



Comsewogue School District

Brand Identity Book

OUR MISSION

The mission of the Comsewogue School District is to empower our students to become lifelong learners through clearly defined goals and personal connections in a collaborative and inclusive learning environment where all members of our community are partners in fostering well-rounded global citizens who celebrate diversity and are prepared to achieve their maximum potential.

Comsewogue School District is excited to be officially Middle States accredited with no stipulations or recommendations! This multi-year process was truly a collaborative effort. Thank you to everyone in our amazing community and district who contributed.

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LOGO



PRIMARY LOGO

Our primary logo only consists of a logo mark, and includes the Middle States Accreditation logo underneath the main logo mark.



SECONDARY LOGOS

Our secondary logo consists of both a logo mark and logotype, and includes the Middle States Accreditation logo underneath the main logo mark.



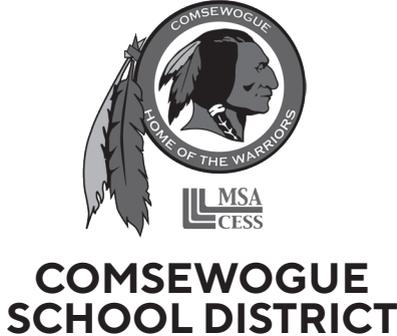
**COMSEWOGUE
SCHOOL DISTRICT**



**COMSEWOGUE
SCHOOL DISTRICT**

GRAYSCALE LOGO

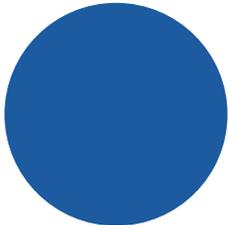
It is important that a logo also works in grayscale for printing necessities.



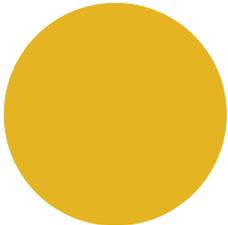
**COMSEWOGUE
SCHOOL DISTRICT**

LOGO COLORS

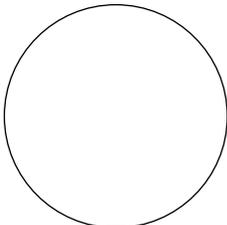
Our logo consists of five colors, with blue and yellow being the most prominent.



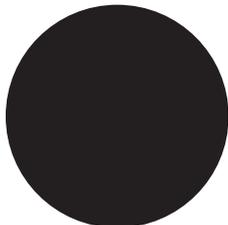
CMYK 95%, 71%, 13%, 1%
RGB 18, 91, 159
HEX #125B9F



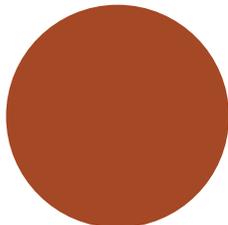
CMYK 15%, 29%, 96%, 0%
RGB 228, 180, 35
HEX #E4B423



