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

“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
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.

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

– Jeff Bezos
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
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.
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.
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 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.
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
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.**
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

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

- Malcolm Forbes

⁴ https://www.learning-mind.com/12-archetypes/
⁵ Ibid
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**


**Overcome**


**Lead**


**Learn**


**Serve**

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
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

Preferred Place Descriptors to Avoid
• Area
• Chamber
• Laboratory (or Lab)
• Room
• Workroom
• Workshop
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.
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.

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

EAST® ALUMNI

EAST® CONFERENCE

EAST® EDUCATION UNLEASHED
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.

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

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
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.

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.

Asap Condensed

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.  

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**PRIMARY COLORS**

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<th>RGB</th>
<th>HEX/HTML</th>
<th>CMYK</th>
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**SECONDARY COLORS**

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</tr>
<tr>
<td>PMS Cool Gray 2C</td>
<td>208 208 206</td>
<td>DDD0CE</td>
<td>5 3 5 11</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Vector</th>
<th>Raster</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEB USES</strong></td>
<td><strong>PRINT USES</strong></td>
</tr>
<tr>
<td><strong>SOURCE files</strong> for logos, charts, icons, or any hard-edged graphics</td>
<td><strong>OUTPUT files</strong> for most web graphics displayed on the screen</td>
</tr>
<tr>
<td><strong>SOURCE files</strong> to be sent to the printer</td>
<td><strong>HI-RES files</strong> can be printed at 300dpi</td>
</tr>
</tbody>
</table>

### FILE TYPES

<table>
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<tr>
<th>Web</th>
<th>Print</th>
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<td>.eps</td>
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<tr>
<td>.pdf</td>
<td>.svg</td>
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<td>.jpg</td>
<td>.gif</td>
</tr>
<tr>
<td>.png</td>
<td>.tiff</td>
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### WHEN SENDING IMAGES TO A DESIGNER...

- **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.

### MORE ABOUT FILE TYPES

- **.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

- **.tiff** Tagged Image File Format
  Raster image format best for high-resolution photos
If you have questions or difficulty understanding the proper use of this Strategic Brand Plan, contact:

**Communications Team**
6215 Ranch Drive
Little Rock, AR 72223
501.371.5016
communications@EASTstaff.org

**EASTinitiative.org**