

BRAND BASICS

— CREATING YOUR PLATFORM —

POSITIONING STATEMENT:

Your positioning statement articulates who you are, and the distinctive value your school(s) provide for students. It should answer these questions:

1. Who are you? What actionable adjectives define your school(s)?
2. What is your 'special sauce'? What do you have that no one else does?
3. How does your school's 'special sauce' create unique impact for kids?

PERSONALITY TONES:

Personality tones are the character traits that define the educators, students and participants in your brand. They are human, tangible and emotional. When someone reads your website, Facebook page, etc., they should feel your personality tones.

VISUAL STANDARDS:

Your visual standards should bring cohesion and elevation to your brand, and should include the following:

1. A brand color palette
2. Typography set (common fonts)
3. Photography/videography standards
4. Simple and effective logos

TAGLINE:

Your tagline is your leading statement. It is simple, concise and powerful. It conveys both who you are and what you do, and can be used as your main brand hashtag.

BRAND ESSENCE & PILLARS:

Your brand essence is the core of your storytelling. Each 'brand pillar' represents a unique 'angle' from which you frame your storytelling, and should be representative of the people who comprise your brand. Your pillars will help refine and elevate your message, building consistency & quality.