



# Brand Guidelines

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TheChicagoSchool

IMPACT COMMUNITY INNOVATION EDUCATION

# 01. Our Logo

## Logo Usage

The logo remains a vital component of The Chicago School's visual identity. Each logo variation serves a distinct purpose and must be used consistently.

Our knot symbol reflects a history of academic excellence dating to 1979. The wordmark's spacing and character shapes are customized and cannot be replicated by typing. Always use the official logo artwork for all applications.

### Horizontal

The primary logo is the preferred logo usage for any internal or external communications. If the logo is reversed, both the knot and name of the institution must appear in white.

Full color



Black



White



## Logo Usage

### Stacked

This version is the perfect solution for when your primary logo isn't suitable due to space restrictions. If the logo is reversed, both the knot and name of the institution must appear in white.

Full color



Black



White



## Knot Icon and Seal

The knot may be used as a standalone graphic element only when the full logo appears elsewhere in the piece.

### Knot Guidelines

- Use the official artwork only
- Do not alter, redraw, crop, rotate, recolor, or distort the knot
- Do not combine the knot with other graphic elements
- Ensure the full logo appears at least once in the piece

### Seal Guidelines

- The institutional seal should be used exclusively on official materials such as diplomas, transcripts, legal documents, and commencement-related materials. It should not be used for marketing or promotional purposes.

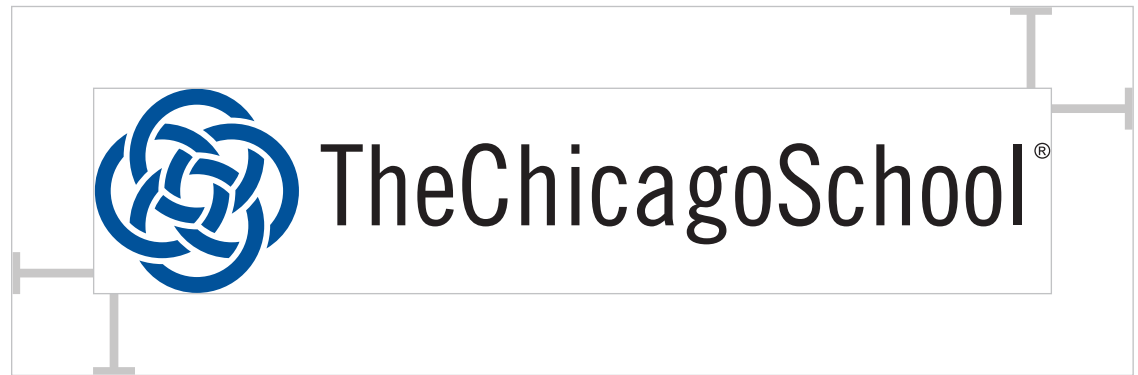


## Logo Clear Space

Clear space ensures visibility and legibility. No text or graphic elements may appear within this area.

Clear space is defined by the height of the T in the wordmark and must be maintained on all sides.

Horizontal



Stacked

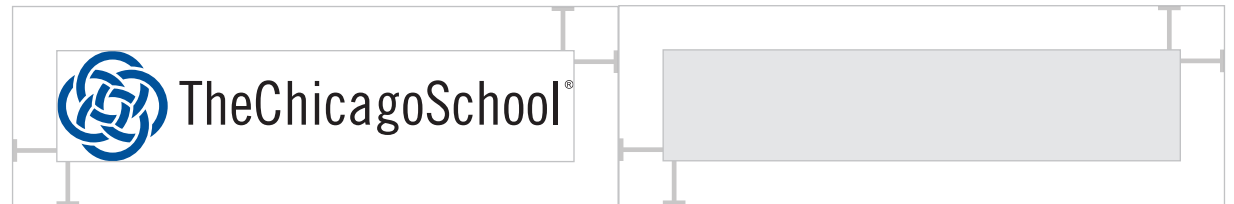


## Logo Lockup

When pairing The Chicago School logo with another organization or identifier:

- Both logos must have equal visual weight
- Maintain space equal to the width of two capital Ts from the wordmark
- Neither logo may dominate or crowd the other
- Apply clear space to the lockup as a whole

Horizontal



Stacked



## College Logos

College logos are approved extensions of The Chicago School institutional brand used to represent individual colleges within the system. Each logo integrates The Chicago School knot symbol to maintain a clear visual connection to the parent brand while allowing for college-level distinction.

