ELMBROOK SCHOOLS

LOGO & BRAND GUIDELINES

JULY 2018

Elmbrook
Schools

TONE OF VOICE

Think of the Elmbrook Schools brand as a living, breathing human being. Brand attributes make up personality; design acts as a wardrobe; messaging defines what Elmbrook Schools says.

In the same way, tone of voice reinforces this distinct personal style. It is not what Elmbrook Schools says, but how; it is about communicating in a way that is unmistakably Elmbrook.

ARCHETYPE: ALCHEMIST   MESSAGING THEME: TRUST

Anything is possible for Alchemist brands. These are brands that leave their mark on the world by enthusiastically embracing challenges and rising to the occasion. Ambitious, innovative, and logical, brands in this category want to share their vision with others. But that doesn't mean they're cold and robotic. This brand is all about breaking new ground to help people be their best. Ultimately, the Alchemist brand exists to transform lives, and in doing so, they earn the respect and admiration of others.

ULTIMATELY, THE ALCHEMIST BRAND EXISTS TO TRANSFORM LIVES, AND IN DOING SO, THEY EARN THE RESPECT AND ADMIRATION OF OTHERS.

TONAL ATTRIBUTES

These core attributes work together to create a distinct tone, which we express through language and style:

ASPIRATIONAL
We are full of life, enthusiasm, and have a clear sense of purpose. Our style is dynamic - a rallying cry and call to action. People want to be a part of our world.

ENCOURAGING
Supportive, positive, and always ready to advocate for our community of teachers, learners, and parents. If the question is, "Is it possible?" Our answer is, "Yes, let's figure it out."

INTELLIGENT
We are confident, thoughtful, and knowledgeable without being condescending, elitist, or talking down to our audience. We meet people where they are with respect.

WARM
Welcoming, friendly, bright, and informal. Keep your word choice simple and down-to-earth. Imagine you are chatting with a new friend over a cup of coffee.

TRAITS

We express these core traits in what we offer and how we deliver, rather than in how we sound:

VISIONARY
We always try to think about the long-term effects of our decisions and work to provide our community with the tools they need to succeed in an ever-changing world.

OPTIMISTIC
We believe in our community, and are confident that the work we do will have a positive outcome for individuals we serve.

THOUGHTFUL
We don't make rash decisions. We choose to look at all the available information, weigh the outcomes, and make informed choices.

INFLUENTIAL
We are leaders. We're respected by others in our field, and our choices help set the standard for excellence that others aspire to reach.

BRINGING TONE OF VOICE TO LIFE

In the examples below, Elmbrook Schools' tone of voice is brought to life and tailored to three different audiences.

KINDERGARTEN INVITE

Dear Smith family,

I'd like to invite you to Kindergarten Information Night at Swanson Elementary. Choosing the right Kindergarten is a big step, so as Swanson's principal I want to make sure you and your child have the chance to experience what makes our school so special.

At this event you'll meet our friendly Kindergarten teachers, explore our colorful classrooms and learning spaces, and learn what you and your child should expect from our Kindergarten program.

If your child has celebrated their 5th birthday already, or will before September 1st, then they are eligible to enroll and become a part of our school community.

I'm looking forward to meeting you, and hope your family will come to Kindergarten Information Night on January 24. Please RSVP at elmbrookschools.org/kgrsvp or call Swanson at 262-789-2450. If you can't make it, you can always schedule a personal tour. Just give us call.

Let me be the first to welcome your child to Kindergarten!

Your Principal,
Mrs. Kori Hartman

HIGH SCHOOL OPEN HOUSE INVITE

EXPERIENCE THE DIFFERENCE A SCHOOL MAKES. EXPERIENCE BROOKFIELD CENTRAL HIGH SCHOOL.

OPEN HOUSE
Brookfield Central High School Library
Thursday, October 19, 2017
16900 W. Gebhardt Road, Brookfield
6:00 - 7:30 p.m.
(Please arrive 15 minutes early to check in. We will begin the program at 6:00 p.m.)

If you're a 7th or 8th grader in private or parochial school in the Brookfield Central High School attendance area, you and your family are invited to experience all Brookfield Central has to offer.

Find out how you'll be challenged to learn, grow, and reach your full potential in this inspirational learning environment. Along with the chance to tour the school and meet with staff, students just like you who have recently made the transition from private or parochial school will share their stories and answer your questions.

We hope you can join us for this special event.

