



EAST[®]
INITIATIVE

EAST[®]
BRAND
STRATEGY



MISSION STATEMENT



EAST[®]
INITIATIVE

EAST provides
all learners with
the opportunity
to have relevant,
individualized, life-
changing educational
experiences.



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INTRODUCTION





WELCOME

Here at EAST®, we've always been about *change*, about *disruption*, about doing it - whatever "it" may be - *differently*. What we do every day disrupts the "normal" thinking - the "normal" way of doing things - by developing innovative solutions, putting a fresh perspective on something and by collaborating together - all so that we can transform our communities for the better.

At our core is *technology*, is *critical* thinking, is *creative* problem-solving, is *real-world* experience and is *positive* change. And in that spirit, EAST has been undertaking a self-examination of who we are and how we present ourselves to students, to schools, to communities and partners, to funders and to supporters.

From the beginning, EAST has been the cornerstone of a different way to learn that inspires, supports and guides learners to accomplish whatever goals and dreams they set. And we are still that cornerstone - that compass, if you will - centered on learning that is *fun*, that is *fluid*, that is *customized*.

Nonetheless, we are also always exploring *forward*. And on that adventure, things change; it's inevitable, as they say. At EAST, change is upon us. And we are *embracing* it.

It is because of you - *motivated* by your enthusiasm and *encouraged* by your input - that we embark on a new brand journey to reinvigorate who we are, what we stand for, how we accomplish our mission and what we show the world.

EAST is many things. It is a unique model of education. It is a nonprofit organization that offers that unique model of education to schools around the country. It is a setting where innovation and collaboration are encouraged and expected. It is a place that offers technology services and supports to learners of all ages.

EAST is many things, all interconnected toward a single vision: a world where communities are strengthened through service and technology. That vision requires us to develop a single, unmistakable identity to clearly and effectively communicate who we are and what we do. A strong brand is critical to our success because it will show the world what we're doing right now to impact our shared future.



WHAT IS BRANDING?

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

– Seth Godin

The modern word *brand* is derived from the word “brandr,” a word from ancient Norse meaning “to burn.” Around 950 A.D., a “brand” referred to a burning piece of wood. By the 1300s, it was used primarily to describe a torch. By the 1500s, the meaning had evolved to refer to a mark burned on cattle to show ownership. Individual ranches would each have their own unique mark to determine ownership if their animals were lost, stolen or mixed in with animals from another ranch. Each brand had to be simple, unique and easy to identify quickly – essential traits that are still common to modern logos.¹

Over time, brands evolved into symbols of *quality* rather than *ownership*. Products that were perceived as high quality could command a better price than the undistinguished alternatives.² By the 1920s, Edward Bernays, today considered the “father of public relations,” was proposing that large numbers of people could be persuaded to action by associating products with *ideas*. Based on his theory, marketers began to appeal to the *emotional* aspects of choice rather than the *rational* (or practical, or functional, or purpose-driven) aspects of choice.³

Today’s marketers know that branding encompasses more than a logo of ownership; a well-rounded brand strategy addresses the Five P’s of Marketing: Product, People, Place, Price and Promotion. It is an *experience* for audiences that includes environment, culture, language, symbols (logos), taglines, design, marketing and interpersonal interaction. The brand must be fully internalized so that it can be successfully externalized to key audiences to create recognition, understanding, action and loyalty.

¹ <https://www.weareconvoy.com/2014/01/a-brief-history-of-branding/>

² Ibid

³ Ibid



WHY BRAND?

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

– Jeff Bezos

Education is a fiercely competitive sector of our economy. The debates continue over all aspects of education – testing, safety, public vs. private vs. charter, funding, academics vs. athletics, learning preferences and teaching models, science vs. arts, etc. These factors only make EAST’s need to differentiate ourselves in the marketplace even more important. To survive in an ever-evolving education marketplace, EAST, like a for-profit business, must treat our brand as a strategic asset, one that is just as critical as the technology, classrooms, desks, teachers, books and tests that make up the educational experience.