### Usage

College logos may be used on college-specific marketing materials, admissions collateral, webpages, presentations, and communications directly related to the represented college. All logos must be used as provided and may not be altered.



## College Logos (cont.)

**Illinois College of Osteopathic Medicine (IllinoisCOM)** uses an extended logo system that aligns with The Chicago School institutional brand. The IllinoisCOM logo suite includes stacked, horizontal, and abbreviated formats. Each version integrates The Chicago School knot symbol to ensure visual connection to the parent brand.

### Usage

The stacked or horizontal IllinoisCOM logos should be used for formal documents, admissions materials, and external communications. The abbreviated or shortened IllinoisCOM logos are intended for limited internal or social media use where space constraints apply. All IllinoisCOM logos must be used as provided and may not be altered.

Stacked



Horizontal



Full COM



Shortened COM



## Logo Identifiers

Logo identifiers are approved logo variations used to represent academic areas, offices, programs, initiatives, and affiliated entities of The Chicago School. They may be used on specific communications related directly to the represented entity and must be used as provided.

Identifiers do not replace the primary institutional logo and may not be altered or reused outside their intended scope. Marketing approval is required for any unapproved or custom variations.

### Areas of Study Identifier

**Psychology | Medicine | Business | Counseling | Behavioral Sciences**

### Institutional Identifiers

	TheChicagoSchool®	<b>Alumni Association</b>
	TheChicagoSchool®	<b>Division of Forensic Psychology</b>
	TheChicagoSchool®	<b>Office of Continuing Education</b>
	TheChicagoSchool®	<b>Office of Sponsored Programs</b>

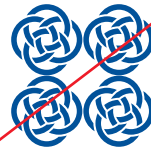
### Specialty Identifiers



## Unacceptable Logo Use

### Do Not:

1. Stretch or distort the logo
2. Alter its colors
3. Rotate or tilt
4. Use any part of the knot to create patterns
5. Add drop shadows or effects
6. Change element spacing or relationships
7. Place color logo on color backgrounds
8. Add outlines or boxes
9. Change the typeface



## 02. Brand Colors

# Color Palette

The color palette supports a cohesive, professional visual identity. Primary blues should lead communications, neutrals provide structure, and secondary colors offer subtle warmth and emphasis.

## Primary Colors



PANTONE COLOR  
PMS 287 C  
CMYK  
100, 87, 20, 11  
RGB  
0, 47, 135  
HEX CODE  
#002F87



PANTONE COLOR  
PMS 7461 C  
CMYK  
94, 44, 0, 0  
RGB  
0, 112, 179  
HEX CODE  
#0070B3

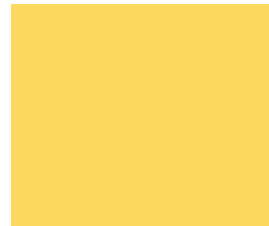
## Secondary Colors



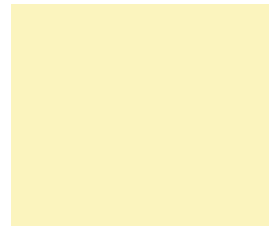
PANTONE COLOR  
PMS 7578 C  
CMYK  
13, 70, 87, 2  
RGB  
211, 106, 69  
HEX CODE  
#D36A39



