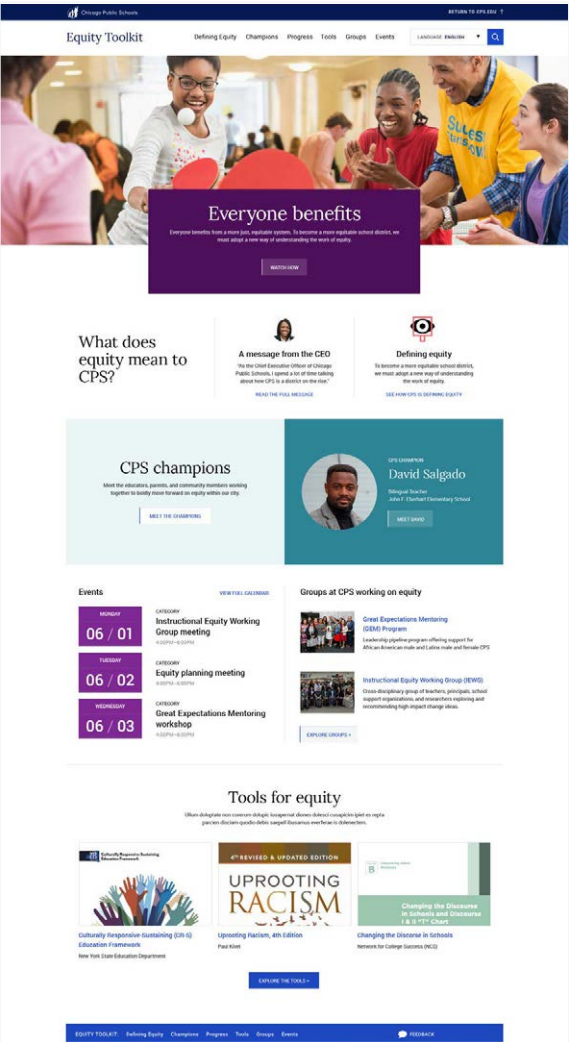
There are two levels of blog pages featured on the site, first the blog landing page which can be used to highlight key articles, and then the article page itself which can be used to publish new blog content. The blog requires a featured image for each article, which appears at the top of the post and will then be used as the thumbnail on the blog landing page. The article template includes a headline, intro text, social sharing, a space to include a key quote or line from the blog post, and ample room for text.



LAYOUTS

Microsites

Microsites are great for targeted campaigns, brand awareness, and lead generation. They can serve as a destination for users to learn about a specific topic or event and are customizable based on their purpose. The microsite examples included here feature different ways to use existing modules that when combined are easily digestible and on-brand.

