

Tie It All Together

Unifying your brand feels a bit like sitting down to a 1,000 piece puzzle. As you start to work, you might feel a little overwhelmed by the amount of pieces—by the many small problems you need to solve. But as you group together like colors and shapes, building systems for your work, your pile of pieces will begin to dwindle. Eventually, you'll match your last piece, making a complete and unified image.

Discussion Guide



“The most powerful tool in your branding toolbox actually goes beyond looks. To build an emotional connection to your brand, you need a story.”

- What do your school/district stakeholders need?
- What does your school/district provide your stakeholders?
- What is your district narrative?



“Your tagline is a short, catchy version of your district narrative that helps unify your story. Keep it to as few words as possible—the shorter the better.”

- What is your district's tagline? Do your students and family connect with it?
- Is your tagline positioned prominently on your school website?
- How does your district use your tagline on social media?



“Your district logo is your bread and butter, the core of your visual identity. As such, it's an important piece of your puzzle—one worth spending time and money on.”

- What does your school/district logo say about your students?
- Are your school logos linked to your district brand?
- Does your district have logo variations and use guidelines, and are they easily accessible for teachers, staff, and students?



“You probably already have school colors—but you might not have prescribed shades of those colors.”

- What are the primary and secondary colors of your school/district?
- Do you know the CMK, RGB, or HEX numbers of your colors for digital media?



“Choosing specific fonts is a simple way to tie your district’s content together, and you’ll actually only need a couple in your toolbox.”

- What are the preferred fonts for your school/district?
- Is there consistency in fonts across your school/district marketing platforms?



“An easy way to boost your consistency and save time in the long run is to create templates.”

- Does your school/district use templates to provide consistent branding?
- What templates could your district provide to help make communicating easier for you and your students?



“Unfortunately, many districts don’t have a reliable presence online, making it difficult for them to build a relationship with their prospective audiences.”

- Is your school/district sharing stories consistently across social media platforms?
- Why is consistency important to building your school/district brand?



“Most families will connect with the district primarily through their students’ teachers. Parents will email back and forth, connect with a teacher in their classroom or over Zoom—maybe even walk past their student logged into a Zoom classroom.”

- Why is it important to provide branding to teachers?
- How can building a strong digital brand impact your school/district?



For more information on Tie It All Together:

<https://www.schoolceo.com/a/tie-it-all-together/>