

MARKETING 101

Brand Identity Essentials



CENTERVILLE
SCHOOL DISTRICT
TIGER STRONG

A key part of brand strength is **consistency**: using the same language, images, colors, and fonts over and over again throughout your marketing. This will cultivate the same unique feeling across all of your district's marketing, which strengthens your brand.

Whether you're in charge of two schools or 200, it can be difficult to vet everything that leaves your district's doors. That's why you need a proactive plan for getting your branding right: a toolkit that everyone in your schools can use as they create marketing materials.

Here are the essential elements you'll need to start building a more consistent brand identity.

File Types



Raster Files
(jpg, png, tiff)



Vector Files
(ai, eps, svg)

Color Codes

Primary Color

 **CMYK:** (100, 98, 8, 9)
RGB: (0, 0, 140)
HEX: #00008c

Secondary Color

 **CMYK:** (0, 67, 96, 0)
RGB: (255, 119, 1)
HEX: #ff7701

Fonts

Display Font

Estricka Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy

Raleway Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo Variations

Simplified



Single Color



Wordmark Only

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Horizontal Version



Core Logo Files

There are two basic kinds of file types: **vectors** and **rasters**. You'll need versions of both types as your core logo files.

Have you ever tried to enlarge an image, only to find that it gets pixelated as it expands? That problem occurs when you use a **raster file** instead of a **vector file**. Vectors—files whose extensions end in *ai*, *eps*, or *svg*—are built differently than rasters; they use mathematical formulas to display their images, rather than tiny colored pixels. This allows them to stretch to any size without losing image quality. You need a vector version of your logo to keep as a master file. When you need to print a large version of your logo for things like banners or signs, using a vector file will keep your logo looking clean and crisp from close up or far away.

You more than likely already have raster versions of your logo—ones with extensions like *jpg*, *png*, and *tiff*. Rasters have their own uses. JPEGs, for example, work great when you need to keep your file sizes small—think footers for your emails or pictures for the web. PNGs and TIFFs have the added benefit of being able to have a transparent background, but that can result in larger files.

If you're not sure how to create these different versions of your logo, don't worry. Hire a local graphic designer—or even check in with a tech-savvy student in your district.

Logo Variations

You'll also want to keep other versions of your logo on hand.

- » **Simplified version:** Many schools have complex logos that won't work when scaled down in size. But on occasion, you might need an extra small version of your logo—for example, to use as an icon on your website or app. For this purpose, you'll need a simplified logo, something that's still identifiable without any of the extra details.
- » **Single color version:** Several occasions call for a single color. You'll need a black version of your logo for printing in black and white, and a white version for displaying over dark backgrounds, whether it's the shaded corner of a photo or your school's shade of navy blue.

District Motto

You've probably already crafted your district's vision statement. What you need now is a short, catchy version that can work as a slogan for your district. Keep it to a few words if possible—the shorter the better. Then, make sure everyone who works for your district is using that language: in their handouts, in their emails, in their everyday conversations.

Primary and Secondary Colors

You probably already have set school colors—but you might not have prescribed *shades* of that color. There's a big difference between **navy blue** and **baby blue**. If you don't have a plan, you could end up with wildly different color palettes across your district.

For each of your school colors, you'll need to identify three different color codes: your CMYK code (for print), your RGB code (for web) and your HEX code (also for web). Several online tools can help you determine the correct codes for the shade you want. Then, pick a few accent colors that work well with your major school colors—you might use them for borders, links, or other purposes. Determine specific color codes for those as well.

Fonts

Fonts serve a few different purposes. First, you'll need a *display* font, the showier font you use for titles and headings—think the headline of your local newspaper. You'll also need a font for *body copy*: the everyday text that makes up the content of your mobile app, website, or print materials. (For example, what you're reading right now is body copy.)

We can't tell you which fonts to use. For body copy, a few of our favorites are Montserrat and Raleway—both available for free through Google Fonts. These don't just look good, but they're also versatile, offering several different weights (light, bold, italic, etc.). For your display font, you'll want to select something a bit more dynamic, but still clear and easy-to-read. In our example, we're using Estricta Black Italic. No matter what, avoid hard-to-read fonts like Papyrus, or goofy-looking ones like Comic Sans.