PANTONE COLOR  
PMS 157 C  
CMYK  
2, 47, 82, 0  
RGB  
42, 152, 69  
HEX CODE  
#F29845



PANTONE COLOR  
PMS 120 C  
CMYK  
1, 13, 74, 0  
RGB  
254, 216, 96  
HEX CODE  
#FED860



PANTONE COLOR  
PMS 7499 C  
CMYK  
1, 2, 31, 0  
RGB  
254, 242, 189  
HEX CODE  
#FEF2BD

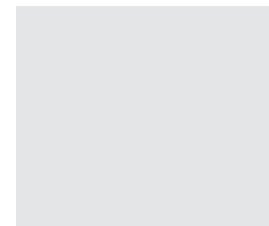
## Neutral Colors



PANTONE COLOR  
PMS 4280 C  
CMYK  
83, 74, 52, 57  
RGB  
34, 41, 56  
HEX CODE  
#222938



PANTONE COLOR  
PMS 428 C  
CMYK  
0, 0, 0, 28  
RGB  
192, 194, 196  
HEX CODE  
#C0C2C4



PANTONE COLOR  
PMS 663 C  
CMYK  
0, 0, 0, 11  
RGB  
228, 229, 230  
HEX CODE  
#E4E5E6



PANTONE COLOR  
WHITE  
CMYK  
0, 0, 0, 0  
RGB  
255, 255, 255  
HEX CODE  
#FFFFFF

## Color Usage

**Primary colors** should be dominant across materials.

**Neutrals** support layouts and improve readability.

**Secondary colors** should be used sparingly for emphasis.



# 03. Brand Fonts

## Font Usage

Our brand identity revolves around a consistent approach to use of typography.

### Playfair Display — Primary Typeface

Playfair Display is our primary serif typeface, expressing professionalism and sophistication. It provides a confident, refined voice in headline treatments.

### DIN OT — Secondary Typeface

DIN OT is our secondary typeface, offering clean, modern, and highly legible typography across print and digital applications.

#### Primary Font:

##### Playfair Display

Playfair Display Regular  
**Playfair Display Semibold**  
**Playfair Display Bold**  
**Playfair Display Black**

AaBbCcDdEeFf  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Secondary Font:

##### DIN OT

DIN OT Regular  
DIN OT Medium  
**DIN OT Bold**  
**DIN OT Black**

AaBbCcDdEeFf  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Font Treatment

The brand font for all materials affiliated with The Chicago School is the Playfair Display and DIN OT font families. Headlines may be used in Playfair Display, and subheads and body copy may be used in any weight in DIN OT that applies an appropriate hierarchy of messaging.

### Headline Treatment

**Playfair Display Semibold**

### Subhead treatment

**DIN OT Bold**

### Body Copy

DIN OT Regular

### Example Type Scale

Size: 36pt

**Headline**

Size: 24pt

**Headline**

Size: 20pt

**Headline**

Size: 16pt

**Sub-headline**

Size: 14pt

**Sub-headline**

Size: 12pt

**Sub-headline**

Size: 12pt

Body Copy

Size: 11pt

Body Copy

Size: 10pt

Body Copy

## Community Fonts

When Playfair Display and DIN OT are not available (for example, in Microsoft Office applications or certain web environments), the following community fonts may be used as official fallbacks:

- **Georgia** serves as the Playfair Display fallback
- **Verdana** serves as the DIN OT fallback

### Primary Font:

#### Georgia

Georgia Regular  
**Georgia Bold**

**AaBbCcDdEeFf**

abcdefghijklmnopqrstuvwxy

1234567890

### Secondary Font:

#### Verdana

Verdana Regular  
**Verdana Bold**

**AaBbCcDdEeFf**

abcdefghijklmnopqrstuvwxy

1234567890

# 04. Core Elements, Patterns, and Graphics

## Core Elements

Our core elements—education, innovation, community, and impact—reinforce the foundation of our mission and represent the values guiding our learning model. Designers may use these elements in banners, callouts, or supporting graphics to strengthen storytelling and brand cohesion.

Core elements should use **DIN OT Black**, all caps.



## Word Pattern

The word pattern reinforces our values and creates visual cohesion. It can be used in environmental graphics or in print and digital layouts to add depth and texture.

Apply thoughtfully:

- Use high-contrast patterning in spacious layouts
- Use soft, tonal patterning behind content-heavy pages
- Ensure the pattern never overwhelms text or hierarchy





EDUCATION  
COMMUNITY  
INNOVATION  
IMPACT



## Graphic Shapes

Rectangular forms convey stability, order, and academic rigor; softened corners introduce warmth and approachability. Combining these shapes reflects the balance of structured professionalism and human-centered care that defines The Chicago School.

Use shapes to support hierarchy, guide the eye, and reinforce brand consistency.



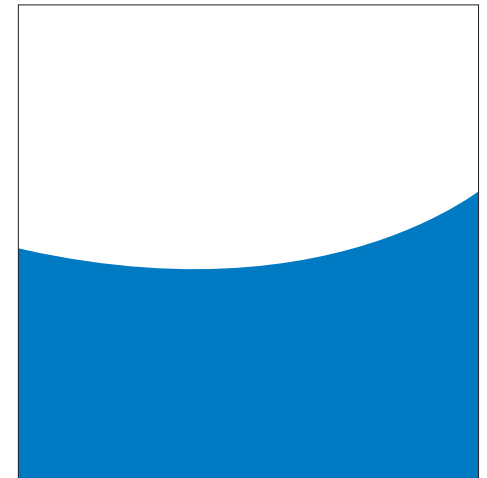
## Knot Elements

### Knot Extension

The knot extension expands the knot into a dynamic graphic element. When extended beyond the page, it expresses growth and progression, reflecting our mission to broaden access to culturally competent integrated care.