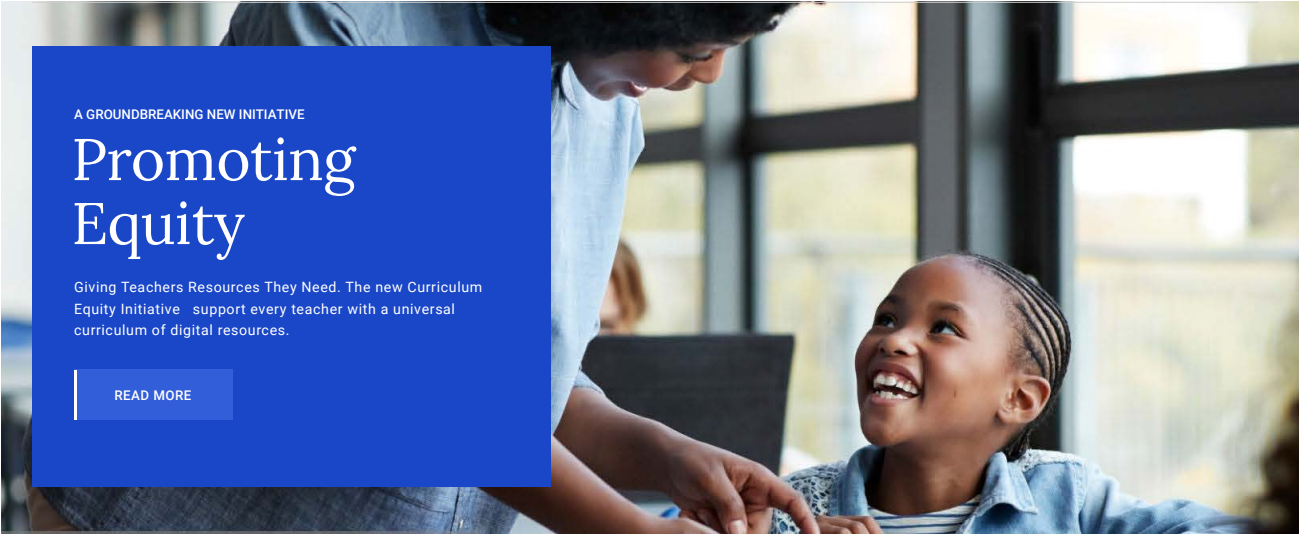


Module Styles

MODULES

Banners

Throughout the site, you will find three styles of banners. The largest and most prominent is the home and microsite banner which features a header image that spans the full width of the page and includes a left-aligned color block for additional text and a link. The Landing page banners feature a padded image with a centered content block that overlaps the image. Subsequent detail pages have the smallest banner size and will not fit any text.



HOME AND MICORSITES



LANDING PAGES



DETAIL PAGES

MODULES

1/2

Thinking of modules like building blocks to create pages, the 1/2 modules divide the site content into two columns. This style of module is large enough to accommodate intro and body text along with a link for a call to action. You can also use a 1/2 size module to feature a larger image or use a gradient in the background to add texture.

School Profile Search

Find detailed info about a school, including programs and admissions requirements, after school activities, family support services, and school performance reports.

SEARCH BY SCHOOL NAME

School Locator


Find your neighborhood schools, view neighborhood attendance boundaries, and conduct proximity searches to find the CPS schools nearest you.

EXPLORE

Lorem Ips Umert Dolor

Find detailed info about a school, including programs and admissions requirements, after school activities, family support services, and school performance reports.

EXPLORE



Work for CPS

Find detailed info about a school, including programs and admissions requirements, after school activities, family support services, and school performance reports.

CTA

Partner with CPS

Find detailed info about a school, including programs and admissions requirements, after school activities, family support services, and school performance reports.

CTA





I want to enroll at CPS

lorem ipsum dolor sit amet
ipsum dolor sit amet

CTA CPS HERE



I'd like to go to Naviance

lorem ipsum dolor sit amet
ipsum dolor sit amet

CTA CPS HERE



I need to find my school

lorem ipsum dolor sit amet
ipsum dolor sit amet

CTA CPS HERE

MODULES

1/3

Further dividing the page is the 1/3 module which splits the site in three columns. These modules are slightly smaller than the 1/2 blocks, so keep that in mind when determining which to use to best suit your content. The 1/3 module is best suited for use with a larger image and descriptive text below such as on the blog page. You can also use this type of module for content and a link but be sure that your content is not too text-heavy.



2020 LSC Elections

Consider running for your local school council and help lead your community.

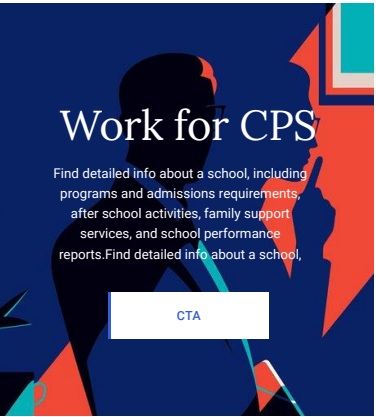
[CTA GOES HERE](#)



Programs

Learn about the wide variety of opportunities CPS offers students.

[CTA GOES HERE](#)



Go CPS

Explore and apply to nearly every CPS school and program through one online platform.

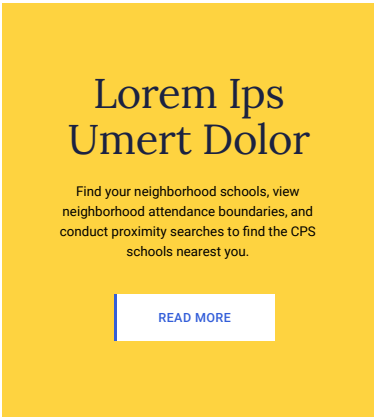
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Programs

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Programs

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School Data

Get the facts on CPS: demographics, metrics, and more.

