

THE CHARTER INSTITUTE AT

ERSKINE

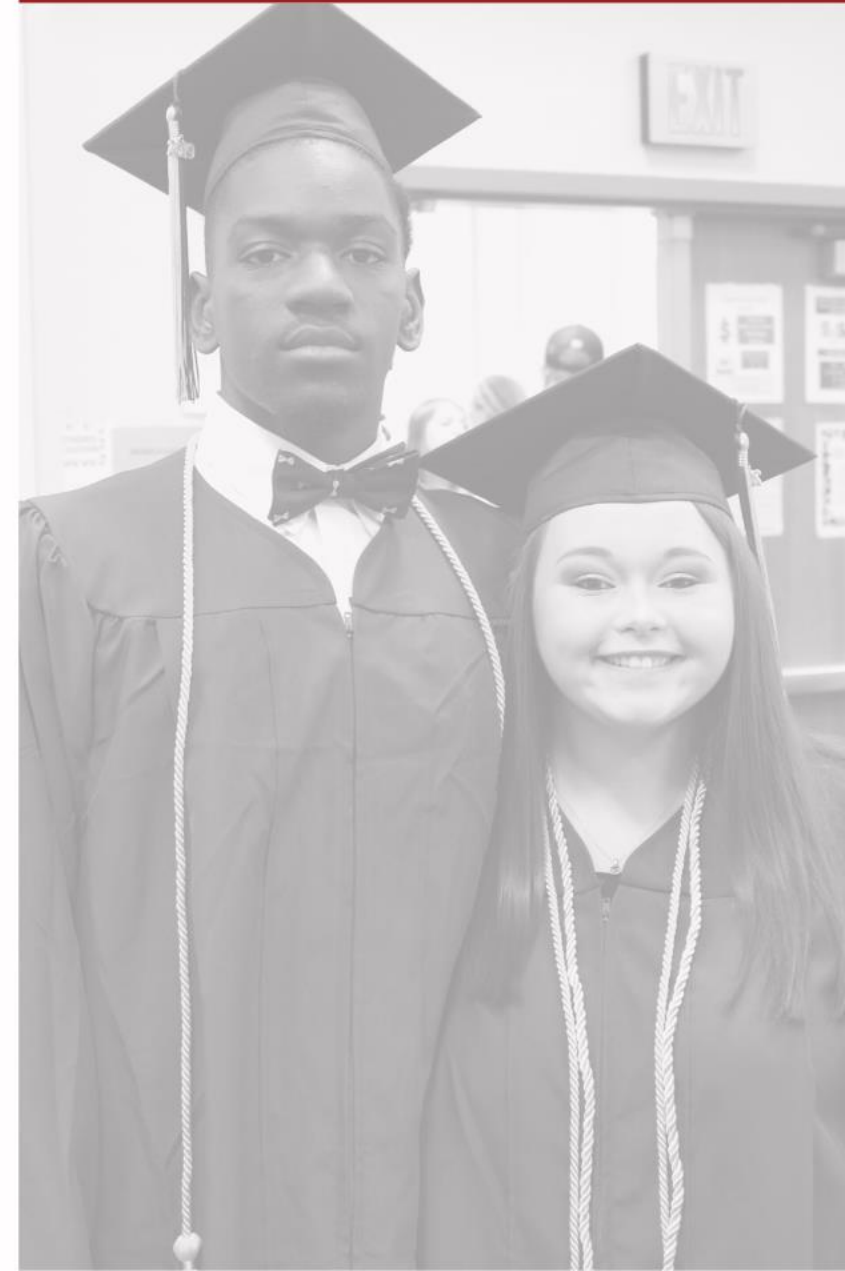


Communications Training Branding and Consistency

December 10, 2020

CREATIVE MINDS
INNOVATIVE SCHOOLS
EFFECTIVE RESULTS

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at ERSKINE



WHAT IS A BRAND?

- The promise, the reputation, the big idea
 - The promise: All communications should enforce this promise to your stakeholders
 - The reputation: what is the experience people have when interacting with your school?
 - The big idea: the consistency of the experience your stakeholders have when interacting with your school

Remember: Your logo is NOT your brand – it is only one component. The logo should IDENTIFY the brand, not describe it in its entirety.



The logo is the brand



The logo is just one component of the brand, which is much larger

WHAT IS A BRAND?