It’s increasingly difficult for an organization to be noticed and remembered. The clutter and volume of competing messages is overwhelming. As a result, more entities are developing strategic brand plans to communicate who they are, what they do and, perhaps most importantly, *why* and *how* they are effective.

Branding can be easily defined in a few simple C’s: Consistency, Community, Clarity and Creativity.

Successful brands depend on these C’s to communicate (another C!) effectively, to engage proactively and to connect (another one!) seamlessly. At EAST, our brand plan seeks to

- strengthen our identity as an experience,
- improve consistency by simplifying and updating, and
- enhance our place in the education and STEM sectors and in the schools and communities we serve.

THE EAST APPROACH TO BRANDING

EAST has created a unique educational product, but it is not only a product; it is an unforgettable, meaningful and impactful *experience* for all audiences.

A self-possessed organization with a long history of theorizing, experimenting, testing and breaking, adjusting, reworking, innovating and changing, EAST recognized the need to evolve its brand. True to our mission and core values, we engaged a partner to research, evaluate and input on a brand strategy. That partner – Mangan Holcomb Partners of Little Rock – collaborated with our

staff and board of directors, as well as EAST students, facilitators, alumni, parents and donors, to develop a brand strategy to reenergize EAST for future growth, development, recognition and loyalty.

What MHP learned through its work is simple: EAST is a well-established and beloved approach to education. What MHP also learned is that we are an expansive organization that encompasses not only the staff at the headquarter offices in Little Rock but also the EAST sites around Arkansas and beyond. Everyone affiliated with EAST – as an employee, board member, facilitator, school administrator, student, alumni, donor or community partner – has an integral role to play in the EAST brand.

This EAST Strategic Brand Plan will help us tell our story consistently but without losing the creativity and spirit – and individuality of local programs – for which EAST is known. This Strategic Brand Plan is designed to assist our staff, as well as schools and facilitators, in bringing the brand to life for EAST audiences.



WHO SHOULD USE THE BRAND PLAN?

The success of this brand initiative is entirely dependent on everyone in the EAST network. By collectively understanding and delivering the brand at the operations (Little Rock headquarters) *and* school levels, we will stand stronger and more unified in facing any challenges that may come.

While the team at the Little Rock headquarters spearheaded this effort, it is the entire EAST family as a whole that will need - and *want* - to deliver the distinctive, only-with-EAST experience that will benefit our students and communities and their futures.

EAST staff will use the brand plan when designing or producing materials, when directing vendors to produce materials or when working with other entities that will produce materials bearing the EAST name and logo.

EAST board members should use this brand plan when visiting with donors, legislators and corporate partners on EAST's behalf.

EAST facilitators should use this brand plan when developing and implementing EAST in their schools and introducing EAST to their communities.

If you have questions about how to implement the guidelines in this brand plan, contact the EAST communications team at communications@EASTstaff.org.



BRAND NARRATIVE





HISTORY

EAST began with one classroom in Greenbrier, Arkansas, in 1996. Tim Stephenson, a second-career teacher with a law enforcement background, was teaching a class for “at-risk” students. In seeking a point of interest, Stephenson asked the students what sort of project they wanted to undertake. The students proposed a spot near the school where others often went to skip class. The wooded area included a creek and a pond. Students noticed that it would be muddy crossing the creek. The first EAST project was to build a bridge across the creek.

The students became enthusiastic with the success of their bridge and proposed additional structures. One student offered his father’s CAD expertise, and Stephenson suggested the students get appropriate software and learn to use it themselves. With the introduction of technology to the projects, EAST began to take form as we know it today.

Realizing that technology was needed, as well as instruction in using it, Stephenson sought help from an Arkansas technology firm that introduced him to national and international resources. The academic-business partnerships that formed became the foundation for a new and relevant model of teaching and learning.



VISION

A vision statement is an aspirational description of what an entity wants to be in the future or how it wants to impact the future. This is EAST's vision:

EAST envisions a world where communities are strengthened through service and technology.