Use sparingly and ensure:

- The full logo appears elsewhere
- The extension supports, rather than distracts from, key content



### Knot Element

The knot may be used as a supporting graphic element. It can be enlarged and positioned fully on the page. The knot may also be used with transparency to create subtle depth without competing with primary content.



# 05. Image Use

## Photography

Photography should portray diverse, engaged, and relatable individuals who reflect the message or program being communicated. Subjects should appear confident, happy, or thoughtfully engaged to create authenticity and connection.

Images must be:

- High-resolution
- Properly licensed or owned by The System
- Bright, clear, and well lit
- Free of pixelation, blur, or heavy shadows

Whenever possible, showcase two or more students or staff members in authentic interaction rather than solo shots. Images should feel natural and unposed, with traditional posed portraits reserved for events and headshots.



# 06. Brand Usage

# Application

This section demonstrates how the brand comes to life across digital, presentations, stationary, and marketing collateral. All examples follow consistent color usage, typography, formatting, and imagery. **Access the full brand resource library at [marketing.tcsedsystem.edu](http://marketing.tcsedsystem.edu).**

**Gain Practical Experience at The Chicago School**

Counseling programs at The Chicago School foster and expand your intrinsic nature to help those in need. Emphasizing applied research and clinical training, our rigorous coursework teaches you to identify behavioral patterns, diagnose certain conditions, and address the mental health care needs of individuals, couples, families, communities, and more as a licensed\* professional.

Our Counseling faculty are practitioner-scholars, experts actively working in the field who translate that experience into relevant lessons full of practical knowledge and skills for your professional development.

**Explore Careers in Counseling.** With a counseling degree from The Chicago School, you can enter this high-demand field and become a catalyst for positive change—helping others navigate their struggles, build resilience, and ultimately lead more fulfilling lives.

**Where you may work:**

- Hospitals
- Community-based clinics
- Substance abuse treatment centers
- Mental health centers
- Social service agencies
- Private practice
- Higher education

**Career opportunities:**

- Marriage and family counselor
- Marriage and family therapist
- Clinical mental health counselor
- Clinical director
- Grant writer
- Department administrator
- Department faculty

**Master's Degrees**

- M.A. Clinical Mental Health Counseling (Chicago) - CACREP Accredited
- M.A. Clinical Mental Health Counseling (Washington, D.C.) - CACREP Accredited
- M.A. Clinical Mental Health Counseling (Online) - CACREP Accredited
- M.A. Clinical Mental Health Counseling (Dallas)
- M.A. Marriage, Couples, and Family Therapy - COAMFTE Accredited

**Doctoral Degrees**

- Ph.D. Marital and Family Therapy
- Ph.D. Counselor Education and Supervision

**Testimonial:**

“I HAD A GREAT EXPERIENCE AND BUILT WONDERFUL RELATIONSHIPS DURING MY TIME AT THE CHICAGO SCHOOL. I FELT LIKE I COULD BE MYSELF AND CONTRIBUTE TO THE CONVERSATION AS I LEARNED. I'M SO EXCITED AND HAPPY WITH MY CHOICE.”

—Takisha Bumpers, M.A., LPC Graduate, Clinical Mental Health Counseling


**Testimonial:**

“IT'S IMPORTANT THAT WE HAVE VERY DIVERSE PROGRAMS AND THAT WE ARE CREATING COUNSELORS WHO WILL GO INTO COMMUNITIES AND REFLECT THOSE COMMUNITIES.”

—Leah Holman, Ph.D. Clinical Mental Health Counseling Department Chair

[thechicagoschool.edu](http://thechicagoschool.edu)

# Social



TheChicagoSchool

## M.A. Counseling Psychology

Our program uses a scientist-practitioner approach to develop knowledge in foundational principles of psychology and counseling.

