

Crossroads Charter Schools

Brand Style Guide

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Crossroads Charter Schools

The Crossroads Charter Schools brand is reflective of the downtown Kansas City community and displays an optimism towards outward growth.

The mark itself is a symbol of high expectations, authentic learning, creativity and educational equity—weaving the diverse perspectives of students with innovative educational practices.

The color palette and typography are subtle, yet optimistic, and complement the mark as modern and forward-thinking.



Our Mission

Crossroads Charter Schools prepare and inspire students to build a better tomorrow by providing an academically rigorous K-12 education in a creative, collaborative, community-focused environment.



Our Vision

Crossroads Charter Schools will be the premier school system in Kansas City and a destination for other educators seeking inspiration and best practices.

Graduates of Crossroads Charter Schools will be scholarly, culturally literate and service-oriented individuals who will pursue their dreams relentlessly and have a positive impact on their family, their community and the world.



Core Values

High Expectations

We believe our students and teachers are capable of great things and inspire them to actively seek knowledge and understanding, think independently, reason critically and embrace challenges. School-wide goals and expectations are owned by every student, staff member, parent and board member, and equal accountability creates an environment where every student can excel.

Authentic Learning

Our teachers work tirelessly to ensure that learning comes to life for students at Crossroads Charter Schools. Through project-based learning and downtown expeditions, students explore real-world issues and problems through hands-on learning experiences. We strive to create a love of learning in all students.

Creative Culture

Every member of the Crossroads community is a learner and creator. Our students are challenged to be innovative as they solve problems and overcome challenges. Our teachers creatively engage their students, recognizing how each student individually learns and adjusting their teaching accordingly. And our organization uses cutting-edge research, forging and proving best practices, to give our students an excellent education.

Educational Equity

Crossroads creates an environment where all students flourish. Our welcoming school culture is sought out by families of all racial, ethnic and socioeconomic backgrounds, and we are committed to ensuring that every student succeeds. We are a community that reflects our city and our world, preparing students for a global marketplace.

Brand Marks



Crossroads Charter Schools



Crossroads Charter Schools







Crossroads Academy
Central Street



Crossroads Academy
Quality Hill



Crossroads High School



Crossroads Academy
Central Street



Crossroads Academy
Quality Hill



Crossroads High School







Crossroads Academy
Central Street



Crossroads Academy
Quality Hill



Crossroads High School

Logo Dos and Don'ts

No alterations to the primary mark, or respective companion marks, should be made.

In appropriate situations, alternate configurations or color schemes are available in the Logo Download Library. The following rules apply to all Crossroads marks.

- Don't warp or stretch the mark.
- Don't change the mark's orientation.
- Don't crop the mark in any way.
- Don't rearrange the symbol or wordmark configurations within the mark.
- Don't recreate any elements of the mark or replace them with something else.
- Don't use scanned or photographed copies of the marks. Use the original files.
- Don't remove or alter the text of the wordmark.
- Don't apply shadows, glow effects, or outlines to the marks.
- Don't apply any filters or textures to the marks.
- Don't change the mark's colors.
- Don't use the mark on busy photographs or patterns.
- Don't use the mark on colors with poor contrast or similar colors.
- Don't replace or re-create any part of the mark.
- Don't create your own companion mark or modify existing companion marks.

File Type Usage

Common file types are available for each school's primary mark, symbol and pattern. Below are brief descriptions for when to use each file type.

PNG

Ideal for most all digital applications this should be the most commonly used file type by staff

EPS

For printer use (i.e. pens, notepads, etc.)

JPG

Suitable when PNG is not supported (though this is becoming increasingly rare)

TIF

Highest quality file type, though PNG will suffice for most all occasions nowadays

Colors



CMYK
0 96 95 0

RGB
238 40 39

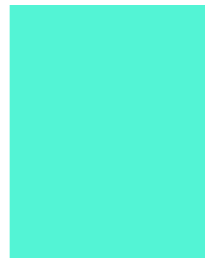
HEX
ee2827



CMYK
0 23 100 0

RGB
255 196 0

HEX
ffc400



CMYK
33 0 14 0

RGB
83 244 213

HEX
53f4d5



CMYK
80 28 12 0

RGB
0 146 191

HEX
0092bf



CMYK
100 77 31 16

RGB
4 69 114

HEX
044572



CMYK
94 59 27 7

RGB
3 98 137

HEX
036289



CMYK
10 26 91 0

RGB
232 186 57

HEX
e8ba39

Primary

Central Red

CMYK
0 96 95 0

RGB
238 40 39

HEX
ee2827

Secondary

Central Yellow

CMYK
0 23 100 0

RGB
255 196 0

HEX
ffc400

CMYK
0 70 80 0

RGB
245 112 60

HEX
f57042

CMYK
0 52 64 0

RGB
247 146 98

HEX
f79262

CMYK
1 17 90 0

RGB
254 208 47

HEX
fed02f

CMYK
2 10 90 0

RGB
254 220 49

HEX
fedc31

Primary

Quality Cyan

CMYK
80 28 12 0

RGB
0 146 191

HEX
0092bf

Secondary

Quality Teal

CMYK
33 0 14 0

RGB
83 244 213

HEX
53f4d5

CMYK
72 9 13 0

RGB
28 176 208

HEX
1cb0d0

CMYK
60 0 23 0

RGB
13 214 195

HEX
0dd6c3



CMYK
100 77 31 16

RGB
4 69 114

HEX
044572



CMYK
10 26 91 0

RGB
232 186 57

HEX
e8ba39



CMYK
91 55 27 7

RGB
20 102 140

HEX
14668c



CMYK
7 19 73 0

RGB
237 201 98

HEX
edc962



CMYK
81 34 22 1

RGB
32 136 170

HEX
2088aa



CMYK
5 12 58 0

RGB
242 216 131

HEX
f2d883

Typography

HEADLINE

GOTHAM

Gotham Book - 28 pt

SUBHEADLINE

GOTHAM

Gotham Light - 18 pt

CALLOUT

GOTHAM

Gotham Bold - 12 pt

BODY COPY

Roboto

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Thin Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

ALL CAPS

Limit the amount of all caps with Roboto.

If using in sub-headlines or call outs, use Gotham (page 18).

Style Guidelines

Naming

The Crossroads Charter Schools family of names should always be written as follows.

- Pay careful attention to spaces and dashes. There is one space before and after the en dash in the school names.
- Please note that each entity should be used as a singular noun. For example, Crossroads Charter Schools is excited to welcome Mayor James...
- Crossroads Charter Schools
- Crossroads Academy – Central Street
- Crossroads Academy – Quality Hill
- Crossroads High School

Abbreviations

Abbreviations should not be used in formal writing (letters, etc), and should generally be avoided if at all possible.

If necessary, abbreviations may be used on second reference, always using the full entity name on first reference.

Approved abbreviations:

- Crossroads Charter Schools: CCS
- Crossroads Academy – Central Street: CA-CS
- Crossroads Academy – Quality Hill: CA-QH
- Crossroads High School: CHS

Image Style and Composition

Crossroads imagery should be vibrant, warm and reflective of the diverse community it serves. Imagery should feature natural lighting where possible and focus on authentic moments of student engagement while highlighting the dynamic spaces of each school.



