

COLORADO LEAGUE of CHARTER SCHOOLS

Brand Guide

ENSURING THE CONSISTENCY OF OUR MESSAGE



BRAND GUIDE

ENSURING THE CONSISTENCY OF OUR MESSAGE

Why...

PURPOSE

To create a brand, an organization must explore themselves from a variety of perspectives. This process identifies different aspects of a corporate identity from what the organization is like (position, attributes and personality) to how they relate to the customer (mind-share and value proposition) and who they serve and why (profiles).

This is a living, breathing document intended to be updated, grow and improve over time.

We hope that whether you're a staff member, board member, volunteer, member school, vendor, or contractor you find value and support from the League as we grow, evolve and make change.



BRAND GUIDE

ENSURING THE CONSISTENCY OF OUR MESSAGE

What's in this guide?

CONTENTS

- 4 Brand Story
- 5 Brand Origin
- 6 Vision
- 7 Mission
- 8 Position
- 9 Attributes
- 10 Personality
- 11 Movement Mindshare
- 12 Audience Profiles
- 13 Value Proposition(s)
 - Supporters
 - Members
 - Undecided Voters
- 16 Visual Identity

Future development:

Elevator Pitch(es)
Brand Artifacts
Brand Metaphors

BRAND STORY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Action for the common good



BRAND STORY

At its core, every brand must have a story—a uniqueness and drama that makes it compelling and draws people to it.

Properly conceived and developed, a brand story will inform every aspect of creative execution and consumer messaging.

LEAGUE BRAND STORY

The public education system in this country is broken, and resources are being diverted to prop up failed schools while real conversations about solutions are stymied by bureaucracy, special interests and misinformation.

The Colorado League of Charter Schools was established to provide transparency, measurability, support and resources to communities who want to provide innovative solutions to free, child-centric education.

BRAND ORIGIN

ENSURING THE CONSISTENCY OF OUR MESSAGE

Dispel myths — stay focused

ORIGIN STORY

The origin story is used (on occasion) to help create credibility and the sense of long-term sustainability/viability. Use it sparingly.

LEAGUE ORIGIN STORY

In 1993 Colorado passed its charter school law. In 1994 the Colorado League of Charter Schools was founded to support this effort and the schools who were being launched by innovative, community-focused educators. Knowing that every student deserves a free, open, quality education option, the League has served schools and students for over 25 years now and serves the 255 member schools across the state, enrolling over 124,000 students. If charter school students made up a district, it would be the largest district in the state.



VISION

ENSURING THE CONSISTENCY OF OUR MESSAGE

Achieve your vision...

BRAND VISION

What is the future state that you're attempting to accomplish? While the vision statement (external) remains consistent, the internal brand vision is taking a perspective on where the BRAND is going from a messaging and visual perspective. This can be used internally as a pathway to understanding how to drive brand growth and development over time.

LEAGUE VISION STATEMENT (external):

The vision of the Colorado League of Charter Schools is for all Colorado students to have access to high-quality, publicly-funded school options.

BRAND VISION (internal):

We see a future where charter schools and the charter movement have grown to be an accepted, necessary, and equal part of the education fabric in the US. They are no longer debated on viability or right to funding, but judged on the merits of each school and each network to serve the diverse needs of each child through locally-powered of schools.



MISSION

ENSURING THE CONSISTENCY OF OUR MESSAGE

...by doing your mission.

BRAND MISSION

What is the purpose of a company or organization? What are you trying to accomplish and what does success look like? While this may seem intuitive, many fail to properly articulate their fundamental reason for being which can result in loss of focus and distraction. A well articulated mission is a compass that will guide an organization, collectively toward its goal.

LEAGUE MISSION

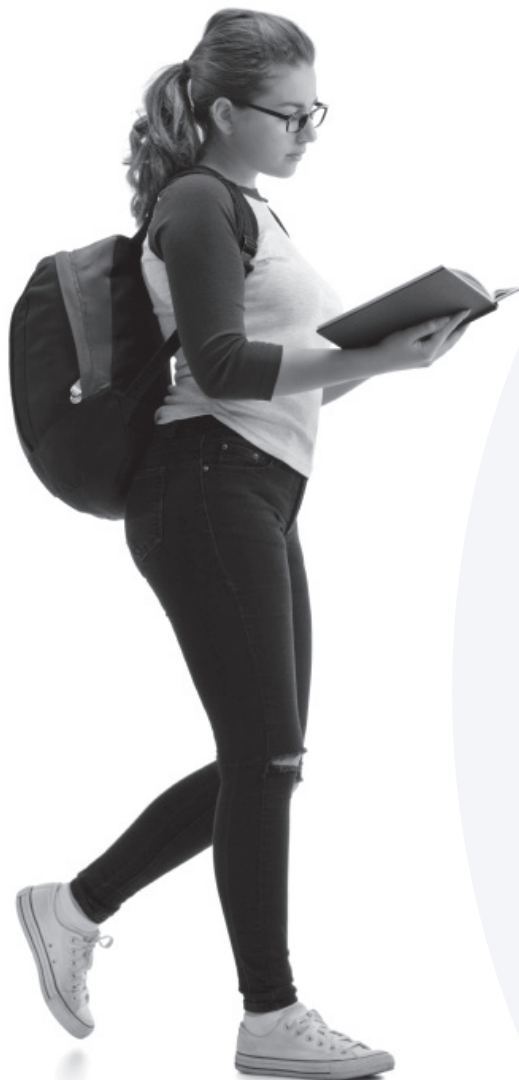
The mission of the Colorado League of Charter Schools is to improve student achievement by supporting Colorado's charter schools, positively reshaping the public school landscape, and advancing opportunities for innovation and expanded high-quality public school choice.