CMYK 0%, 0%, 0%, 0%
RGB 255, 255, 255
HEX #FFFFFF



CMYK 40%, 40%, 40%, 100%
RGB 0, 0, 0
HEX #000000



CMYK 26%, 80%, 98%, 20%
RGB 165, 72, 36
HEX #A45824

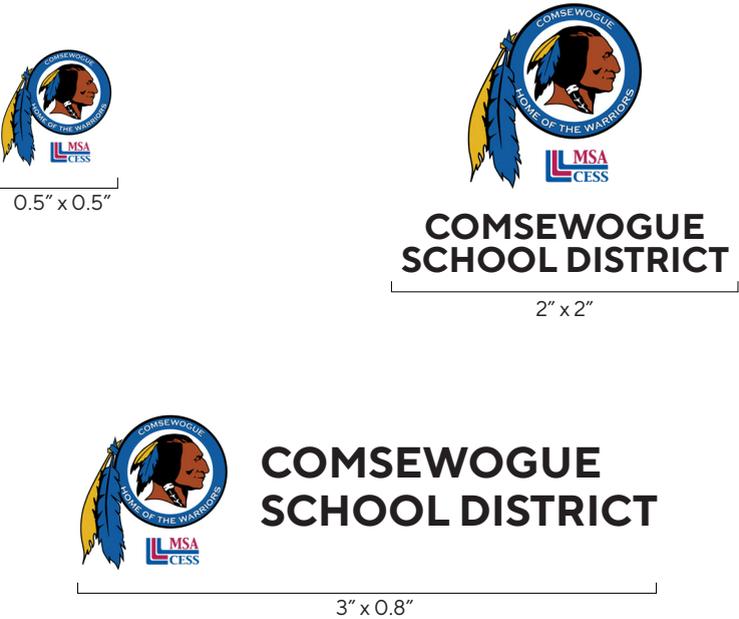
CLEAR SPACE

The clear space identifies the minimum space around our logo that should be kept clear and not include any other graphics or text.



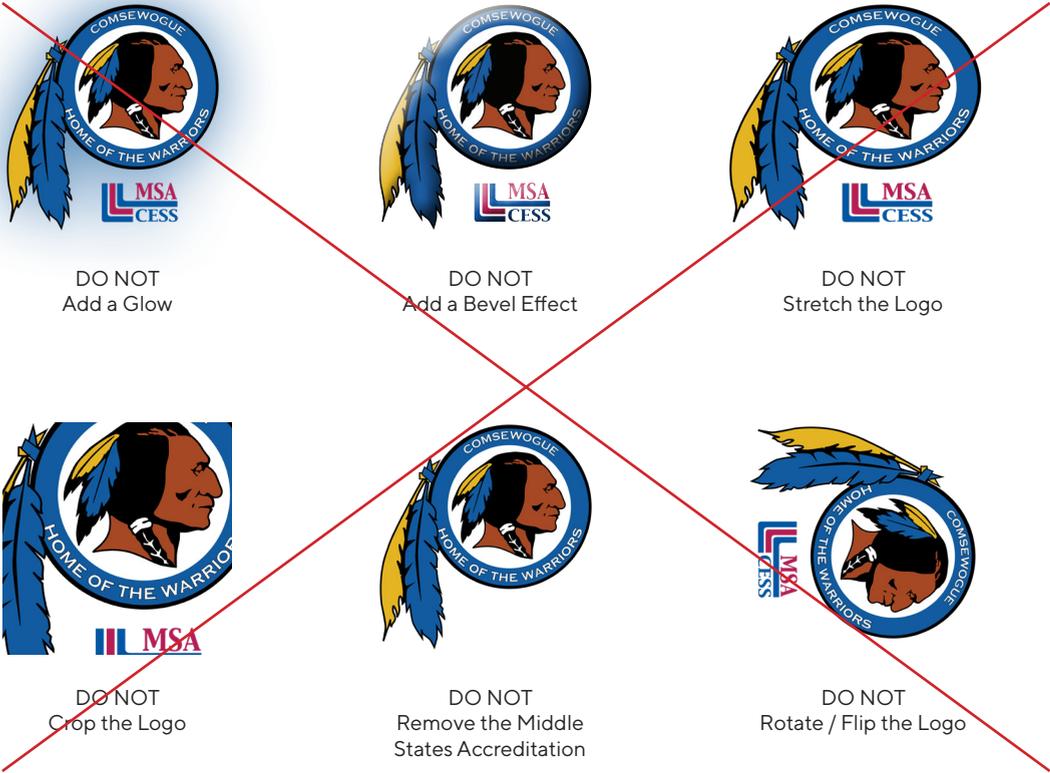
MINIMUM DISPLAY SIZE

The minimum display size identifies the smallest size at which our logo should be used at any given time.



LOGO DONT'S

The following should never be applied to our logo, amongst other misuses.



FAVICON

The favicon is used in a tab in an internet browser. It is a small version of the logo to identify a website in a web browser tab.



32px
(Not to Scale)

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COLORS

Three different values of blue are the main identity for our District. To complement these colors, yellow, black and white are used.

These colors are used in our stationery, handouts, website, mobile app and social media platforms.