[CTA GOES HERE](#)

Inter- actions

Interactions

Interactions are the different ways that content is dynamically displayed and clickable throughout the site. We have established a consistent design system for links, accordions, and tabs.

Five Year Vision

We've set some ambitious goals in our five-year vision. Find out more about what's next for CPS.

[LEARN MORE](#)



Featured Initiatives

Initiative One

Initiative Two

Initiative Three

Accordion Group Title

Accordion Item Title

Whole grains

Accordion Item Title

+

+

-

- Accordion WYSIWYG Content. Protein must be included as a component in breakfast three times a week for both hot and cold menus.
- A minimum of one meatless lunch option is provided every day.
- Meatless protein may include tofu, soy, beans, legumes, peanut butter, and Greek yogurt.
- Lean, finely textured beef (LFTB), also known as pink slime, is prohibited.
- All CPS menus are pork-free.
- All chicken is no antibiotic ever.

ACTIVE TAB


TAB 2 HAS A LONG LABEL

TAB 3

Parents and guardians may set up a cafeteria account for each child at [MySchoolBucks.com](#) and add money to it using a credit/debit card.

The money they add to this online service will be made available at the cafeteria checkout register. Students may use funds to purchase extra milk, fruit, vegetable, and/or entrée.

This service also allows parents to see their child's school menus, including the nutritional information



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Links

Accordion

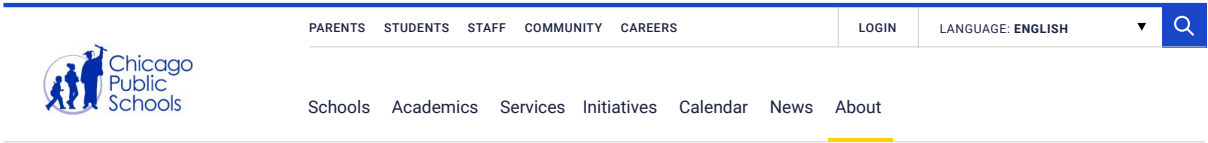
Tabs

Navi- gations

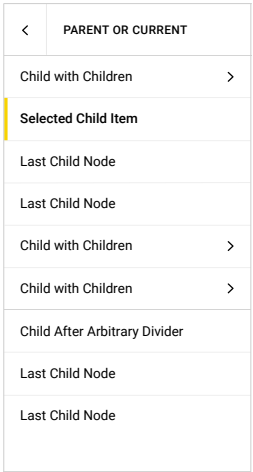
Navigations

Navigations are the different menus that appear on the site that allows users to find what they are looking for and navigate around the site. The main navigation appears at the top of the site and the footer appears at the bottom.

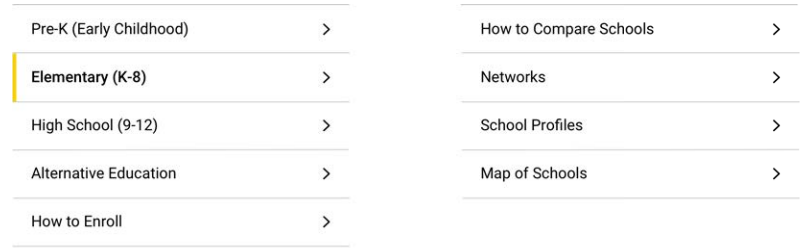
We’ve established three additional styles for navigation including the left rail nav which appears on the left-hand side of the page and allows the user to locate detail pages. The landing page sub pages nav also appears on the left-hand side but can span over two columns. Finally, the third style helps to navigate between the page content.



