

Crossnore School & Children's Home

Brand Style Guide

Logos



Colors



PMS 288C



PMS 151C



PMS 7404C

Fonts

Futura BT Med - used for Crossnore and Headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ - 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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