BRANDED ASSET USAGE GUIDELINES

Updated as of Fall 2020

Font Systems

Headliner (Logo) Font: Caviar Dreams

- This font has been selected for the Cooke logo and may be applied as an accent font for designing headlines for presentations (i.e. the header used at the top of this page)

- This font is available for free download by visiting this website: https://www.digitaldownloads.io/fonts/caviar-dreams-font-free-download/

Secondary (ALL TEXTS) Font : Avenir OR Century Gothic

Please note: These fonts must be used on all Cooke communications, i.e; emails, newsletters, weebly's, letterhead, posters, etc

- Avenir is the preferred secondary font which has been selected to support the headliner font and should be used when creating communications for letterhead, newsletters and any general purpose messaging. Century Gothic is a standard font for most computers and may be utilized in the event that Avenir is unavailable on your device. Avenir is available for free download h https://www.digitaldownloads.io/fonts/avenir-font-family-free/

Cooke Tagline

- **"Independence Through Education"** should be included in communications, when appropriate.

Schoolwide and Division-Specific Logos

- Cooke logos have been provided on the Google drive in the folder named : Cooke School Branded Assets.
  These logos can be provided in various image formats, upon request.

- These logo assets have been created with the intent of establishing individual school identify, while maintaining brand continuity. They may be used for internal Cooke communications that are sent to families and amongst sites, however, **all public facing communications should utilize the Cooke School and Institute logo.**

(Schoolwide logo)

(Lower |Middle School Logo)

(Middle School Logo)

(Cooke Transitions)

Cooke Colors Assignments:

Cooke Blue
C=100, M= 0, Y= 0, K= 0
R= 0, G= 174, B= 239

Cooke Green
C= 50, M= 0, Y=99, K=0
R = 139, 197, 64

Cooke Red
C= 0, M= 90, Y= 85, K= 0
R= 239, G= 65, B= 54

Cooke Yellow
C=2, M= 9, Y= 99, K= 0
R=255, G= 221, B= 12

Institute Grey
C = 0, M= 0, Y= 0, K= 30
R = 188, G = 190, B = 193

Accent Color Purple
C= 75, M= 100, Y=0, K= 0
R = 102, G =45, B= 145

![Cooke School and Institute logo]

Branded Merchandise

- Our virtual school store has been created so staff can purchase Cooke branded merchandise. Note: this is an independently managed site that will produce and ship your purchase directly to you. Please adhere to the logo placements shown when ordering these or similar items in order to ensure consistency of all branded attire and items. *Visit: cookeschool.org/store*

Men's Cooke Logo Long-sleeve T-Shirt

Cooke Logo Yacht Tote - Proud Parent

Cooke Alumni Proud Parent Tote

WOMEN'S Cooke T-Shirt, Black T-Shirt

WOMEN'S Baseball tee, Cooke logo T-S...

Cooke Koozie

ADULT Cooke Logo Tee, Teal T-Shirt

ADULT Cooke Logo Tee, Dark Blue T-Shirt

Women's 2-sided Hoodie, Navy Hoodie

ADULT Cooke Logo Hoodie Sweatshirt, ...

1. Open this link in Chrome:
http://cooke.action.hosting/cooke-signature.html

2. Fill out all the applicable fields
3. Copy the entire image that is generated
4. Open Gmail settings and go to "Signature".
5. Paste this image in the Gmail Signature box
6. Carefully edit the information to personalize (name, title, phone, email, etc)
7. Save before closing settings (button at bottom of Settings page)
8. Open a new email and test to make sure it pasted correctly

**Repeat this process for your smart phone email and any desktop email client you may use (Outlook, Mail, etc)
If you experience difficulties or changes in the design formatting there are two things to verify:
1- be sure to use Chrome when setting up signature.
2-If color of fonts change try editing text without fully erasing what is currently there.
For example leave the "M" in my name and type your name. Once your name is entered, delete the "M".
3- repeat process and try again.
For iPhones: Follow this procedure, especially the last step:
https://www.imore.com/how-manage-accounts-mail-app-iphone-and-ipad#html

See set-up examples on the next page.

Fill in your information

Leave lines you don't want, blank.

Name
Title
Title Line 2
Line1
Line2 (address)
Line3 (city, state, zip)
Line4 (phone, ext)
Email

HERE

After you have finished your updating, copy and paste YOUR NEW email signature into the email signature setting on your computer.

EXAMPLES OF EMAIL SIGNATURES (by location):

Michael Eaton
Vice President, Advancement

1713 Madison Avenue
New York, NY 10029
646.273.5555 x1116
meaton@cookeschool.org

www.cookeschool.org
Facebook • Twitter • Instagram

Cooke
School and Institute

Independence through Education

.... and YOUR NEW email signature will appear

THERE

Michael Eaton
Vice President, Advancement

Cooke
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475 Riverside Drive, Suite 730
New York, NY 10115
212-280-4473 x8147
meaton@cookeschool.org

www.cookeschool.org
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Independence through Education

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Kindergarten Teacher
Cooke Lower School

Cooke
School and Institute

219 Stanton Street
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ppaul@cookeschool.org

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Independence through Education

Sonya Kippins
Administrative Assistant/Transportation Coordinator
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Cooke
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Facebook • Twitter • Instagram

Independence through Education

(See step-by-step set-up instructions on previous on page)

Please Note the following:

As a community, we must maintain our school's brand integrity

and ensure proper usage of all Cooke branded assets.

Key considerations for logo usage:

Do not modify the design, colors or proportions of the Cooke logo.

Do not skew, stretch, or otherwise manipulate the logo in any way.

• All branded items such as:

T-shirts, flyers, yearbooks, invitations, announcements, etc., must be be submitted to the

Advancement department for review prior to production.

Contact the Advancement department if you need assistance with the following:

• Customization of branded assets • Brand or logo usage requests

• Assistance with accessing Cooke branded assets

Email us at: advancement@cookeschool.org