The idea of community is a central concept at EAST and is much more broadly defined than by mere geography. Communities form around shared interests, and at EAST, we create communities out of single classrooms, whole schools, entire districts, cities and towns at-large, and even worldwide through international partnerships - all together for a mutual benefit. EAST itself is a community.

And, we want these communities to prosper. Hard work and dedication - coupled with the tools of technology and the knowledge to use those tools effectively - are vital to the effort. Working together, *everyone* that participates with EAST *in any way* is part of a continuum that strengthens communities and fosters innovative, entrepreneurial learners who are actively preparing for the challenges ahead of them.



MISSION

A mission statement is a defined approach of what an entity will do now - in the present - to achieve the greater vision. This is EAST's mission:

EAST provides all learners with the opportunity to have relevant, individualized, life-changing educational experiences.

EAST is opportunity. We believe that all learners, when presented with the right tools, can achieve. By offering training, support, grants and development to students and educators, EAST serves as both a provider of and advocate for innovative education. The result is trained professionals who are better prepared to facilitate learning in students who prove themselves to be invaluable assets to their schools, their communities, their employers, and for many EAST alumni, their employees.



VALUES

Values are an entity's DNA, and they were present even before you wrote them down. Values are at the core of who an entity *is* and what it *does*; they are the very fabric that makes up an entity's being. They define what you believe is valuable about what you do; they are your guiding principles. These are EAST's values:

You should, can and will take responsibility for your own learning when given the opportunity.

You should be actively engaged in solving problems in your community.

You should be given access to relevant resources and tools to use in solving problems.

You should be encouraged to collaborate with others to grow and become positive agents of change.



PRINCIPLES

Brand principles are the compelling truths of an entity, forming a foundation for the brand and supporting the brand promise. These principles are the lens through which all aspects of an entity are evaluated. Everything - from operations to programming to communications - should convey the organization's principles. These are EAST's principles:

EAST is ...

*Service-based
learning*

Technology-driven

Student-led

Collaborative



PROMISE

The brand promise is the commitment an entity makes to its consumers and what consumers can expect to receive during every interaction. It is a distilled statement of purpose that is readily understood and easily relatable by both internal *and* external consumers. This is the EAST promise:

EAST is education accelerated by service and technology. We inspire change. We transform schools and communities by empowering people with technology, by encouraging critical thinking and creative problem-solving, and by engaging them in positive, real-world experiences. We advocate lifelong learning and community service. Through EAST, participants become positive agents of change to improve the world around them.



PERSONALITY

“Too many people overvalue what they are not and undervalue what they are.”

- Malcolm Forbes

A brand's personality is a personification of the entity, a set of human attributes attached to the entity by the consumer. It is those words and phrases most used by your consumers to describe who you are, how they perceive you and how they relate to you. The brand personality empowers an intimate connection between the company and the consumer.

Psychologist Carl Jung identified 12 unique archetypes that are universally recognized by their specific characteristics and traits. The EAST personality is a blend of two Jung archetypes: the Creator and the Magician.

THE CREATOR

Creators bring something into being that does not yet exist. They hate to be passive consumers of anything, much preferring to make their own. Creators desire to create things of enduring value and strive to be exceptional; the Creator's talents are creativity and imagination.⁴

THE MAGICIAN

Magicians have a true belief in their ideas and desire to share them with others. They are often able to see things in a completely different way and can use their unique perceptions to bring transformative ideas and philosophies to the world. Magicians desire to understand the fundamental laws of the universe and strive to transform people's everyday experiences by offering new ways of looking at things.⁵

The EAST brand personality is easily recognizable within Jung's archetypes and, more importantly, is well-established within its key stakeholder groups. Traits most attached to EAST include:

*Amazing
Empowering
Sustainable
Beneficial
Connecting
Inclusive
Life-changing
Worthwhile
Valuable
Boundless
Innovative
Effective
Leading-edge
Risk-taking
Impressive
Credible
Efficient
Inspiring*

⁴ <https://www.learning-mind.com/12-archetypes/>

⁵ Ibid



BEHAVIORS

Brand behaviors are actions that deliver on the promise while simultaneously expressing the personality, or simply, walking the walk. These behaviors bring the brand to life through meaningful day-to-day efforts.