Let us know you'll be there.
RSVP using the form online at:
www.elmbrookschools.org/bchsrsvp

"ABOUT US" SECTION WEBSITE COPY

ABOUT ELMBROOK

The School District of Elmbrook, a top-tier public school district, welcomes students in grades K-12 in Elm Grove, Brookfield, and New Berlin to an educational experience that empowers them to be their best.

Elmbrook Schools' faculty and staff are dedicated to enriching the lives of the 7,000 students we serve and their families. We are consistently ranked one of the top five school districts in the state of Wisconsin based on standardized achievement data.

The district is also recognized as a leader in personalized learning for students of all ages, abilities, and interests. We have created classroom environments that encourage student engagement, interaction, and collaboration. Access to technology, such as smart boards, and flexible workspaces, are available throughout Elmbrook schools.

Our flagship high schools, Brookfield Central and Brookfield East, offer 20 different Advanced Placement courses, and are consistently ranked in the top ten across the state for their ACT performance and participation data. Although we place a high value on academic achievement, we are also proud to note that both high schools are recognized for their depth of co-curricular offerings, outstanding accomplishments at the team and individual levels, and commitment to community service through active clubs and organizations.

Discover how an Elmbrook Schools education prepares your child for the world we live in now, and encourages them to shape what they want the world to become.

Schedule a Tour, or enroll your child today.

ELMBROOK LOGO

The Elmbrook logo is the heart of our identity. It's the first way we connect to the public, and it's imperative that we use it correctly everywhere it appears.

The signature has three components: the book symbol, the infinity symbol and the Elmbrook logotype. These three components are carefully drawn artwork and should never be redrawn or altered.

There is one configuration of the logo. The horizontal configuration is the only version of the Elmbrook Schools logo and should not be altered from the horizontal lock up below.

