

EAST[®] BRAND CHEAT SHEET



Examples of Non-Standard Logo Use



Color Palette



Typography

Crimson Text.

Asap Condensed.

In Writing and Conversation

- Write the name as EAST. All caps; no punctuation.
- It is EAST[®] on first reference; note legal mark.
- Say “east” as a word, not E-A-S-T as an acronym.
- Write and talk about EAST as an “experience.”
- Education accelerated by service and technology is a jumping-off point to quickly define the EAST experience.

For clarity, just “EAST” is recommended in writing and conversation. Context will give the audience understanding related to the organization vs. the curriculum vs. a setting.

Traits: The EAST Personality

These words describe the EAST “personality” and should be used to explain who we are and why we matter.

Amazing	Empowering	Beneficial	Inclusive	Life-changing	Worthwhile	Credible
Valuable	Boundless	Innovative	Effective	Leading-edge	Risk-taking	Inspiring

Descriptors: The EAST Experience

These words describe the EAST “experience” and should be used to explain our everyday actions and what we inspire those around us to do.

Build	Collaborate	Engineer	Create	Explore	Design	Engage
Discover	Invent	Serve	Solve	Transform	Facilitate	Identify
Imagine	Revamp	Learn	Motivate	Test	Realize	Think

The Promise *We inspire change. We transform schools and communities. We empower people with technology. We encourage critical thinking and creative problem-solving. We provide positive, real-world experiences. We advocate lifelong learning and community service. We cultivate positive agents of change.*

Behaviors: The EAST Ambassador

These actions deliver on the EAST promise. All stakeholders should embrace these behaviors and actively find ways to incorporate them in their work with and for EAST.

Collaborate	Overcome	Lead	Learn	Serve
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