POSITION

ENSURING THE CONSISTENCY OF OUR MESSAGE

Willing to take a stand



BRAND POSITION

If a mission statement can internally and externally project what the organization does, a brand position is the outward facing, external expression of WHO an organization is and WHAT differentiates it from similar offers or competitors in their space.

LEAGUE POSITION

The League is THE champion for the charter school movement in the state and a model for the country.

ATTRIBUTES

ENSURING THE CONSISTENCY OF OUR MESSAGE

On a solid foundation

BRAND ATTRIBUTES

If a brand position is a table, brand attributes are the legs that support it. Brand attributes can also be used to inform the creative expression of a brand's personality.

In our case these attributes must be 'owned' by all who are in the membership space, so the attributes to the right are listed as "charter" attributes instead of "League" attributes. We all have to own these, celebrate them and communicate them widely.

These must work for BOTH League and Movement.

CHARTER ATTRIBUTES

We are...

1. Free & open to all
2. Transparent & Accountable
3. Innovative/Disruptive
4. Urgent in our purpose
5. Community-powered
6. Trustworthy & Credible



PERSONALITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Kid-centric is fundamental

BRAND PERSONALITY

Like a person, the League's brand has a personality. This personification is what brings a brand to life, makes it three dimensional and compelling. Properly defined, the qualities of a brand's personality can be used to build its visual identity and inform the process of creative expression.

LEAGUE PERSONALITY

Confident but not arrogant

Intelligent but not elitist

Data-driven but human

Accessible but not simplistic

Reform-oriented but focused on kids

Urgent but not rushed

Convening and centrist **not partisan**

Polished but not corporate



MINDSHARE

ENSURING THE CONSISTENCY OF OUR MESSAGE

The movement = these qualities

MINDSHARE

When the movement brand position is articulated clearly to its potential audience(s) and aesthetically packaged in a way that conveys the appropriate personality and consistently reinforces what is most compelling about the brand, we will begin to become associated with key, desirable characteristics, and thus build “equity” or “mindshare” in these areas.

MOVEMENT MINDSHARE

Over time, we will know that our messaging is having the desired impact and the Charter Movement is building positive equity with our target populations when we begin to hear the movement associated with the following qualities in the press, among and from our various constituencies. Think of these descriptors as “perceptual targets”:

High Quality

Innovative

Essential

Non-partisan

Kid-Centric

The League “speaks” for us



MOVE

AUDIENCE

ENSURING THE CONSISTENCY OF OUR MESSAGE

We're speaking to you...

AUDIENCE

Who do you want to pursue as a potential customer or supporter? What do they look like BEFORE you have built a relationship with them? This gives you the picture of who you need to speak to, what you need to say, how you need to say it and where you should direct your messages. This is distinct from value proposition in that these are your targets (most of these secondary) with whom you THEN define a more full value proposition.

In order to create positive, broad-based support, many streams make a river and we must appeal to different kinds of people on a variety of levels.

LEAGUE AUDIENCES (Sampling)

Teachers and School Administrators who want to make a difference in the lives of every student.

Charter school supporters who believe in the success of the model and have experienced it firsthand.

Voters who believe their kid and every kid deserves better including anti-bureaucracy voters and social justice/diversity voters.

Legislators who want to champion kids-first innovation in education and want to leave a legacy.

Young families who are dissatisfied with the low-quality public school options available to them.

VALUE PROPOSITION

ENSURING THE CONSISTENCY OF OUR MESSAGE

Here's what we do for you.

VALUE PROPOSITION

The purpose of a value proposition (VP) is to identify what a customer truly values and communicate with them about it in a voice that will resonate with them.

The primary audiences suggested here are not exhaustive, but rather illustrative. The value proposition in this book are intended to give a starting point such that future and secondary audiences can be identified and targeted with their own value propositions at a later time.