White
CMYK 0%, 0%, 0%, 0%
RGB 255, 255, 255
HEX #FFFFFF

Comsewogue Yellow
CMYK 15%, 29%, 96%, 0%
RGB 228, 180, 35
HEX #E4B423

Rich Black
CMYK 40%, 40%, 40%, 100%
RGB 0, 0, 0
HEX #000000

Comsewogue Blue
CMYK 95%, 71%, 13%, 1%
RGB 18, 91, 159
HEX #125B9F

Comsewogue Medium Blue
CMYK 100%, 79%, 25%, 9%
RGB 13, 74, 131
HEX #0D4A83

Comsewogue Dark Blue
CMYK 100%, 82%, 35%, 24%
RGB 11, 59, 103
HEX #0B3B66

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TYPOGRAPHY

We have one main typeface that is used to identify our District. When unavailable, we have identified secondary fonts that can be used and still allow someone to identify the information as coming from Comsewogue School District.

PRIMARY FONT

The primary font family used is TT Norms Pro. It is available in both a standard and condensed format.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Thin, ExtraLight, Light, Regular, Medium, **Bold, ExtraBold, Black, ExtraBlack**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Thin, ExtraLight, Light, Normal, Medium, **Bold, ExtraBold, Black**

SECONDARY FONTS

There are three secondary font families we use when our main typeface is unavailable. This includes our website, where a web-safe font is used.

Aa

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Google Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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STATIONERY

LETTERHEAD, ENVELOPE & BUSINESS CARDS

Stationery pieces are a vital part of a business. They are one of the main components of a brand that someone sees, so it is important that they are cohesive & unified.



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HANDOUTS & GUIDES

DIGITAL HANDOUTS & GUIDES

Handouts and guides that are created follow a base template with a consistet header and footer, with body content tailored and designed to meet the needs of the information being presented.



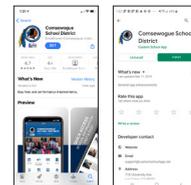
DOWNLOADING THE COMSEWOGUE MOBILE APP

Below you will find instructions on how to download the official Consewogue School District Mobile App from the App Store (iOS Devices) or the Google Play Store (Android Devices). Best of all - it's FREE!

Our Mobile App brings you the most important information right at your fingertips, including lunch menus, bus routes, This Week at Consewogue, calendar events, news articles and lots more. Updates are released approximately once a month to bring you the latest content and information from the District.

Search for the App

Go to the marketplace on your mobile device where you download apps; search "Consewogue School District." If you are using an iOS device, go to the App Store. If you are using an Android device, go to the Google Play Store.

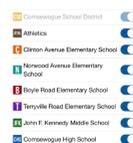


Download the App

Once you have found it on your app marketplace, click "Install" or "Download." The app will now be available on your device.

Subscribe to Notifications

By downloading our mobile app, you will automatically be subscribed to District-wide notifications. You may also opt into specific building notifications as well. When you first open the app, you will see a screen similar to the one pictured to the right. Tap the button for the schools you would like to receive notifications for. **Please note that these notifications have replaced Remind text message notifications.**



If you do not see this screen: once the app launches, go to the Navigation Menu in the top-left corner. Click "Settings." Then, click "Subscribe to Schools."

All of your settings will automatically be saved. Now, for the schools that you subscribed to, you will receive a push notification each time a message is sent out from those buildings.

Mobile App Support

If you have difficulty with any of the steps outlined above, or have general questions/feedback regarding our mobile app, please contact webmaster@consewogue.k12.ny.us and we will be glad to assist you.



CONVERTING ENGLISH AUDIO TO ENGLISH TEXT

Converting English Audio into English Text

If you did not write out your phone call as a transcript before sending it out, you can use Rev to generate a transcript for you. However, it is highly recommended that in the future, you write a transcript first to save time.