Accredited by MPAC | Full Time & Part Time Options | Practicum Experience

[Learn More](#)




TheChicagoSchool

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[Learn More](#)



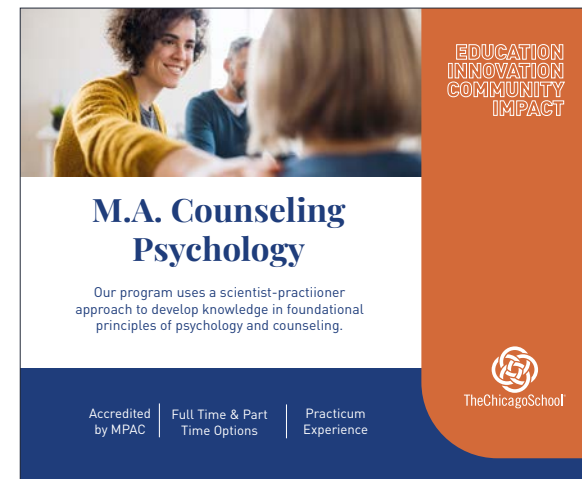
EDUCATION  
INNOVATION  
COMMUNITY  
IMPACT

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TheChicagoSchool



EDUCATION  
INNOVATION  
COMMUNITY  
IMPACT

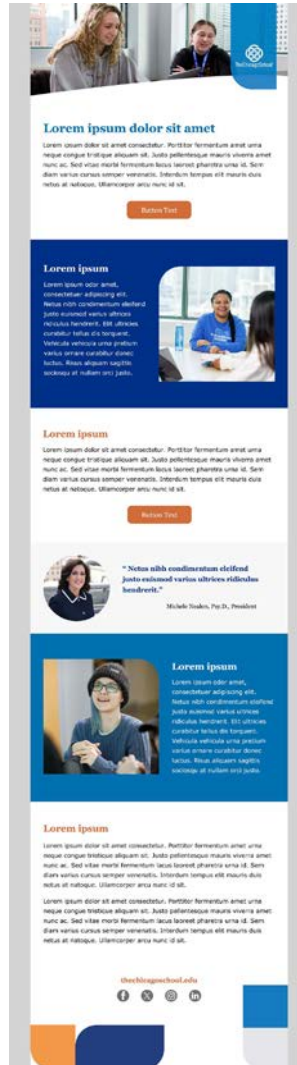
## M.A. Counseling Psychology

Our program uses a scientist-practitioner approach to develop knowledge in foundational principles of psychology and counseling.

Accredited by MPAC | Full Time & Part Time Options | Practicum Experience

TheChicagoSchool

# Email Layout



**Image Header**

**Section 1:** Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet consectetur. Purus fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac. Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus est mauris dui nunc et natus. Ultricies ardu nunc id sit.

**Section 2:** Lorem ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id condictum euismod justo euismod varius ultrices. Rhoncus hendrerit. Sit ultrices conubia felis dui torquent. Vehicula vehicula urna pretium varius ornare conubia donec felis. Risus aliquam sagittis venenatis et nullam nisi justo.

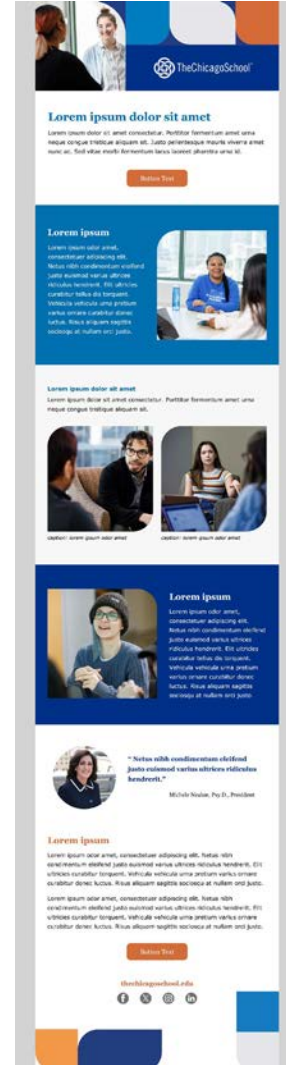
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**Section 4:** "Nunc id condictum euismod justo euismod varius ultrices rhoncus hendrerit." Mike Nook, Ph.D., President

**Section 5:** Lorem ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id condictum euismod justo euismod varius ultrices. Rhoncus hendrerit. Sit ultrices conubia felis dui torquent. Vehicula vehicula urna pretium varius ornare conubia donec felis. Risus aliquam sagittis venenatis et nullam nisi justo.