- A brand is made up of many components -
 - Visuals (social media graphics, newsletter graphics, website graphics, mail-outs)
 - Logos
 - Customer service
 - Expectations
 - Reputation

Remember: Visual Success can be trumped by bad customer service

WHAT IS A BRAND?

- Where/how do stakeholders come into contact with your brand?
 - Logo
 - Printed matter/parent communications
 - Website
 - Broadcasts/video content
 - Signage
 - Customer service
 - School staff
 - Company actions
 - School colors/mascot/merchandise



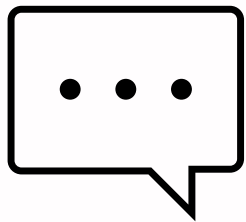
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WHAT IS A BRAND?

- Every branding effort should focus on creating emotional connections and creating loyalty
- Good branding can turn stakeholders into your biggest advocates
- Though you can play a part in creating your brand, ultimately it is up to the public to develop some aspects of your brand

EXERCISE: DEFINE YOUR BRAND!

- Choose 3-5 words that describe your school's brand.
- What drives your school? What experience should your stakeholder have when interacting with your brand?
- Hint: Look to your school's mission statement to find key words that should influence the formation of your brand.



Put them in the chat with the name of your school!

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EXERCISE: DEFINE YOUR BRAND!

- Example:



innovation

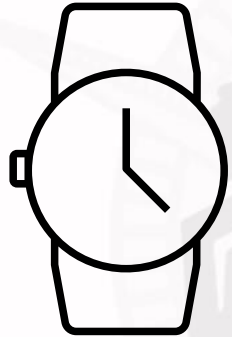
dedication

culture-
driven

creativity

You can use these words to build out a stronger brand statement, or just keep them in mind as you communicate on behalf of your school.

EXERCISE: DEFINE YOUR BRAND!



You have three
minutes!

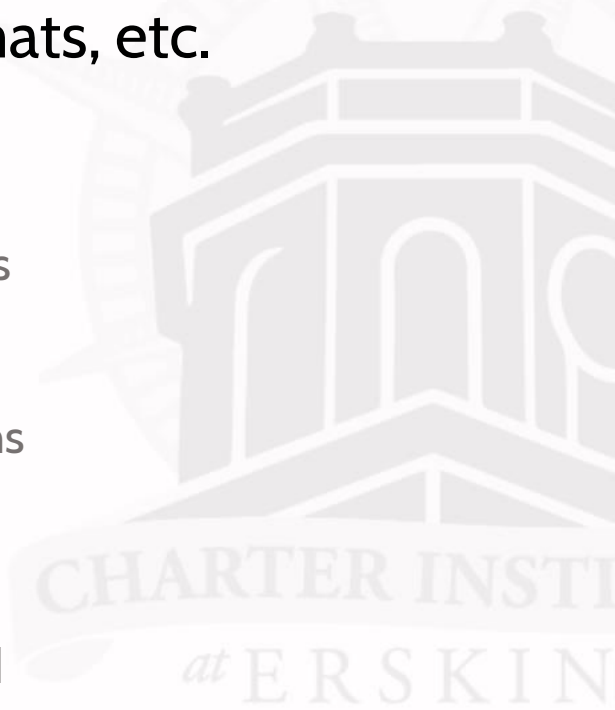
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You can use these words to build out a stronger brand statement, or just keep them in mind as you communicate on behalf of your school.

BRANDING VISUALS

- A huge element of your brand that you can control
- Colors, fonts, graphics formats, etc.

“When designing a brand identity, color is used to induce emotions, articulate personality, and stimulate brand association. Color can influence our actions and how we respond to various people, things and ideas. While some colors are used to develop an identity, other colors may be used functionally to clarify brand architecture through differentiating products or business lines.”



BRANDING VISUALS - COLOR

HTML **Color** Codes

COLOR TOOLS COLORS FROM IMAGE CONVERT COLOR FORMAT COLOR NAMES MORE TOOLS ▶

Colors From Image

Upload file from your computer or insert link to online image to access its color codes.

Upload File

http://...