- 1 Log into your SchoolMessenger account by visiting this link: <https://authem.schoolmessenger.com/Customers/consewogue/login?redirectUrl=https://esp.schoolmessenger.com/consewogue/index.php>
- 2 On the Dashboard page of your account, your message will be available in either the Broadcasts section under either "On Deck (sending soon)" or "Completed" (already sent) category.
- 3 Next to the message on the right-hand side, hover over the wrench icon and click Edit.
- 4 In the "Message" section, you will see a small green check mark under the word "Phone." Click this icon and then click the link to download the audio file.
- 5 Navigate to [Rev.com](https://www.rev.com) and log in with your account. This program will be used to convert your audio file into English text.
- 6 Click the blue "Place New Order" button and then choose "Transcription" (the first choice).
- 7 Click the red "Upload Files" button. You will need to select the English audio file that you downloaded from SchoolMessenger in step 4.
- 8 Do not change any of the options on the page. Click the red "Checkout" button on the right side or at the bottom of the page.
- 9 Pay with the credit card that is already on file. Click the red "Order Transcript" button.
- 10 After the transcript is ordered, you will have the ability to add additional email addresses to the order so other people receive the transcript. Please add Don (dheberer@consewogue.k12.ny.us) and David (drebort@consewogue.k12.ny.us) any time you use Rev.
- 11 You will receive an email after the transcript has been completed. Click the link in your email to view and download the transcript into a Word document, as you will need this file to begin the process of converting the file into Spanish text and audio (instructions on pages 2 and 3).

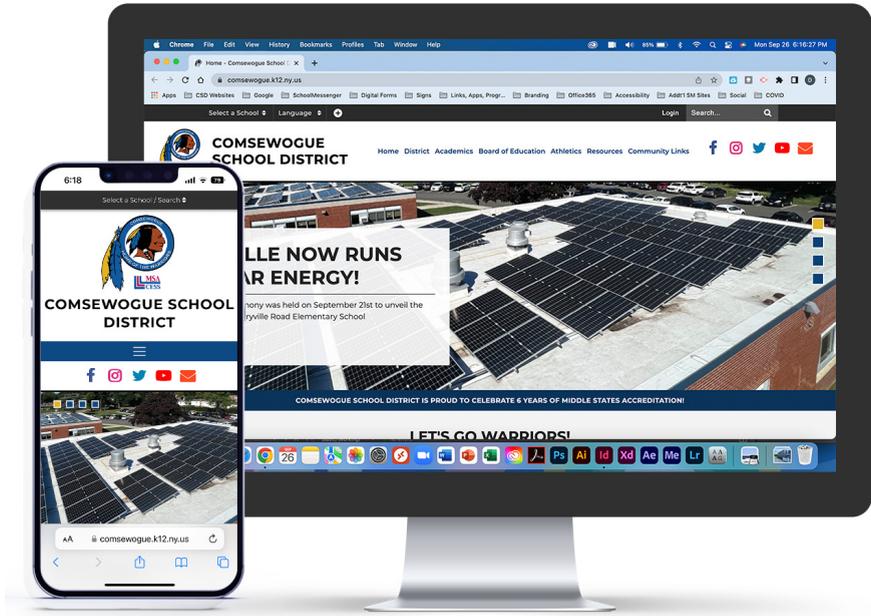


WEBSITE

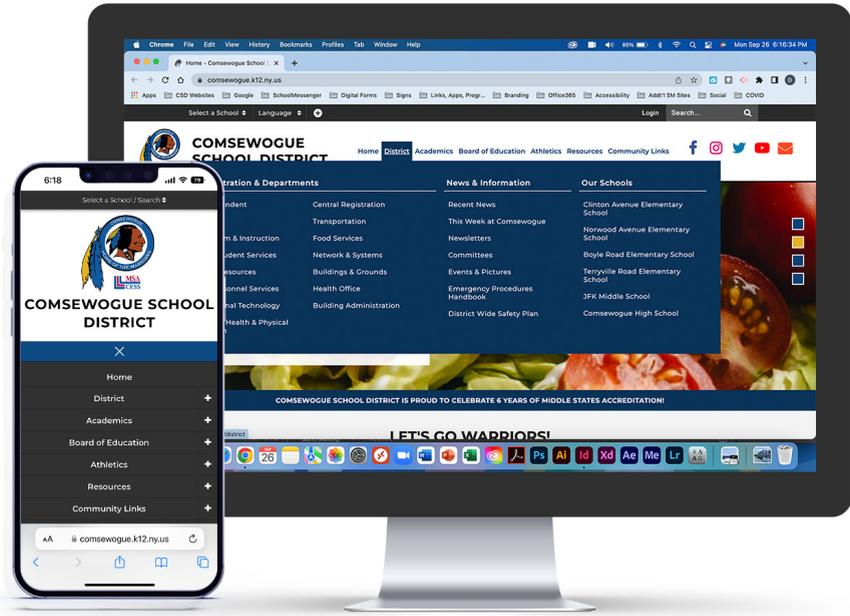
Our website serves as one of our main sources of information for community residents, staff and students.