At EAST, we believe how we perform our duties, deliver our services and take on our responsibilities align – without exception – to our purpose. We expect our stakeholders – staff, board, facilitators, students, partners and donors – to embrace these behaviors and to actively find ways to incorporate them into their work with and for EAST.

Collaborate

Work together. Share resources. Accept input. Communicate proactively. Allow strengths to reveal themselves. Value constructive conflict. Inspire.

Overcome

Find a way. Consider alternatives. Explore beyond the parameters. Avoid distraction. Focus on the outcome. Make no excuses. Work hard. Push. Leverage your tools. Take risks.

Lead

Set expectations. Empower teammates. Offer guidance and support. Encourage creativity. Share success. Take responsibility. Be positive. Become a mentor. Motivate.

Learn

Seek information. Consider opposing positions. Be mentored. Listen actively. Gain perspective. Discover. Experience.

Serve

Volunteer. Engage. Contribute your talent. Put others first. Show respect. Be energetic. Deliver on your word. Follow through. Be enthusiastic. Show gratitude.



VOICE

The EAST brand is empowering, innovative and inclusive. While EAST content and imagery should be customized to the audience or stakeholder, the voice should remain constant. In order to sustain over time, as well as evolve, we must connect with and motivate our audiences and stakeholders.

The brand must be clear and easily recognized in message (including words/language) and design (including photography and graphics). Content should be concisely written, in a voice that is empowering and inclusive, using words from and inspired by the personality.

Images should portray the diversity of our learners – making sure that learners of all ages, ethnicities, genders and backgrounds are represented. A picture speaks a thousand words: as often as possible, images should be of actual EAST learners, in EAST environments, using technology, collaborating with others and/or engaging with the community.

All content (words and images) should be

- action-oriented
- personable and personal
- authentic and genuine
- honest and accurate
- motivating and empowering

UNIVERSAL KEY MESSAGES AND PROOF POINTS

Key messages help crystallize for the audience an entity's purpose, value proposition, benefits and differentiators. EAST's key messages are:

- EAST changes lives.
- EAST develops a relevant workforce like no other education program.
- EAST cultivates the thinkers of the future.
- EAST fosters civically engaged citizens.
- EAST empowers critical thinking and creative problem-solving.
- EAST leverages advanced technologies for real-world applications.

We live in a “prove it” world where positions, statements, data and facts are constantly questioned and challenged. EAST can easily support our claims to success (key messages) and should incorporate such proof points into content and imagery when possible. Proof points can be expressed by:

- EAST data on number of schools, students, grant applications, facilitators, etc.
- Graduation rates among EAST students
- College retention and completion rates among EAST alumni
- Anecdotes/ “A-ha” stories
- Alumni success stories
- Student project case studies
- Community and partner testimonials
- Fundraising/development data
- Recruitment data of EAST alumni from universities, colleges and employers
- Economic impact data from EAST communities
- Volunteerism data among EAST students (vs. non-EAST students)
- Employment and salary data among EAST alumni (vs. non-EAST alumni)
- Number and amounts of scholarships EAST students attract
- Standardized testing scores among EAST students
- ACT and SAT scores among EAST students
- EAST facilitator evaluations
- EAST event evaluations
- Media inquiries and requests for speakers

BRAND IMPLEMENTATION





IN WRITING AND CONVERSATION

A convincing brand strategy is carried forward in behaviors, symbolism, voice and storytelling, and writing and conversation. How an entity refers to itself in writing and conversation is an integral part of the brand – to establish itself and to engage others.

At EAST, what we are, who we are and what we do are tightly interwoven. Distinction between the organization (headquartered in Little Rock), the local school and the curriculum itself can add confusion, as well as weaken the brand and the reputation. We should speak and write about EAST as an *experience* – something for audiences to engage in – rather than as a place, a program or an organization.