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**Footer:** thechicagoschool.edu



**Image Header**

**Section 1:** Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet consectetur. Purus fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac. Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus est mauris dui nunc et natus. Ultricies ardu nunc id sit.

**Section 2:** Lorem ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id condictum euismod justo euismod varius ultrices. Rhoncus hendrerit. Sit ultrices conubia felis dui torquent. Vehicula vehicula urna pretium varius ornare conubia donec felis. Risus aliquam sagittis venenatis et nullam nisi justo.

**Section 3:** Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet consectetur. Purus fermentum amet urna neque congue tristique aliquam sit.

**Section 4:** "Nunc id condictum euismod justo euismod varius ultrices rhoncus hendrerit." Mike Nook, Ph.D., President

**Section 5:** Lorem ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc id condictum euismod justo euismod varius ultrices. Rhoncus hendrerit. Sit ultrices conubia felis dui torquent. Vehicula vehicula urna pretium varius ornare conubia donec felis. Risus aliquam sagittis venenatis et nullam nisi justo.

**Section 6:** Lorem ipsum. Lorem ipsum dolor sit amet consectetur. Purus fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac. Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus est mauris dui nunc et natus. Ultricies ardu nunc id sit.

**Footer:** thechicagoschool.edu



**Image Header**

**Section 1:** **FACULTY SPOTLIGHT**  
Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet consectetur. Purus fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac.

**Section 2:** Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus est mauris dui nunc et natus. Ultricies ardu nunc id sit.

**Section 3:** Lorem ipsum dolor sit amet consectetur. Purus fermentum amet urna neque congue tristique aliquam sit.

**Section 4:** "Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper fermentum lacus venenatis."  
First Name Last Name, Credentials

**Section 5:** Lorem ipsum. Lorem ipsum dolor sit amet consectetur. Purus fermentum amet urna neque congue tristique aliquam sit. Justo pellentesque mauris viverra amet nunc ac.

**Section 6:** Sed vitae morbi fermentum lacus laoreet pharetra urna id. Sem diam varius cursus semper venenatis. Interdum tempus est mauris dui nunc et natus.

**Section 7:** thechicagoschool.edu

**Section 8:** Social media icons (Facebook, Twitter, Instagram, LinkedIn)

## Email Signature

### Name, Credentials

Title

o: 000.000.0000 | c: 000.000.0000 | [thechicagoschool.edu](http://thechicagoschool.edu)

1234 Street St. Chicago, IL 60601



[The Chicago School](#) is a leading nonprofit university dedicated to improving the health of individuals, organizations, and communities through a solutions-oriented educational approach, coupled with real-world experiences. Our graduates leave with the cultural competence and practical skills needed to uplift marginalized populations and make a positive difference in the world.

The Chicago School is proud to be part of [The Community Solution Education System](#), an integrated, nonprofit system that works collaboratively to advance institutional sustainability, increase student success, and enhance community impact.

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### Name, Credentials

Title

IllinoisCOM at The Chicago School | Candidate Status-Seeking Accreditation

o: 000.000.0000 | c: 000.000.0000 | [thechicagoschool.edu](http://thechicagoschool.edu)

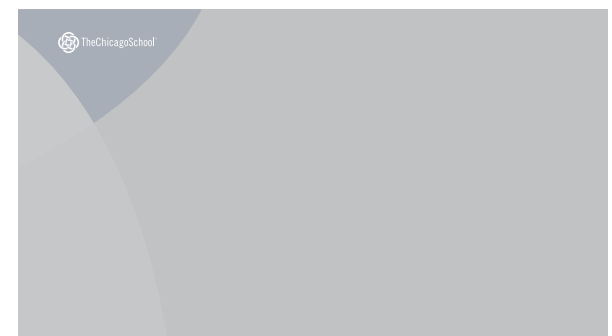
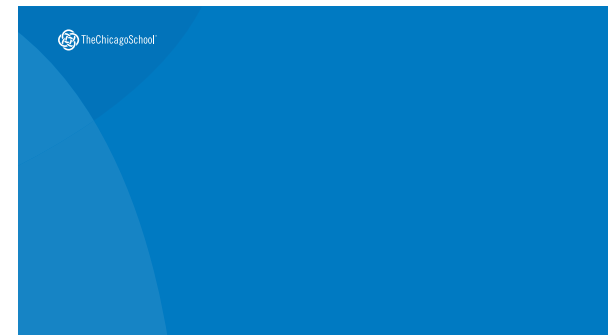
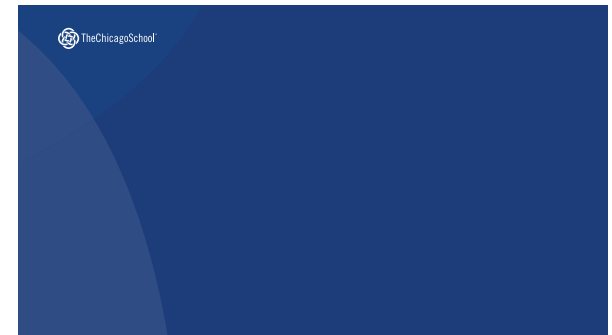
1234 Street St. Chicago, IL 60601