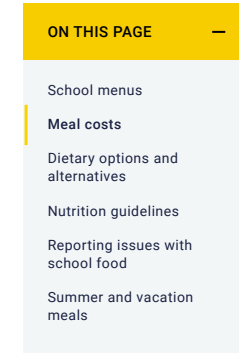
Main Nav



Left Rail Nav for Detail Pages



Landing Page Sub Pages Nav



Navigating between the page content

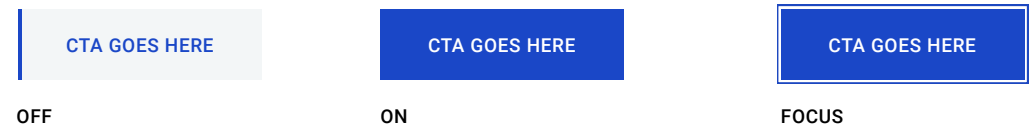


Footer

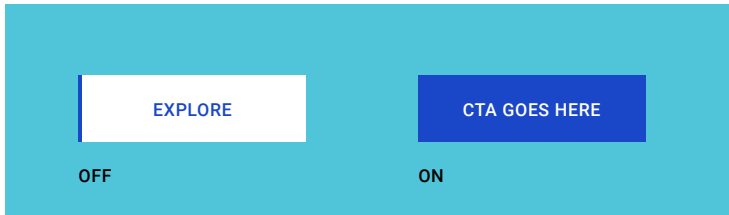
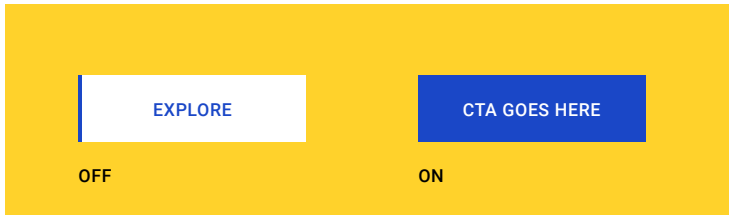
Action Items

Buttons

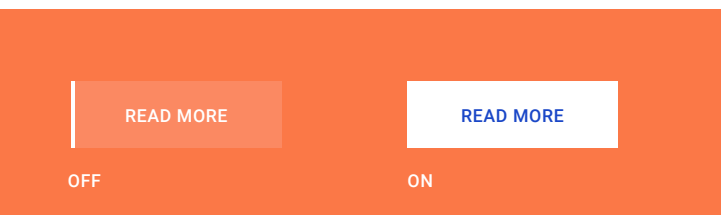
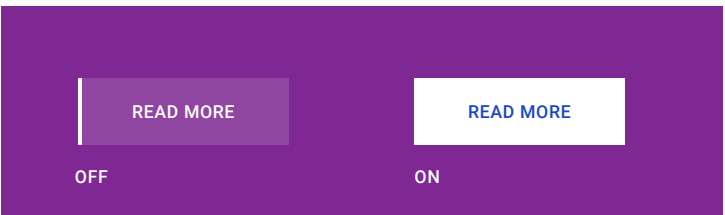
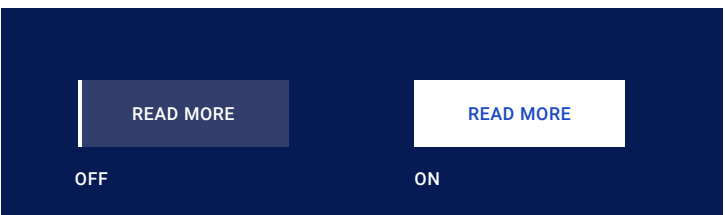
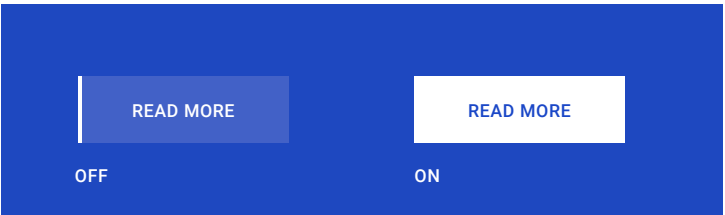
A button is a small outlined area in a dialog box that you can click to select an option or command. These appear on the site and use a consistent style across the three button types.



ON LIGHT COLOR BACKGROUND



ON DARK COLOR BACKGROUND



Links

Blue text is typically used in links are to signify that they are clickable. We have identified several ways to treat links depending on the importance or where they fall in the type hierarchy.

STANDALONE LINK

STANDALONE LINK OVER

STANDALONE LINK FOCUS/CLICK

ALL-CAP NAV LINK

ALL-CAP NAV LINK OVER

ALL-CAP NAV LINK FOCUS/CLICK

A [link](#) within text.

A [link](#) within text that is rolled over.

A [link](#) within text that is has focus/is clicked.

Science Teacher
Overcame Rough Start
Encourages Students

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[Science Teacher](#)
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