When writing about EAST, follow these guidelines:

- Write the name as **EAST**. All caps; no punctuation.
- It is **EAST**® on first reference; notice the registration mark. On subsequent references, the registration mark is not needed.

Examples:

Today, EAST® announced the addition of 15 schools to its network of unique learning environments. EAST’s growth across the country will expose more students to the value of using technology to empower community service and volunteerism.

OR

Today, EAST® at the Lakeside High School planted 15 trees in a public park and surveyed 100 acres as part of its greenspace project. Lakeside EAST project will enhance the city’s quality of life.

OR

EAST® at Crossett Middle School, referred to locally as “Eagle EAST,” won first place at a robotics competition in Little Rock. Eagle EAST students built the robot and deployed it at the competition in front of an audience of 3,000 other EAST students.

ADDITIONAL GUIDELINES

- The marketing acronym – **Education Accelerated by Service and Technology** – is not needed to define EAST on first reference in writing. It can, however, be an important part of explaining verbally what EAST is and does or narratively describing EAST in a written boilerplate or grant application.
- The marketing acronym is not a tagline; it should not be applied to the logo but can be used as a graphic element in design and as a

headline to or content in copy. It is a jumping-off point to quickly define the EAST experience.

- EAST is more than a classroom, curriculum or an entity; it’s a *collaborative experience*. We should speak and write about EAST in the personal collective (“we” or “our”) more often than in the third-person singular (“it”).
- In written form, a URL should use EAST in all caps: **EASTinitiative.org**, as should an email domain: **info@EASTstaff.org**, to reinforce the brand.

EXCEPTION(S)

All of our efforts and actions serve a singular purpose: to create an environment in which a unique kind of learning takes place. At times, however, it may be necessary to distinguish between the EAST® Initiative (a 501c3 organization), the local program and/or the educational model. Users of this brand plan are encouraged to collaborate on reasonable exceptions when simply using “EAST” isn’t enough and distinctions are needed; the EAST communications team is integral to the discussion and decision making related to exceptions. Examples of exceptions might include applications for grants, nominations for awards, and proposals for sponsorships and corporate gifts.



WORDS TO DESCRIBE THE EAST EXPERIENCE

Preferred Action Descriptors

- Build
- Collaborate
- Cooperate
- Create
- Deploy
- Design
- Determine
- Develop
- Discover
- Engage
- Engineer
- Explore
- Facilitate
- Identify
- Imagine
- Innovate
- Inspire
- Invent
- Learn
- Motivate
- Participate
- Realize
- Research
- Revamp
- Serve
- Solve
- Test
- Think
- Transform
- Understand
- Volunteer

Action Descriptors to Avoid

- Challenge
- Conceive
- Dream
- Experiment
- Fix
- Overhaul
- Make
- Piddle
- Play
- Practice
- Renovate
- Repair
- Restore
- Stimulate
- Study
- Tinker
- Try out
- Uncover

Preferred Place Descriptors

- Atmosphere
- Classroom
- Environment
- Program
- Setting
- Space

Place Descriptors to Avoid

- Area
- Chamber
- Laboratory (or Lab)
- Room
- Workroom
- Workshop

IN SYMBOLS



EAST[®]
INITIATIVE

A strong brand helps an organization achieve long-term customer loyalty. Maintaining symbol (logo) consistency is critical to building consumer recognition and trust.

Our logo is very important to us, and we've spent much time and energy collaborating with stakeholders to carefully craft a symbol that is the perfect embodiment of the EAST brand.

In the symbol, EAST is represented by the abstract E found in the center. Those bars also form a square - the strongest of shapes - that is also the shape of a cornerstone or a foundation. The full circle around the E hints at a compass, an instrument that gives us direction in life - and for EAST and its participants, a direction that's centered on learning throughout one's lifetime.

Continuing the compass metaphor, the logo points to the east on that analog compass; it's forward-looking, forward-moving, progressing, evolving, leading. The dotted elements are the driving force behind that progression, providing energy, motion, stability, sustainability and, of course, technology.

