Visual Identity Guidelines
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
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.
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 amet

Paragraph intro style here 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 ut labore et dolore magna aliqua. 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 ut labore et dolore magna aliqua. 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 ut labore et dolore magna aliqua. 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 ut labore et dolore magna aliqua.

**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 ut labore et dolore magna aliqua. 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 ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Photography
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
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.
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.
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.
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.
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.
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
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.
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.
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.
Interactions
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.

**Accordion Group Title**
- Accordion Item Title
- Whole grains

**Accordion Group Title**
- Accordion Item Title

**Tab 1**
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.

**Tab 2**
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.

**Tab 3**
This service also allows parents to see their child's school menus, including the nutritional information.

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.
Navigations
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.
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.
Links

Blue text is typically used in links 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.