Go



Color code:

#9D1E21

BRANDING VISUALS - COLOR



#083B69

#07578E

VIRTUS
ACADEMY
CONSECTATIO EXCELLENTIAE

EMPLOYEE OF THE MONTH
MVP STATS

JENNIFER THOMAS

FEDERAL PROGRAMS
COORDINATOR



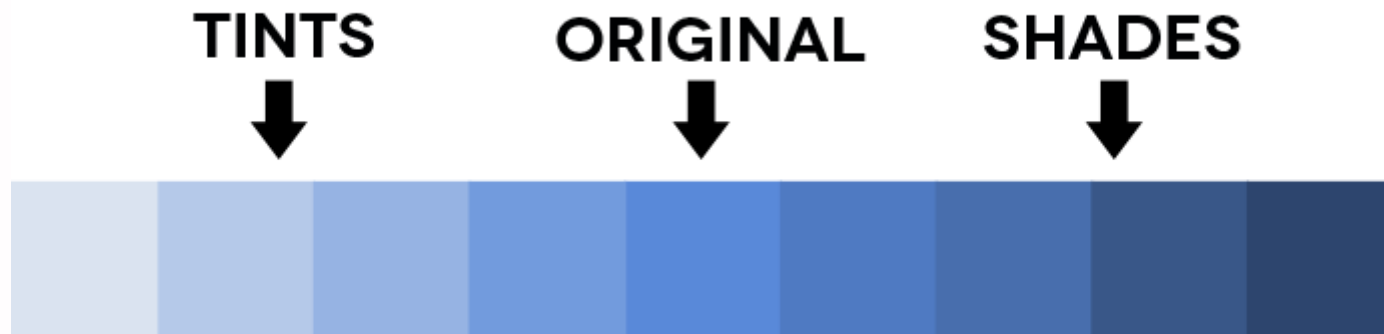
November 2020

200 LUNCH FORMS VERIFIED	2,813 FEDERAL PROGRAM MEETINGS	1 SUPER SUCCESSFUL TECHNOLOGY NIGHT
---------------------------------------	------------------------------------------------	--------------------------------------------------------

BRANDING VISUALS - COLOR

Tips and Tricks to Develop your Color Scheme

- Pull your hex codes from your logo and start there
- Use black, white, and one other neutral – may already be in your logo. Gray is a good idea.
- Use different tints and shades of your colors in your logo.

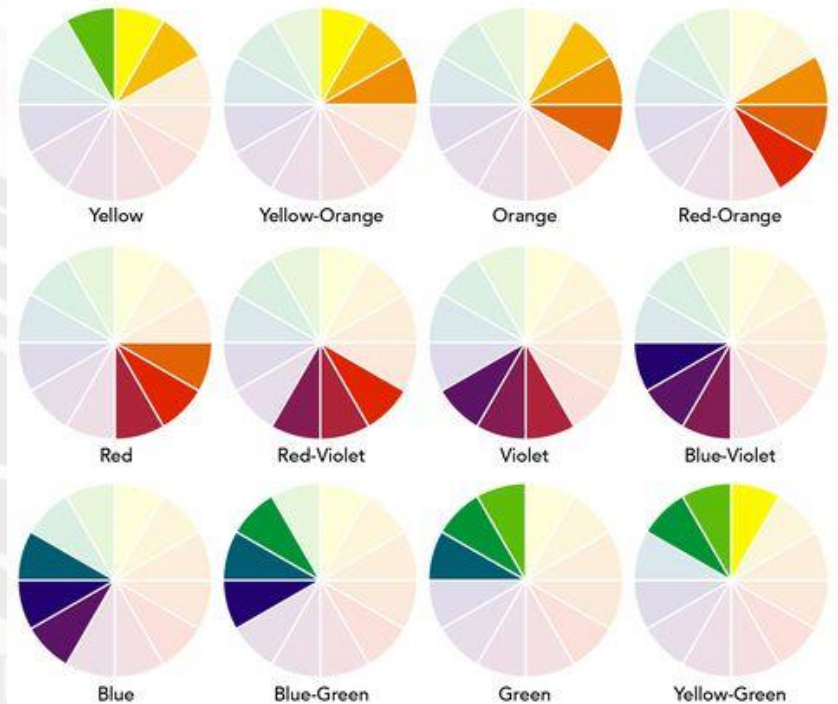


BRANDING VISUALS - COLOR

Tips and Tricks to Develop your Color Scheme

- Use analogous colors to build out a scheme
 - Record your hex codes for consistency!
- Use [Colors.co](https://www.colors.co)

ANALOGOUS COLORS



BRANDING VISUALS - FONTS

Simple:

HEADING

Body

Middle Ground:

