EAST® BRAND CHEAT SHEET

Logo
- In Color
- In Black
- In Grayscale
- In Reverse
- Horizontal

Examples of Non-Standard Logo Use
- Condensing, skewing, extending, angling, stretching, squashing, etc.
- In colors other than the primary color palette
- Using the icon as a design device to represent a shape, letter or number
- Altering the proportions of the elements to each other
- Adding drop shadows, gradients or other effects

Color Palette
- Primary Colors
- Complementary Colors for Use in Design

Typography
- Asap Condensed.

In Writing and Conversation
- Write the name as EAST. All caps; no punctuation.
- Say “east” as a word, not E-A-S-T as an acronym.
- It is EAST® on first reference; note legal mark.
- 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
- Amazing
- Empowering
- Beneficial
- Inclusive
- Life-changing
- Worthwhile
- Credible
- Valuable
- Boundless
- Innovative
- Effective
- Leading-edge
- Risk-taking
- Inspiring

Descriptors: The EAST Experience
- Build
- Collaborate
- Invent
- Imagine
- Discover
- Engineer
- Serve
- Revamp
- Learn
- Motivate
- Test
- Design
- Explore
- Transform
- Facilitate
- Identify

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
- Think