

# CAIRO AMERICAN C • O • L • L • E • G • E



**Identity Standards Manual**  
2006-2007

## Table of Contents

Strategy 2 .....	i
Introduction .....	ii
Protocols.....	8
Internal Modes of Communication .....	8
External Modes of Communication.....	10
Primary title .....	12
Reproduction.....	13
Single-Line Title .....	14
Boxed Title .....	15
CAC Primary Colors .....	16
CAC Accent Palette .....	17
CAC Logo .....	18
CAC Logo Color Reproduction .....	19
CAC Logo and Title .....	20

## **Strategy 2:**

### **Communication**

To describe and support the CAC mission and programs through effective means of communication.

#### **Strategic Targets**

- Conduct an assessment of the type and scope of the current CAC communication tools
- Respond to perceived gaps or overlaps by revising or creating communication tools
- Establish a protocol in order to ensure a uniform and professional appearance in all CAC communications
- Increase student, staff, and parent satisfaction in response to the CAC Satisfaction Survey results



This Identity Standards Manual has been created to preserve the value and uniform appearance of Cairo American College's visual identity\*. Consistent, high-quality reproduction is critical to ensuring positive impressions. The Cairo American College title and logo must always appear crisp, clear and readable. The colors must be consistent regardless of the mode of communication. To ensure uniformity, reproductions of the CAC title, logo and colors must be carefully matched with the approved templates. The following pages provide a set of guidelines.

It is important to note that the standards in this manual are meant for external modes of communication and all uses of the CAC logo and title.

\* The standards set in this manual are meant as guidelines and should not hinder individual creativity.

The guidelines for **internal modes of communication** will focus on appropriate use of the CAC logo and title. Guidelines for **external modes of communication** will focus on appropriate use of the CAC logo and title in addition to format, layout, design and color (when appropriate).

The goal is to ensure that we communicate the CAC mission and programs in a consistent and professional manner.

### **Internal Modes of Communication**

Please follow the following protocols when developing/creating internal modes of communication

- Contents of internal publications should be approved by the appropriate personnel (an Administrator, Team Leader, Department Head, or Program Coordinator)
- Once approved, documents are sent to the Print Shop (if being printed) for a quality control process which will include a review of the :
  - Appropriate use of the CAC logo and title
  - Economical use of paper whenever possible (print two-sided documents when possible)  
Note: In the event that there is a question regarding the document, the print order originator will be contacted directly.
- Electronic documents will be shared with the Webmaster to review:
  - Colors
  - Appropriate use of the CAC logo and title
  - Design and layout

Internal published/printed modes of communication include:

- Inter-Office or Inter-Department memos
- Newsletters (for classes, clubs, internal organizations such as CACTA, MUN, Egypt Culture, etc.)
- Personalized note pads
- Calendars and Schedules
- Published presentations
- Reports
- Handbooks
- Forms (leaves, PDF, work order, housing, purchasing, print shop request, reimbursement/advance, etc .)

Internal electronic modes of communication include:

- Presentations
- Intranet documents
- E-forms

## External Modes of Communication

It is important for external publications (or any mode of communication) to be approved by the appropriate Administrator.

The process described in this section applies to any mode of communication intended for the community at large, including the parent community.

Please follow the following protocols when developing/creating external modes of communication:

- Contents must be approved by the appropriate Administrator
- Documents are sent to the Print Shop (if being printed) for a quality control process which will include a review of the :
  - Appropriate use of the CAC logo and title
  - Economical use of paper whenever possible (print two-sided documents when possible)

**Note:** If documents are to be printed off-site, the publisher should contact the Webmaster to ensure that publication standards are met. In the event that there is a question regarding the document, the print order originator will be contacted directly.

- Electronic documents will be shared with the Webmaster to review the appropriate use of :
  - Colors
  - CAC logo and title
  - Content Security (if document is for the public portion of the Web page)
  - Design and Layout

Note: The Webmaster may be consulted while creating your documents.

Examples of printed external modes of communication include:

- Handbooks (student, athletics, parent, Week Without Walls, etc.)
- Reports
- Report Cards
- Transcripts
- Newsletters (divisional and Cairo-Glyphics, Aquatics, etc.)
- School Brochures
- Parent Forms (enrollment, application, health examination, trip permission, etc.)
- Letters
- ID Cards

Examples of external electronic modes of communication include:

- Web pages
- Newsletters and Morning Announcements
- Intranet (parents)

### **Letterhead:**

School letterhead is available in key offices on campus. It is important to note that documents printed on school letterhead are considered official school documents, Please ensure that any information regarding employment at CAC (including: title, employment years, etc.) must be verified by the Human Resources Office before it is printed and sent.

## CAC title

The Cairo American College title is a customized piece of artwork.

The title is made up of two words stacked to create a visually rectangular shape.

When the school name appears in print (typed as text), it should be spelled out, "Cairo American College," or "CAC".

### Do:

- Use the approved CAC title on all official CAC documents
- Use the CAC title in conjunction with the CAC cartouche as it is described in page 20

### Don't:

- Type the CAC title
- Reproduce the CAC title in different colors
- Stretch the CAC title or change its proportions



CAIRO AMERICAN  
C • O • L • L • E • G • E

CAC title is available for download from the faculty and staff intranet or may be requested from the Webmaster.