HEADING

Body

Caption

Detailed:

HEADING

Subheading

Body

Caption

HIGHLIGHT

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BRANDING VISUALS - FONTS

Where to start

- Look in your logo and school signage
 - It is often possible to get the original design files and pull exact fonts
- Use <https://fontjoy.com/> to see fonts that look good with your main fonts

Some Considerations

- Google fonts are great, but have some drawbacks
 - [Fontbase](#)

BRANDING VISUALS - FONTS

Fonts

Microsoft Suite:

Titles/Heading Text: Goudy Old Style

Body Text: Candara

Memo Body Text: Preferably size 12

Charter Institute at Erskine
This is some body text.

Google Suite & Website:

Titles/Heading Text: Cormorant SC

Body Text: Cabin

Charter Institute at Erskine
This is some body text.

Canva:

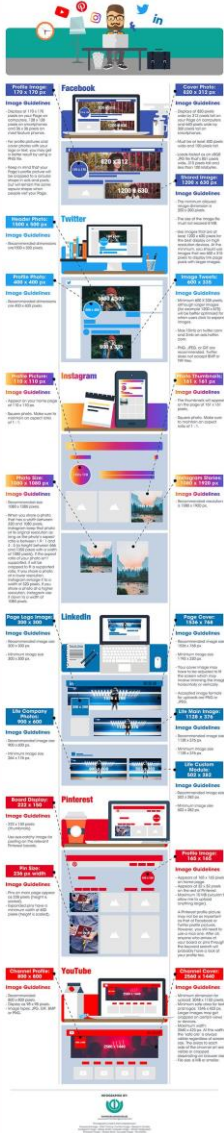
Titles/Heading Text: Cormorant SC Light/Medium

Body Text: Cabin

Charter Institute at Erskine
This is some body text.

BRANDING VISUALS – GRAPHICS

Social Media Image Sizes 2020



Presentations: 1920 x 1080



Recommended Social Media Events Marketing Documents Prints Video School Personal

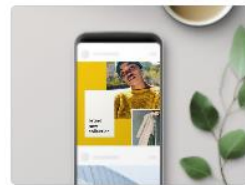
Custom dimensions



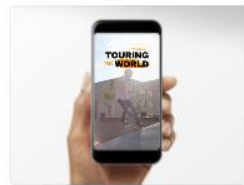
Instagram Post



Instagram Story



Animated Social Media



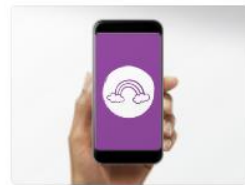
TikTok Background



Facebook Post



Facebook Cover



Instagram Story Highlight Cover



Blog Banner Cover

BRANDING VISUALS – GRAPHICS

Build an element library

- Lines
- Shapes
- Borders
- Arrows
- Etc.

 Charter Institute at Erskine
Published by Hootsuite · 1d ·

Clear Dot Charter School was recently awarded two grants from [Dominion Energy](#) and [California Foundation for Agriculture in the Classroom \(CFAITC\)](#)! Can you guess what animal friend will be coming to Clear Dot next? Hint: It has feathers! [#MoveTheNeedle](#)



thanks



Dominion Energy
\$5,000 Grant
to fund CDCS's coral farming project



Learn About Ag
\$1,000 Grant
for CDCS's future animal friend and housing

 Charter Institute at Erskine
Published by Hootsuite · November 27 at 4:00 PM ·

The Charter Institute at Erskine Special Education department is excited to announce Educate and Elevate, a series of webinars open to all schools and districts on best practices in the field of Special Education! [#MoveTheNeedle](#)



BUILDING SPED LEADERSHIP IN CHARTERS



Join us for monthly webinars on best practices in the field of special education!