Perhaps most importantly is that our four brand principles are also represented in this logo by the three solid bars and the full circle. The three bars represent service, technology and students all encapsulated by the full circle that represents collaboration.

In today's mobile world, the new logo also evokes a website's menu. Consider that a reminder of all the choices EAST offers as a learning experience and the options available to those whose lives are changed by EAST.

PRIMARY LOGO

2/C



100% Black



The primary EAST logo is a two-color PMS. These logo formats are approved for use in printed materials and online and must follow the guidelines within this policy.



REVERSE



One-color logos must be 100% Black, PMS Cool Gray 11c, PMS 632C or White.





HORIZONTAL LOGO



ICON

Can be used as an art element, but only when placed in context of its relationship to the logo. For example, the cover of a training manual may feature the icon as an art element, but the full logo must also appear in the training manual somewhere.





PROGRAM LOGOS



APPLICATION



Minimum logo is determined by width of graphic, which is .375 inches.

SIZING

The logo should always appear with ample white space surrounding it. The minimum space required is equivalent to the height of the capital letter "E" in the word "EAST" as it appears in the wordmark.



AREA OF NON-INTERFERENCE

ACCEPTABLE



UNACCEPTABLE





UNACCEPTABLE USES

We ask that all who use our logo respect the research, thought and creativity that has gone into the symbol by maintaining the forms and styles shown in this Strategic Brand Plan.

- Condensing, skewing, extending, distorting, angling, stretching, squishing, etc.



- In colors other than those on the Primary Logo page



- Using the icon as a design device to represent a letter or shape



- Altering the proportions of the elements of the symbol or the symbol to the words below it



- Using another font for the words below the icon



- Adding drop shadows, gradients, other effects



- Placing it inside another shape





LEGAL PROTECTIONS AGAINST INFRINGEMENT

The EAST logo is the exclusive property of the EAST® Initiative and must be used and displayed as demonstrated in this Strategic Brand Plan.

A number of legal designations exists to protect materials developed and produced by EAST for use by EAST staff, facilitators and other stakeholders. Understanding each designation's purpose will empower you to apply and use a statutory symbol correctly.

Copyright © A copyright protects intellectual property. All materials originally developed by EAST are inherently copyrighted under U.S. law and should display the copyright symbol © followed by the year of first use (example: ©2018, EAST). As significant revisions are made to the material, the copyright should be revised to indicate the year of first use and year(s) of subsequent revisions (example: ©2005, 2011, 2018, EAST)

Trademark ™ A trademark protects a word, phrase, symbol and/or design that identifies and distinguishes an entity. Trademark rights come from actual use ("common law" rights); therefore, a trademark can last forever, so long as use continues. Trademarks do not require registration, although registration provides additional legal protections. Please note the use of ™ on the EAST logo.

Registered ® The registered symbol indicates that a trademark has been officially registered with government and regulatory offices. Once a trademark is registered, the ® can replace the ™. Note the use of ® with the EAST name.

The style and use guidelines in this Strategic Brand Plan help protect the EAST logo from infringement. To change the logo in any way – other than how specified in the Brand Implementation section – jeopardizes its protected legal status. Please remember:

- Use the legal designations as defined above.
- Do not change the EAST logo in any way, other than how already specified in the Brand Implementation section. Do not add words, change capitalization or insert punctuation.
- Always all-caps EAST; do not insert periods between the letters. Verbally say "east" as a singular word; do not say "E-A-S-T" as individual letters.
- Use the ® with EAST – as it is a registered trademark – on first reference in writing; the statutory symbol is not needed on subsequent references.

All EAST stakeholders – staff, board members, facilitators, school administrators, students, alumni, donors and community partners – are empowered and expected to help protect the EAST brand from infringement.

BRANDED PRODUCTS

Any use of the EAST trademark by any third party on any product requires written permission from the EAST Initiative headquarters in Little Rock. Please email communications@EASTstaff.org.