LEAGUE VALUE PROPOSITION

The Colorado League of Charter Schools has three targeted primary audiences—Supporters, Members and Undecided Voters. As such, we must craft a value proposition to resonate with each.

VALUE PROPOSITION

ENSURING THE CONSISTENCY OF OUR MESSAGE

Supporters

VALUE PROPOSITION

Remember that these are a starting point such that future and secondary audiences can be identified and targeted with their own value propositions at a later time.

VALUE PROPOSITION: Supporters

“You are a vital part of a meaningful movement that is positively impacting individual students, families and entire communities. While we continue to change education overall, we’re doing it student by student and school by school. We need you to continue to lend your voice.”

Our supporters believe in our mission, but we cannot take their support for granted and must continue to include them in the conversation as we reach out to connect with new audiences and influencers. We must continue to tie overall “education reform” back to individual kids, and individual schools because that is where our supporters live – in local communities – most don’t “live” for reform writ large.



VALUE PROPOSITION

ENSURING THE CONSISTENCY OF OUR MESSAGE

Members & voters

VALUE PROPOSITION: Members

“You are driving real and meaningful change and positively impacting your community, the lives of each student and their families. The League is committed to your success and will provide the resources, infrastructure and advocacy you need to succeed.”

Our charter schools are where the PROMISE and REALITY of our brand and our movement converge. As such it is vital that key brand messaging is clearly and consistently conveyed TO and THROUGH them to their constituents and the public. Leaders, teachers and others are the rock stars and the League is the roadie.

VALUE PROPOSITION: Undecided Voters

“Your child deserves a high-quality, free, public education—all kids do. Why do we tolerate failure, mediocrity or overpowering bureaucracy in our schools? Viewing every child as an individual and supporting locally-powered schools means that each child can learn, develop, grow and succeed in life.”

The reality is that five out of the top ten best performing schools in the State of Colorado are community-powered charter schools—all of them free and open to the public.



VISUAL IDENTITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Look & Feel

Look and Feel: The League's design aesthetic follows the Personality of the brand.

Confident but not arrogant. By confident we are assured and bold in our design. We're not followers using a 'chalk font' or primary colors. We won't every use a backwards "k" or another element that is a cliché.

Intelligent but not elitist. Our look and feel is smart and clean, just like our staff, volunteers, board and supporter. We aren't looking to be elitist, ivory tower or fancy.

Data-driven but human. We may cite data or research, but fundamentally we're about balancing the data with being the human. The "heart" balances the "head."

Accessible but not simplistic. Design should allow people to access what we're saying and what we're writing. We are helping people to truly understand the issues. We embrace complexity and don't dumb things down.

Reform-oriented but focused on kids. While we talk about school reform we're always staying focused on the

number one element of education — kids. Kid-centric in focus and design.

Urgent but not rushed. Our language and copy conveys the truth and genuine urgency to make things right for school choice and parents' right to determine the best option for their kids.

Convening and centrist **not partisan**. Our agenda is about bringing people together. We are focused on an attempt to bring both sides of the aisle to the table to accomplish our goals. Non-partisan.

Polished but not corporate. We are clean and well done. We appear to have all our details aligned and look stellar. But we don't cross the line into a corporate look because our true nature is that of a nonprofit that serves a membership focused on serving students in Colorado.

VISUAL IDENTITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Font & Palette

TYPEFACE: PANTON Six weights + italics

Designed by Ivan Petrov and Simov Svetoslav in 2014

PANTON Black & *Italic*

PANTON Extra Bold & *Italic*

PANTON Bold & *Italic*

PANTON Regular & *Italic*

PANTON Light & *Italic*

PANTON Thin & *Italic*

TYPEFACE: Akkurat two weights

AKKURAT Bold

AKKURAT Regular

COLOR PALETTE



C:100 M:80 Y:20 K:50
R:0 G:39 B:83
#002753



C:100 M:67 Y:0 K:38
R:0 G:61 B:121
#644326



C:65 M:44 Y:0 K:25
R:78 G:106 B:156
#4E6A9C



C:45 M:30 Y:0 K:17
R:121 G:140 B:182
#798CB6



C:20 M:13 Y:0 K:8
R:184 G:193 B:218
#B8C1DA



C:10 M:10 Y:10 K:80
R:78 G:76 B:77
#4E4C4D



C:50 M:50 Y:80 K:0
R:146 G:127 B:84
#927F54



C:25 M:35 Y:85 K:0
R:198 G:161 B:74
#C6A14A



C:5 M:10 Y:80 K:0
R:242 G:230 B:51
#F2E633



C:25 M:90 Y:100 K:0
R:193 G:66 B:46
#C1422E



C:0 M:75 Y:100 K:0
R:242 G:127 B:34
#F27F22



C:0 M:50 Y:100 K:0
R:247 G:148 B:30
#F7941E

Font Note:

If these fonts are not available to you, use similar sans serif fonts such as Calibri when possible.