COMING JANUARY 2021

BUILDING YOUR BRAND KIT

- Back to the basics: take 20 minutes and build out a brand kit
 - Logos
 - Consider different versions for different background options
 - Fonts
 - Colors
 - Design elements
 - Slogans/mission statements
(remember the big promise)



BRAND KIT EXAMPLES

VENNGAGE STYLE GUIDE CHEATSHEET

TYPOGRAPHY

FONT SPECIMEN
Oxygen
abcdefghijklmnop
nopqrstuvwxyz
12345678910

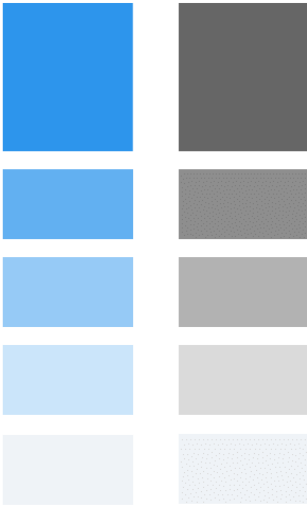
HEADER TEXT WEIGHT
Aa

SUB HEADER TEXT WEIGHT
Aa

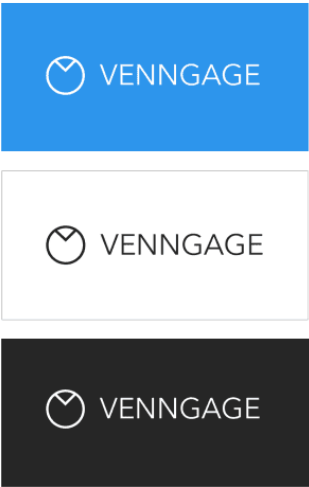
BODY TEXT WEIGHT
Aa

COLOR GUIDE

#2D95EC #666666



LOGO VARIATIONS



PREMADE BRANDING KIT - MINTSWIFT

PRIMARY LOGO




COLOUR PALETTE



ALTERNATIVE LOGOS



SUBMARKS




FONTS

Bonjour
abcdefghijklmnop
opqrstuvwxyz

LIVEWELL
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

DESIGN ELEMENTS



MINTSWIFT.COM

BRAND KIT EXAMPLES

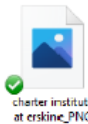


Charter Institute at Erskine
Branding Cheat Sheet

Logos

Where to access: [Dropbox \(Charter Institute\) Charter Institute at Erskine Team Folder/Communications/General Resources/CIE Logos](#)

What to use: This is the best bet for use on all documents – it is the high quality logo with no white background.



Templates

[Charter Institute at Erskine Team Folder/Communications/Standardization: PPT, Email, and Memo](#)

Fonts

Microsoft Suite:

Titles/Heading Text: Goudy Old Style

Body Text: Candara

Memo Body Text: Preferably size 12

Charter Institute at Erskine
This is some body text.

[Google Suite & Website:](#)

Titles/Heading Text: Cormorant SC

Body Text: Cabin

Charter Institute at Erskine
This is some body text.

[Canva:](#)

Titles/Heading Text: Cormorant SC Light/Medium

Body Text: Cabin

Charter Institute at Erskine
This is some body text.

[Formstack: Institute Draft](#)

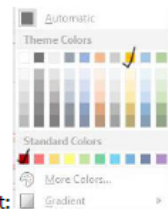
Colors

Maroon: 9D1E21

Yellow: EBD05B (that's a zero)

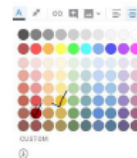
Gray: 515350

**don't know what these are? Ask Ashley E. 😊



On Microsoft:

On Google Suite: Dark Red 2, Dark Yellow 1



<< Dropbox (Charter Institute) > Charter Institute at Erskine > Team Folder > Communications > Standardization

Name	Date modified	Type	Size
Agenda Template	8/25/2020 12:38 PM	Microsoft Word D...	47 KB
Branding Cheat Sheet	8/11/2020 8:48 AM	Microsoft Word D...	245 KB
Branding Cheat Sheet	8/11/2020 8:48 AM	Adobe Acrobat D...	240 KB
Email signature template	6/10/2020 8:52 AM	Microsoft Word D...	72 KB
Memo template	8/25/2020 3:27 PM	Microsoft Word D...	92 KB
PowerPoint Template	8/31/2020 2:31 PM	Microsoft PowerP...	300,240 KB

MAINTAINING BRANDING CONSISTENCY

- Work with your staff
- Make it as easy as possible for them
- Offer formatting help to anyone who might need it
- Lead by example



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FINAL THOUGHTS

- All this visual work will improve brand recognition and reputation and maintain a consistent experience
- Remember that you cannot control every aspect of your brand, but you can make choices that set up the framework for a great brand
- Your key words we chose should drive every decision you make for your brand



FINAL THOUGHTS

- Don't get overwhelmed – take it a bit at a time!
 - A good brand isn't built in a day
- Reach out if you need help or don't know where to start



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