It is included as one of our primary sources of communication to easily disseminate information when necessary and to keep stakeholders informed.

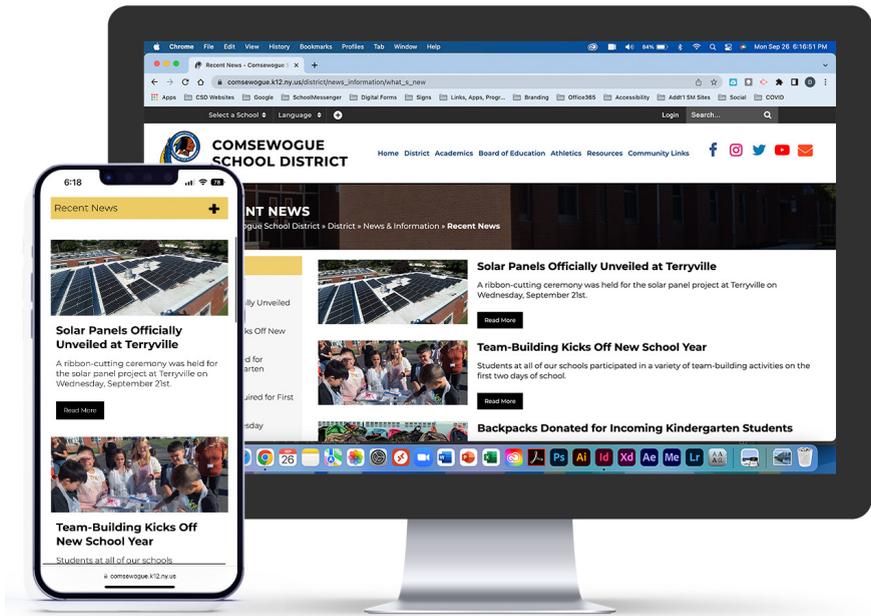
HOME PAGE



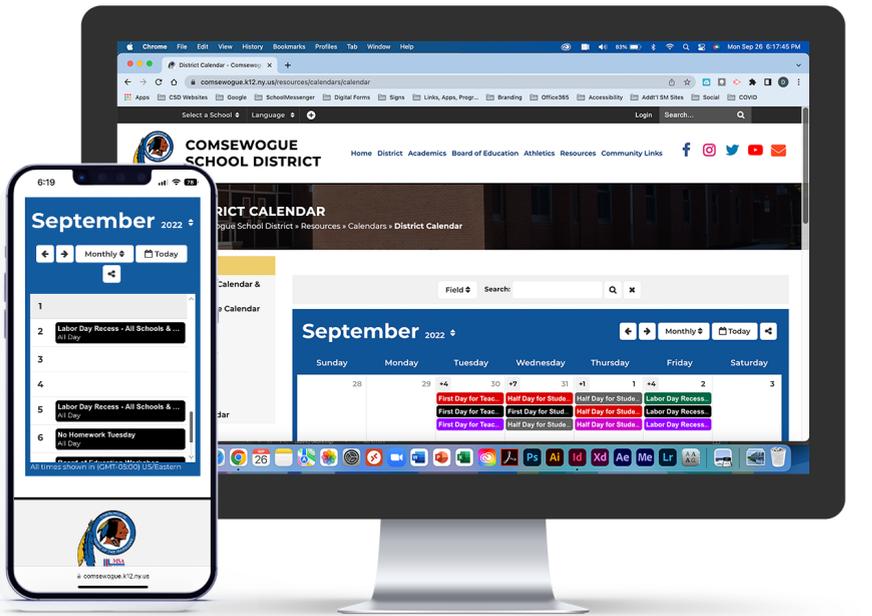
MEGA MENU & NAVIGATION BAR



SUBPAGE



SUBPAGE

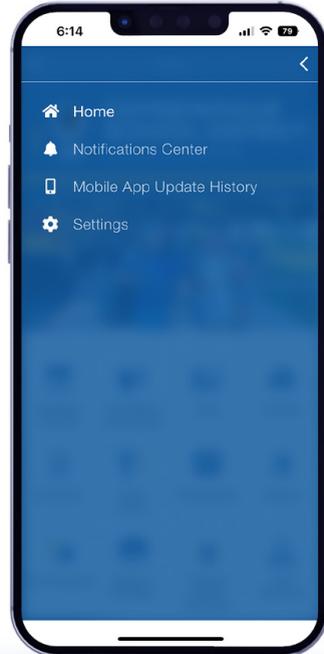


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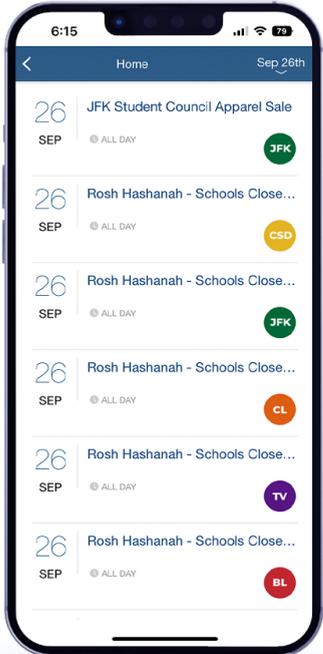
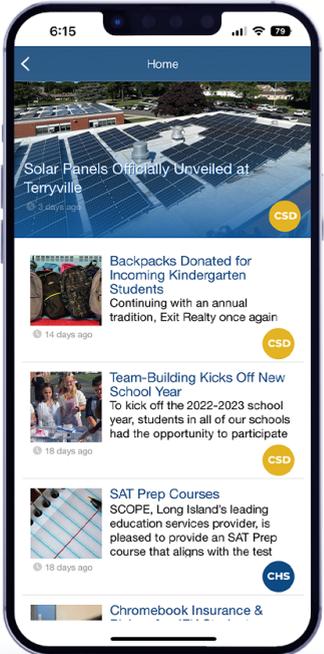
MOBILE APP

Our mobile app serves as a complementary piece to our website. Designed with fantastic integration, information is easily accessible to community members, staff and students right at their fingertips.

