CHESHIRE ACADEMY

Branding Package & Social Media Guidelines

Updated August 2024

BRANDING PACKAGE

If you need additional assistance, a specific file type, or more information, email communications@cheshireacademy.org.

OFFICIAL COLORS

PRIMARY

#012169	#F05440
#9ACAEC	#9EA292
#9CD07D	#808284
#FEE33E	#7C878E

SECONDARY

| #408792 |
| #76498D |
| #962427 |
| #44586A |

OFFICIAL FONTS

GT AMERICA
GT AMERICA BOLD
GT AMERICA CONDENSED BOLD

Quotes Script Regular
Financier Display
Requiem Display Roman

OFFICIAL LOGOS & EMAIL SIGNATURE

CHESHIRE ACADEMY 1794

CHESHIRE ACADEMY

CHESHIRE ACADEMY

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CHESHIRE ACADEMY

CHESHIRE ACADEMY 1794

Name
Title
Pronouns: [Optional]

Office: 203-439-XXXX
Email: first.last@cheshireacademy.org

Building – Room #
10 Main Street
Cheshire, CT 06410

www.CheshireAcademy.org

OFFICIAL ATHLETIC AND ACTIVITIES LOGOS

Please note that these logos should ONLY be used for athletic or activity-related needs. For any other needs please use the official logos.

EXAMPLES OF NOT APPROVED LOGO USAGE

Do not modify, stretch, recreate, change, type, logos, etc, and do not use discontinued paw logo as shown below:

BRANDING GUIDELINES

When posting to social media, photos can be used in their raw form without the need for edits, however, if graphics are being created, consider the following:

- *Use Cheshire Academy's primary and secondary colors*
- *Include an assigned Cheshire Academy Logo as a watermark if desired*
  - *The rule of thumb is if you believe this image will be shared to the external community (think current students reposting it, parents sharing it, other accounts commenting) include the logo on the image.*
- *Make sure the student, faculty, staff, or community member is okay with their photo being used.*
- *Using the exact color codes, logos and text will allow there to be consistency across all channels and an understanding that we are a community across social media. All affiliated accounts should follow these rules.*
- *If you are a club or athletic team that has a Cheshire Academy secondary logo, utilize this logo on your social media either as the profile photo or as a watermark.*

CREATING A CA SOCIAL MEDIA ACCOUNT

If you are looking to create a CA affiliated social media account, you first need to submit a request here. Creation of social media accounts will require the Marketing and Communications to have access to the username and password for future use, transfer, or archive.

Before requesting a social media account, consider the following questions:

- Will this account, inform, engage or educate current students, parents, faculty, or potential students?
- Is there currently a standing account with the same focus or affiliation?
- Do I have enough content to support the upkeep for at least the next two months?
- Will this account be used next academic year?
- Will I be able to manage and maintain the account?
- Will this account and its content align with our mission, values, policies, and student and family handbook?

SOCIAL MEDIA GUIDELINES

By having a social media presence that is in connection with Cheshire Academy, you are a representative of Cheshire Academy and the community. Please remember that you could be perceived as a spokesperson or representative of the school.

- Confidential or proprietary information should never be shared publicly on social media.
- All content should be in accordance with Cheshire Academy's handbook policies and mission.
- Always protect confidential information (for example, FERPA, HIPAA, and NCAA regulations).
- Always respect copyright and fair use rules and regulations.
- Social media accounts should not make any official statements on behalf of the school. All official communications will go thru primary channels.

Marketing and Communications reserves the right to remove immediately, and without warning, any post that is contrary to our mission, values, or policies. Examples include, but are not limited to:

- Abusive, bullying, defamatory, demeaning, injurious, insulting, lewd, obscene, profane, racist, pornographic, sexually explicit, threatening or vulgar language
- Comments that in any way might endanger the health or safety of others, particularly members of the Cheshire Academy Community
- Comments that encourage or promote hatred or violence
- Personal attacks that disparage another individual
- Inaccurate, irrelevant, or misleading information that is off-topic or self-serving
- Advertisements, political statements, sales, promotions, or spam
- Material in violation of privacy and copyright laws