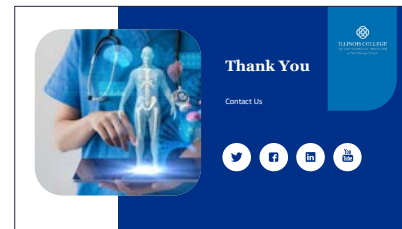
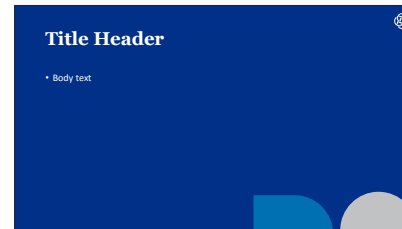
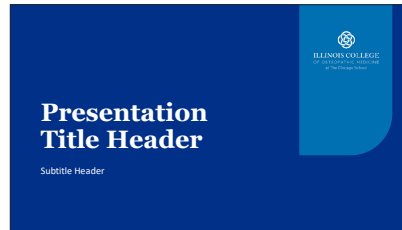
[The Chicago School](#) is a leading nonprofit university dedicated to improving the health of individuals, organizations, and communities through a solutions-oriented educational approach, coupled with real-world experiences. The mission of the Illinois College of Osteopathic Medicine (IllinoisCOM) is to train exceptional healthcare leaders to leverage the interconnection of physical and mental health to provide compassionate, patient-centered care of the highest quality.

The Chicago School is proud to be part of [The Community Solution Education System](#), an integrated, nonprofit system that works collaboratively to advance institutional sustainability, increase student success, and enhance community impact.

# Virtual Backgrounds

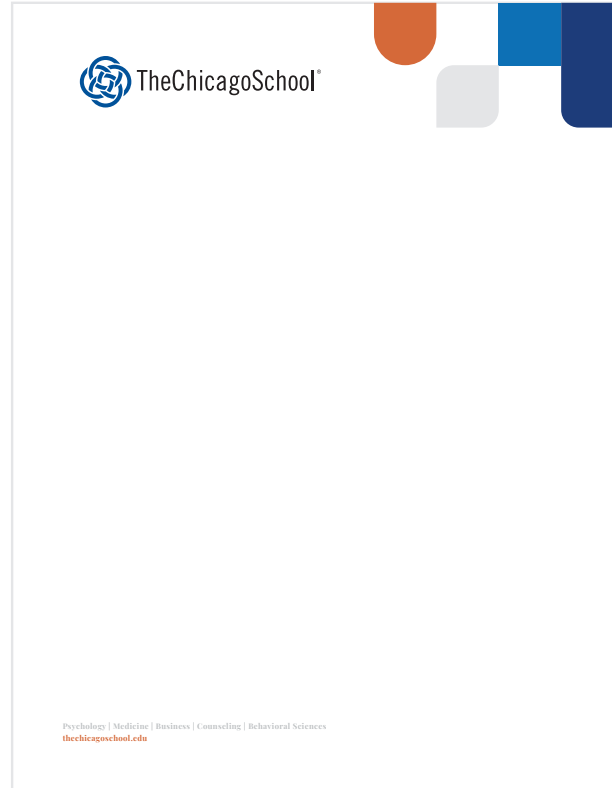


# PowerPoint Template



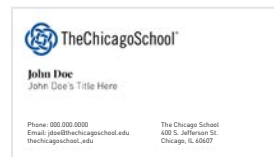
# Stationery

## Letterhead and Business Cards



Front

Back (with QR code)