CAIRO AMERICAN  
C • O • L • L • E • G • E

The two-color primary title

CAIRO AMERICAN  
C • O • L • L • E • G • E

The all black title

CAIRO AMERICAN  
C • O • L • L • E • G • E

The one-color in CAC version

All the above versions of the CAC title are available for download from the faculty and staff intranet or may be requested from the Webmaster.

## Reproduction

For most usages, the CAC title should be used in the color variations shown at left.

The two-color primary title is CAC's unique mark and should be used for almost all applications.

The all black title should only be used for all black and white media, such as a fax transmittal cover sheet.

The one-color version in CAC Red has been created for limited situations where black is not an option.

### Do:

- Use the approved CAC title only with the above color variations

### Don't:

- Make any color changes to the CAC approved title

**Single-Line title  
Limited Usage Only**

A single-line title has been designed for limited usage only (e.g. lower level pages on CAC Web site).

The single-line title should only be used in CAC Red or Black.

**Do:**

- Use the single-line title on CAC Web pages
- Use the single-line title on the back covers

**Don't:**

- Use the single-line title on covers

CAIRO AMERICAN COLLEGE ] All Black

CAIRO AMERICAN COLLEGE ] All Red

All the above versions of the CAC title are available for download from the faculty and staff intranet or may be requested from the Webmaster.



Boxed title in CAC Red



Boxed title in Black and White

All the above versions of the CAC title are available for download from the faculty and staff intranet or may be requested from the Webmaster.

**Boxed title  
Limited Usage Only**

The “boxed” title is designed to be used with complex or patterned background in Web sites or on brochure covers.

Two versions of this boxed title have been created: One in CAC Red when CAC Red is used as one of the background colors, and one in black & white.

**Do:**

- Use the boxed title only on patterned backgrounds

**Don't:**

- Use the boxed title on solid color backgrounds

## CAC Primary Color Palette

Color plays a special role in creating a distinctive identity. A beautifully designed publication can lose its connection with the school when the colors do not feature and complement the selected school colors.

A specific cream and red have been selected to be used as the school primary colors.

Equivalent values of the Pantone\* Color Match System are provided for professional printing.

Please ensure that the print house you are working with is provided with the pantone numbers that appear on this page.

### Do:

- Use only the CAC colors in all official school documents and publications

### Don't:

- Change any of the colors' values

## CAC Primary Colors



PANTONE  
484 C

CMYK  
27C 100M 100Y 29K

RGB  
142R 25G 28B



PANTONE  
4525 C

CMYK  
24C 22M 49Y 0K

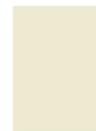
RGB  
198R 186G 142B



PANTONE  
4545 C

CMYK  
13C 10M 24Y 0K

RGB  
222R 217G 194B



PANTONE  
7499 C

CMYK  
7C 5M 19Y 0K

RGB  
236R 231G 20B



WHITE



BLACK

The approved CAC primary palette is available for download from the faculty and staff intranet or may be requested from the Webmaster.

### CAC Accent Colors



PANTONE  
458 C



PANTONE  
145 C



PANTONE  
7511 C



PANTONE  
391 C



PANTONE  
371 C



PANTONE  
7463 C



PANTONE  
259 C

The approved CAC accent palette is available for download from the faculty and staff intranet or may be requested from the Webmaster.

### CAC Accent Palette

Color is essential to the CAC style, and the accent palette shown at left has been carefully selected to give users the flexibility needed to meet a large variety of objectives.

NOTE: Aside from CAC Cream, the accent palette should never be used as a background color for the CAC title.

## CAC logo (Cartouche)

Any document or publication that displays the logo is stating that this document has been officially authorized by Cairo American College (CAC).

Because the CAC logo functions as the official signature of the school, it must NOT be altered in any way.

The logo may be used in conjunction with the CAC title or on its own.

The logo should never be used to fill space or to create a pattern.

### Do:

- Use the approved CAC cartouche in its original format and dimensions

### Don't:

- Stretch the CAC cartouche or change its proportions
- Use the CAC cartouche as a pattern to fill a space



The approved CAC cartouche is available for download in a variety of sizes from the faculty and staff intranet or may be requested from the Webmaster.



All the above versions of the CAC cartouche are available for download from the faculty and staff intranet or may be requested from the Webmaster.

### CAC logo Color Reproduction

The CAC logo can be reproduced with different background colors as shown .

It is recommended that the logo be reproduced in the approved CAC primary color palette.

The CAC logo should only be reproduced in one color.

#### Do:

- Use only the reproduced cartouche versions from the CAC intranet

#### Don't:

- Reproduce the CAC cartouche with other colors

## CAC logo and title

As stated earlier, the logo may be used in conjunction with the CAC title or on its own.

When the logo is used with the CAC title, it should function as a secondary element.

The logo should never be used to fill space or to create a pattern.



The above version of the CAC title is available for download from the faculty and staff intranet or may be requested from the Webmaster.