

# CHICOPEE WOODS ELEMENTARY SCHOOL

## PRIMARY LOGO MARKS



## SECONDARY LOGO MARKS



## PRIMARY WORD MARKS



## SECONDARY WORD MARKS



## COLOR INFORMATION

You must use the approved school colors to keep with proper brand standards, please use the PANTONE® colors listed on this page whenever possible. You can only use alternative colors in approved applications. Any official school products must be represented in approved school colors.

SCHOOL COLORS		PANTONE COLORS	
ROYAL	NAVY	WHITE	ATHLETIC GRAY
ROYAL	NAVY	WHITE	ATHLETIC GRAY

## SCHOOL INFORMATION

LOCATION: GAINESVILLE, GA  
 MASCOT: HAWKS  
 ASSOCIATED NAMES: CWES

SCHOOL CLUSTER: JOHNSON

## ADDITIONAL APPROVED LOGO MARKS



## ADDITIONAL BRAND USAGE INFORMATION

	Yes	No	Restrictions
• School logos permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	All official school products MUST adhere to the current brand standards, colors, and logo usage.
• Alterations to logos permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
• Alterations to logo colors permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with school brand marks.			

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