IN TYPOGRAPHY

Crimson Text

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t
u v w x y z

0 1 2 3 4 5 6 7 8 9

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In mattis tincidunt mi. Mauris luctus iaculis sagittis. Praesent sapien nibh, aliquet a accumsan sed, consectetur ut metus. Morbi in scelerisque augue, in luctus magna. Aenean id porttitor ante, sed imperdiet purus. Praesent varius, nibh gravida faucibus suscipit, nulla erat iaculis risus, at iaculis tortor felis nec nibh. Nunc venenatis orci nisi, in convallis felis accumsan vitae. egestas est ut congue maximus. Nunc et justo blandit, auctor lacus condimentum, consectetur dui.

Asap Condensed

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r
s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In mattis tincidunt mi. Mauris luctus iaculis sagittis. Praesent sapien nibh, aliquet a accumsan sed, consectetur ut metus. Morbi in scelerisque augue, in luctus magna. Aenean id porttitor ante, sed imperdiet purus. Praesent varius, nibh gravida faucibus suscipit, nulla erat iaculis risus, at iaculis tortor felis nec nibh. Nunc venenatis orci nisi, in convallis felis accumsan vitae. egestas est ut congue maximus. Nunc et justo blandit, auctor lacus condimentum, consectetur dui.

STYLING TEXT

**Headline
ASAP CONDENSED
BOLD**

**Deck
ASAP CONDENSED
MEDIUM**

**Subheading
ASAP CONDENSED REGULAR**

Body copy
Crimson Text

Captions
Crimson Text Italic

DOWNLOADING AND INSTALLING FONTS

Note: You will need to download and install the fonts before opening the design templates.

Crimson Text can be downloaded for free at fonts.google.com

Asap Condensed can be downloaded for free at fonts.google.com

EXCEPTIONS TO PREFERRED TYPOGRAPHY

Some materials and applications may use fonts other than EAST's preferred fonts, Crimson Text and Asap Condensed, because the alternate fonts are a better fit for the product's purpose or audience. Users must be judicious in alternate font choices.

Dated typefaces are not encouraged. They will not project EAST's creative, innovative, ahead-of-the-curve personality and mission.

Likewise, script typefaces are also discouraged, as they can be difficult to read, can look dated and don't express the EAST brand.

The key to making typography exceptions is to make them only when they are integral to the purpose, message and audience, and the preferred fonts will not suffice.

IN COLOR

We live in a highly visual world where color is a key sensory experience. Color, in and of itself, is a non-verbal form of communication; it can be inviting, aggressive, tranquil – any number of emotions and create any number of moods and experiences.

The colors in the EAST palette have been carefully chosen, taking into consideration the relationships of colors to each other and to the user.

TURQUOISE

is the color of communication, clarity and idealism.

GRAY

is the color of compromise.

RED

is the color of energy, action and determination.

INDIGO

is the color of intuition.

ORANGE

is the color of optimism.

PURPLE

is the color of imagination and creativity.⁶

PRIMARY COLORS



RGB
0 147 178
HEX/HTML
0093B2
CMYK
93 2 15 7



RGB
83 86 90
HEX/HTML
53565A
CMYK
44 34 22 77

SECONDARY COLORS



RGB
118 35 47
HEX/HTML
76232F
CMYK
16 100 65 58



RGB
0 85 135
HEX/HTML
005587
CMYK
100 45 0 45



RGB
230 166 93
HEX/HTML
E6A65D
CMYK
0 42 75 2



RGB
128 84 117
HEX/HTML
7E5475
CMYK
36 68 10 31



RGB
208 208 206
HEX/HTML
D0D0CE
CMYK
5 3 5 11

⁶ <http://www.empower-yourself-with-color-psychology.com/meaning-of-colors.html>

IN THE SCHOOLS

Your individual programs have fueled EAST's success and reputation, and for that, we are grateful.

But it is a story that we all *share*: collaboration has always been at the heart of EAST; we enthusiastically rely on each other for fresh ideas and new approaches. However, each EAST program is unique; each school has its own culture and each community, its own ethos. Many of your local logos express those unique characteristics of your school or community, and that is crucial to building partnerships and getting local buy-in.