LANDING SCREEN & NAVIGATION MENU



MODULES



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PHOTOGRAPHY

Providing imagery on our websites and mobile app helps to promote District events, student accomplishments and lots more. We also include pictures of our buildings to show off the proud places our students learn.

IMAGE DIMENSIONS

Mobile App Banner
1000 x 442 px

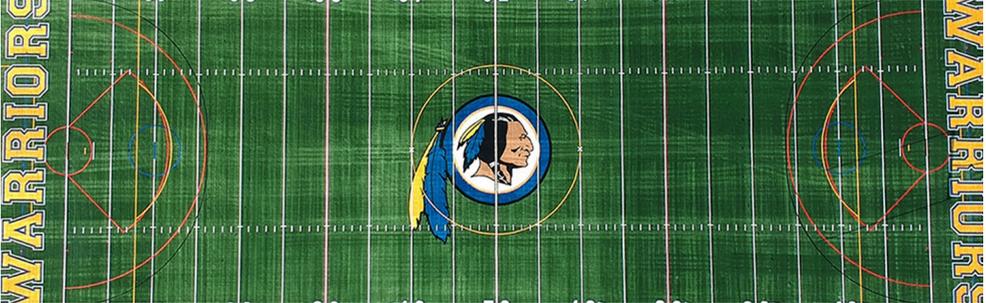


Website Featured Background
1600 x 400 px



IMAGE DIMENSIONS

Website Scrolling Banner
1400 x 440 px



Website News Article
2972 x 1903 px