Infinity symbol

Elmbrook Schools logotype
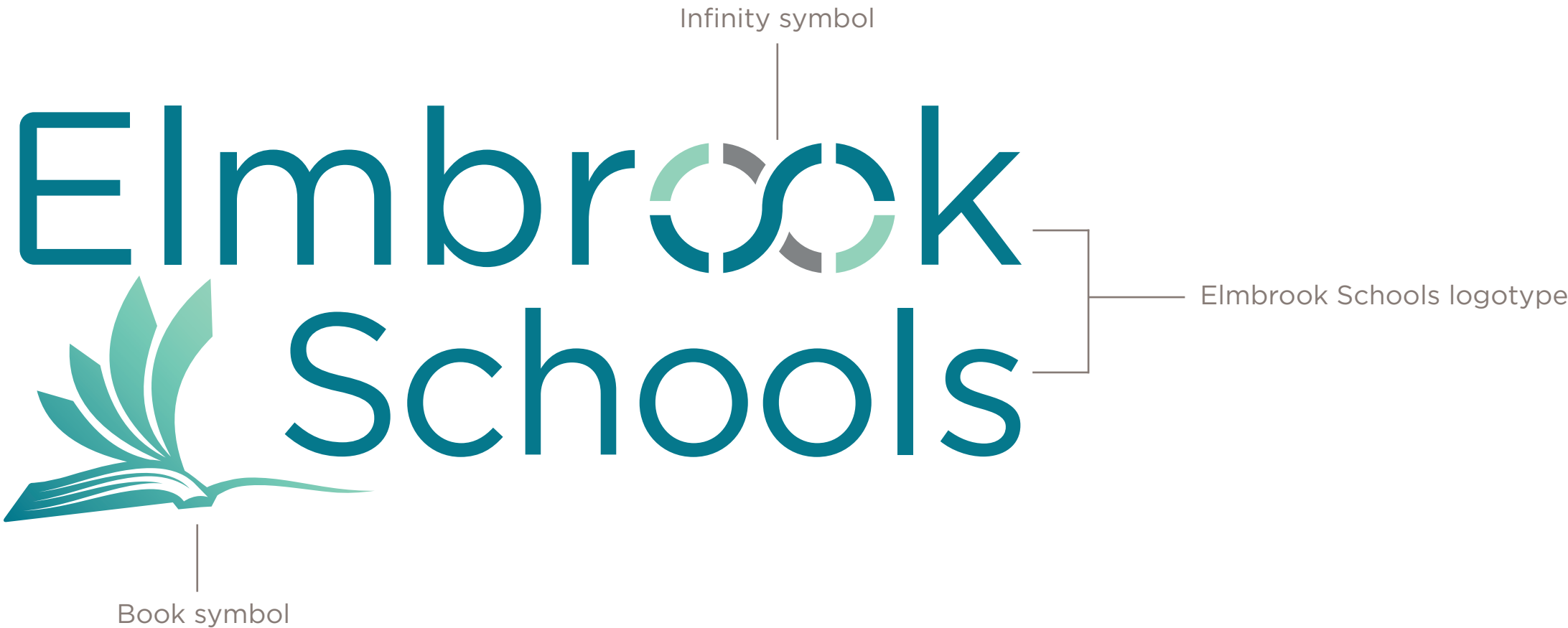
Book symbol

This mark introduces the infinity symbol as part of the district's name. It's placement hints at the transformational experience to be had within the district that will be with students, staff, parents, and faculty forever. The book symbol provides a more literal connection to education, but even here the icon symbolizes more than a book. It has a feeling of movement and energy as the pages lift upward. The shape also resembles a flame which calls to mind alchemy (and the Alchemist archetype), change, and a transformational experience.

ELMBROOK LOGO WITH TAGLINE

The signature with tagline has four components: the book symbol, the infinity symbol, the Elmbrook schools logotype and the tagline. These logo components are carefully drawn artwork and should never be redrawn or altered.

There is one configuration of the logo with tagline. The horizontal configuration is the only version and should not be altered from the horizontal lock up below.

Infinity symbol

Elmbrook Schools

Elmbrook Schools logotype

become what's next

Book symbol

Elmbrook Schools tagline

TAGLINE USAGE AWAY FROM LOGO

The tagline may be used in marketing materials apart from the logo lockup for things such as headlines, ad copy, website copy, and so on. Because the phrase is an invitation, it lends itself to use as a call-to-action at the end of a written piece as well. Care should be taken not to overuse the phrase in any one piece, however.

USING THE SYMBOLS AWAY FROM LOGO

The book and infinity symbols may be used as supporting design elements away from the logo as needed, but they should not be stretched, flipped, or redrawn.

ELMBROOK LOGO USAGE – RGB

Use for digital & video mediums only: websites, PowerPoint presentations, social media channels, video, TV or animation.
Do not use the RGB logo version for any printed reproduction.

ELMBROOK LOGO USAGE – CMYK

Use for print mediums only: collateral, stationary, print advertising, catalogs, sales materials, signage and banners.
Do not use the CMYK logo version in any digital medium.

ELMBROOK LOGO USAGE – PMS

Use for print mediums only when colors need to be a 100% exact match.
This includes: premium items, stationairy or any print medium in which a PMS
version is requested. Use specified PMS colors on coated and uncoated stock.
Do not use the PMS logo version in any digital medium.

COATED

UNCOATED

COLOR PALETTE & SPECIFICATIONS

Color plays a prominent role in our brand's identity and is one of the cornerstones of our graphic vocabulary. It is a visual element that quickly identifies our design system. The colors in this palette are the only colors that may be used in the Elmbrook Schools logo.

All colors in the Elmbrook Schools color palette have precise color references, shown in the color specifications chart on this page. Always use the exact color values listed.

ELMBROOK SCHOOLS colors	Spot Color Coated	Spot Color Uncoated	CMYK	RGB	Hex
Primary color					
● Elmbrook Schools Teal	Pantone 3145 C	Pantone 3135 U	100/10/29/20	0/119/139	00778b
Secondary colors					
● Elmbrook Schools Green	Pantone 337 C	Pantone 337 U	39/0/22/0	143/214/189	8fd6bd
● Elmbrook Schools Gray	Pantone 430 C	Pantone 430 U	0/0/0/60	128/130/133	808285
● Black	Pantone Black C	Pantone Black U	63/62/59/94	45/41/38	2D2926
○ White	NA	NA	0/0/0/0	255/255/255	ffffff

TYPOGRAPHY

Gotham is our primary typeface and should be used for internal and external marketing communications.

Secondary typefaces that should be considered are Mercury and Alternate Gothic. Use them to complement Gotham when necessary.

When applied consistently across the entire range of our corporate and marketing communications, typography will help to unify the appearance of all Elmbrook Schools materials, and help our audiences to recognize and become familiar with our new brand identity.

GOTHAM

Gotham Font Family

Gotham Extra Light
Gotham Extra Light Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic

Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

Gotham Book is used to create the Elmbrook Schools Logotype. The "E" is stylized by rounding its corners and is not in the Gotham font family.

Gotham Medium is used for the tagline.

Gotham Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fonts that pair nicely with **GOTHAM** are as follows and should be considered as secondary, complementary fonts.

Mercury

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

become what's next

Elmbrook Schools