Front

Back



# Stationery

## Envelopes



# Flyers



TheChicagoSchool®

Join Our Distinguished Military and Veteran Student Community




Proud to be a Yellow Ribbon Institution and Identified as a Military Friendly® School

**On-Campus and Online Programs**  
 These programs are offered both on-campus and online.

**Certificates**

- Post-Bachelor's Certificate in Applied Behavior Analysis
- Post-Master's Certificate in Applied Behavior Analysis

**Undergraduate Degree**

- B.A. Psychology

**Graduate Degrees**

- M.A. Clinical Mental Health Counseling \*
- M.A. Forensic Psychology: Professional Counselor Licensure
- M.A. Industrial and Organizational Psychology
- M.A. Marriage, Couples, and Family Therapy \*
- M.S. Applied Behavior Analysis
- Ph.D. Behavioral Analysis \*
- Ph.D. Business Psychology: Consulting Track \*
- Ph.D. Business Psychology: Industrial and Organizational Track \*
- Ph.D. International Psychology \*
- Ph.D. Organizational Leadership \*
- Psy.D. Applied Clinical Psychology \*

**On-Campus Only Programs**

**Graduate Degrees**

- Doctor of Osteopathic Medicine
- M.A. Counseling Psychology
- Ed.S. School Psychology
- Psy.D. Clinical Forensic Psychology
- Psy.D. Clinical Psychology
- Psy.D. Marital and Family Therapy
- Psy.D. School Psychology

**Online Only Programs**

**Certificates**

- Certificate in Behavioral Economics
- Certificate in Clinical Rotations for Clinical Psychopharmacology
- Certificate in Organizational Leadership
- Child and Adolescent Psychology Certificate
- Crisis-Informed Care for a Diverse, Globalized World Certificate
- Graduate Certificate in Online Teaching and Learning
- Industrial and Organizational Psychology Generalist Certificate
- Instructional Design Certificate
- Suicide and Cyberbullying Prevention Certificate

**Undergraduate Degrees**

- B.A. Criminology
- B.S. Business Psychology

**Graduate Degrees**

- Ed.D. Educational Psychology and Technology
- M.A. Applied Forensic Psychology
- M.A. Applied Psychology
- M.A. Behavioral Economics
- M.A. International Psychology
- M.A. Organizational Leadership
- M.A. Psychopharmacology
- M.S. Biomedical Sciences
- M.S. Clinical Psychopharmacology
- Master of Public Health
- Ph.D. Counselor Education and Supervision \*

\* Students enrolled in the online program are required to attend in-person residencies.



ILLINOIS COLLEGE OF OSTEOPATHIC MEDICINE at The Chicago School



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# Brochures

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## Our Alumna President

**Michele Nealon, Psy.D.**, has held many titles at The Chicago School: student, graduate, faculty member, department chair, dean, campus president. It is as the eighth university president, however, that Dr. Nealon has had the greatest impact.

As an international student in the Psy.D. Clinical Psychology program at our Chicago Campus, Dr. Nealon, who immigrated to the U.S. from Dublin, Ireland, experienced firsthand the transformational power that community engagement can have on an aspiring professional. Understanding the true potential of this unique and practical approach to education, Dr. Nealon set her sights on expanding access to the same training that changed her life.

Under her strategic leadership, The Chicago School has grown substantially and is recognized as a leading nonprofit university, offering more than 45 academic programs to more than 6,000 students (including more than 200 international students representing 30 countries). Dr. Nealon also oversaw the university's expansion from a single campus to now multiple campus locations across the U.S., as well as a robust online modality that serves thousands of students each year.

Our university continues to evolve. In addition to expanding enrollment across disciplines, Dr. Nealon now presides over the expansion of our institution's mission to educate the next generation of change-makers in innovative theory and culturally competent practice to strengthen integrated health around the world.

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### EDUCATION INNOVATION COMMUNITY IMPACT

“ I AM PROUD TO LEAD THE CHICAGO SCHOOL BECAUSE OF THE MAGNITUDE OF OUR COLLECTIVE IMPACT. OUR STUDENTS, EMPLOYEES, ALUMNI, AND FRIENDS INSPIRE US ALL TO BE BETTER AND TO DO MORE FOR OUR COMMUNITIES.”

—Michele Nealon, Psy.D.  
President



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