Crossnore School & Children’s Home
Brand Style Guide

Logos

CROSSNORE
school & children’s home
goodness grows here
FULL LOGO

CROSSNORE
school & children’s home
FULL LOGO WITHOUT TAGLINE

ICON ONLY

CROSSNORE
school & children’s home
WORDMARK

Colors

PMS 288C
PMS 151C
PMS 7404C

Fonts

Futura BT Med - used for Crossnore and Headlines
ABCDEF GH IJKLMNOPQRSTUVWXYZ 1234567890

Bickham Script Pro - used for “goodness grows here” and other highlighted text
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir LT Std - used for school & children’s home and for body text
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Logo and Color Guidelines

• Logo files are only available from the Director of Communications. Do not pull the Crossnore School & Children’s Home logo off the website or other digital material.
• Logos may only be printed in full color, white on dark backgrounds, PMS 288 on light backgrounds, or in a metallic print.
• The logo may be printed without the tagline.
• The tree may be printed as a stand-alone icon.
• The wordmark may be printed without the tree attached.

Name Guidelines

• The legal name of our organization is Crossnore School & Children’s Home.
• The ampersand is not to be replaced with the word “and.”
• When not referring to Crossnore School & Children’s Home by name, please use “agency” or “organization.”
• The organization may also be referred to informally as “Crossnore.”

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