VISUAL IDENTITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Mark & Logotype

Fall 2018

[The mark]



[The mark with logotype – no tagline]



Color, Texture and Background

The Colorado League of Charter Schools' organization logo shall use the following colors: the graphic element shall be Pantone Matching System (PMS) number PMS 654 blue for the square. Inner arcs are colored (from outside edge inward) white, 20% tint of PMS 654, 45% tint of PMS 654, 65% tint of PMS 654. The text Colorado League of Charter Schools shall be PMS 1255 gold. The text "focus on achievement" shall be PMS 654 blue.

NOT using these iterations in Fall 2018

We are temporarily discontinuing these mark and logotype iterations in preparation of a new tagline and possibly a sub-brand mark in 2019



VISUAL IDENTITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Mark & Logotype

Fall 2020



COLORADO LEAGUE *of*
CHARTER SCHOOLS



COLORADO LEAGUE *of*
CHARTER SCHOOLS

Imagery



VISUAL IDENTITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Imagery

As seen in this Brand Book the imagery we use should support and reinforce our messaging. Kids first. No Bureaucracy. No complexity. Heart and head are in balance. If we are representing our members and their primary mission is to educate kids we should place kids at the forefront of how we explain how important charter schools are to the state-wide and national dialogue.

There are multiple ways that we can portray our style through image treatments. Black and white. Cut out images. Colorizing a portion of a black and white image. Shallow depth of field.

VISUAL IDENTITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Space



Let it breathe. Centering it isn't bad either.

Remember that we are positioned in the middle.

VISUAL IDENTITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

No no's

When we go to cliché, lowest common denominator, primary colors, misspellings, or caricatures, we are no longer genuine. We lose credibility. These are about upholding the personality and the characteristics that make us who we are in creating a better world.

- No chalk fonts.
- No kid clichés.
- No backwards "R's"
- No purposeful misspellings.
- No on-purpose misspellings.
- No swishy underlines.
- No primary colors.
- Be very careful with finger painting or images of kids with paint on their hands.
- No unnaturally lit stock images.
- No apples on desks.
- No caricature teachers.
- No outdated images.
- No ivory towers.
- No posed images.



VISUAL IDENTITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Icons



A newsletter from the Colorado League of Charter Schools for supporters of the MOVEMENT.



A newsletter from the Colorado League of Charter Schools dedicated to LEADERS who support charter school quality.



A weekly briefing from the Colorado League of Charter Schools dedicated to keeping you and our supporters up to speed and in the know.



The fundamental prospect of education is to teach our kids – LEARN is a group dedicated to teaching, learning and parenting.

VISUAL IDENTITY

ENSURING THE CONSISTENCY OF OUR MESSAGE

Backgrounds

Backgrounds are light,
simple, subtle.

2021 Colorado League of Charter Schools Annual Conference **March 4 & 5, 2021**



SUB-BRANDS

PART OF THE LEAGUE FAMILY

The Collaborative

Horizontal versions



COLLABORATIVE *for*
EXCEPTIONAL
EDUCATION



COLLABORATIVE *for*
EXCEPTIONAL
EDUCATION



COLLABORATIVE *for*
EXCEPTIONAL
EDUCATION

SUB-BRANDS

PART OF THE LEAGUE FAMILY

The Collaborative



COLLABORATIVE *for*
EXCEPTIONAL
EDUCATION

EXCEPTIONAL

explore the possibilities

SUB-BRANDS

PART OF THE LEAGUE FAMILY

The Collaborative

A Focus on Exceptional Education

We are committed to improved student outcomes for exceptional learners.
It is our "Why?" and our singular mission.

Ask an educator what inspires them about their profession and you will be regaled with stories of exceptional students who were able to realize their full potential, often in the face of adversity, and succeed in life.



COLLABORATIVE *for*
**EXCEPTIONAL
EDUCATION**

But the reality of today's education system is that the lion's share of attention and resources are most often focused on the students in the middle with similar learning styles as the teacher themselves, rather than the exceptional edges of the student population.

The Collaborative was formed to increase access to the high-quality educational thought leadership, advocacy, talent, and resources schools need to optimally serve their most diverse student learners.

exceptionalcollaborative.org
kcoats@exceptionalcollaborative.org
303.989.5356

SUB-BRANDS

PART OF THE LEAGUE FAMILY

Boardhawk.org

boardhawk



A sharp eye on
Denver Public Schools

board



hawk

A sharp eye on
Denver Public Schools

COLORADO LEAGUE of CHARTER SCHOOLS

Brand Guide

ENSURING THE CONSISTENCY OF OUR MESSAGE

For copies of this brand guide or any
of the sub-brand guides please contact
communications@coloradoleague.org