Nonetheless, by *sharing* an identity, we can live our brand promise – promoting collaboration, encouraging service and maximizing technology. By more formally connecting a local program to the EAST network, we create a powerful synergy to empower each of us individually, and we create a platform from which to tell our collective story.

While consistency is critical to a strong brand, we appreciate the creativity that has gone into the development of your local program's logo, and it is our desire that your individuality *and* your integral place in the EAST network be evident in your program logo. We are stronger *together*.

We ask that you provide your finished logo to the Little Rock headquarters at communications@EASTstaff.org, for our files.

BEFORE



AFTER



OR



EAST[®]
CURRENT SCHOOL
NAME

.....
An EAST[®] Environment

IN MATERIALS

In general, the EAST brand (personality, voice, symbol and color palette) should be integrated into and applied to all written, printed, digital and/or produced materials, such as:

- Advertising
- Banners
- Annual reports
- Awards and trophies
- Award entries/nominations
- Board materials
- Case studies
- Digital media
- Email signature
- Employee handbook and orientation materials
- Facilitator training materials
- Fliers
- Fundraising/development materials
- Grant applications
- Infographics
- Install and tech-training manuals
- Invitations
- Merchandising
- Nametags
- New-school recruiting materials
- News releases and media materials
- Original and owned images (as a subtle watermark if images are posted where they can be easily downloaded by the public)
- Premium/promotional items
- Presentation slides
- Posters
- Signage
- Social media
- Stationery package
- The EQ magazine
- Training materials
- Wearables
- Website
- Etc.

Materials that do not integrate the EAST brand do not meet the standards and guidelines of this Strategic Brand Plan.

EVENT THEMES

For special events, take care that themes and graphics/icons also communicate the EAST brand. Themed graphics for events should be primarily applied to materials that will become personal souvenirs to attendees (such as nametags, event premium items, etc.). The EAST logo – as an expression of the brand – should be applied to materials that have ongoing usage year-to-year, regardless of the event's theme, such as signage.

The EAST logo should take prominence over the event theme on materials that will be re-used year to year (such as signage or photo backgrounds) or will be repurposed in the future to tell the EAST story unrelated to the specific event.

Considerations of EAST brand typography and color palette should be given to the creation of all event themes and graphics/icons.



FILE FORMATS

IMAGE & FILE TYPE CHEAT SHEET

Vector

Raster

WEB USES

SOURCE files
for logos, charts, icons, or any hard-edged graphics

OUTPUT files
for most web graphics displayed on the screen

PRINT USES

SOURCE files
to be sent to the printer

HI-RES files
can be printed at 300dpi

FILE TYPES

.ai .eps .pdf .svg

.jpg .gif .png .tif

WEB

PRINT

MORE ABOUT FILE TYPES



72 dpi
Images intended for the web only need to have a resolution of 72 dpi (dots per inch), which is the maximum resolution of monitors



300 dpi
Images intended for print need to have a resolution of 300 dpi (dots per inch), as the printing process allows for much greater detail

WHEN SENDING IMAGES TO A DESIGNER...

.ai Adobe Illustrator
Default file type of Illustrator, a popular vector-based program

.eps Encapsulated PostScript
Vector file which can be opened outside of Illustrator

.pdf Portable Document Format
Self-contained document which preserves vector images as well as fonts or graphics needed to display correctly

.svg Scaleable Vector Graphics
XML-based vector image format supported by modern web browsers

.jpg Joint Photographic Experts Group
Sometimes displayed as .jpeg—this raster image format is best for displaying photographic images on web browsers

.gif Graphics Interchange Format
Raster image format best for simple images made up of solid colors with no gradients

.png Portable Network Graphics
Raster image format best for displaying simple images, supports transparency

.tif Tagged Image File Format
Raster image format best for high-resolution photos



CONTACT

If you have questions or difficulty understanding the proper use of this Strategic Brand Plan, contact:

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