

School Branding Guidelines and Suggestions

The following guidelines and suggestions are the collaboration of Joel Perkins from Skyridge High school and members of the ASD PR Department.

Schools that create a unified brand benefit by having a unique and professional look for their school, school activities, community activities, media, and social media presence.. The following guidelines have been developed to help you in the branding process of your school.

Your brand extends beyond just having a school logo and mascot. It also extends into your website as well as social media. With more and more people accessing content online and through social media channels schools should seek to promote their brand through these channels as well in order to reach more parents and community members.

Here are the following areas to address when establishing your school brand or when rebranding:

- Logos, Colors and Style Guide
- Website
- Facebook
- Twitter
- Google

If you are a new school, follow the district guidelines for community involvement for determining your school name, mascot and color names. Once these have been chosen it is recommended that the principal and a small group 2-3 individuals meet to establish exactly what the logo will look like as well as establish color pantone and print color codes for the chosen colors. Having too many people can make it difficult to decide on elements of the brand.

Research Phase

The research phase is key to helping you have a unified vision of your school brand.

- Establish a vision of brand
- Determine what you like and what you don't like
- Google image search of logo and pictures
- Determine what you like and don't like
- Get multiple perspectives

Skyridge for example met with some volunteers and gathered stuff they wanted. They didn't want anything cartoony and wanted a single solid image that could represent the school.

Creation Phase

For designing the logo and style guide the first question is, do I use a paid professional or a volunteer?

It is recommended that the school use a paid professional as the results will in most cases be more favorable for the long term brand of the school. In either case make sure your school owns the rights to any media that is produced for the school that will be used in print, clothing, or on the web.

Style Guide

- Logos
- Colors
- Typography

1. Decide Paid vs volunteer

Pointers

- a. Hear what they say or have
- b. They helped articulate what he finally wanted
- c. You can have too many ideas for logos.
- d. Keep deciding group small.

Suggested logos, marks, and elements for your school brand

<ul style="list-style-type: none">● Style guide● Primary Logo● Secondary Logo● Web Logo● Athletic Logo	<ul style="list-style-type: none">● Secondary Athletic● Name marks● Variations● Seal● Typography - web & print
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2. Get three rough sketches of the proposed design
3. Make sure to establish your color scheme early as this will greatly influence the logo design and other elements of your brand.
4. Go through portfolios to see if designers look is what you want
5. Pick a designer and work with them to get digital versions of the design
 - a. the look from the sketch to digital will be different.

6. Try to keep a consistency of elements across all logos
7. All logos should be in vector format or vector pdfs. This gives you the ability to use the logos in any size and format for any medium.
8. Review each piece. Once the first one is decided the rest of the logos should follow suite to maintain a consistent look.
9. (Skyridge input) Designs have the pass the “SWAGG” factor. Is it cool? Would a kid want to wear a hat or a shirt with that logo on it? Is it timeless or will it get dated?

[Example Style Guide](#)

Colors:

This can be the most painstaking and difficult part of the branding process. Below are some feedback and suggestions from Skyridge.

It is recommended that you pick at least three primary colors and then three secondary/accent colors. You can review the [Skyridge style guide](#) or many university style guides to get an idea about how to pick and what colors should be used where.

- Color industry sucks
- Forget everything you know about colors
- Find a pantone book. (We have one at the district office)
- Pick pantone first then find for web and print
- color.adobe.com
 - (use the search field to find combinations that work with your main color)
- <http://rgb.to/>
 - (this is helpful in determining the color codes for the different types of materials)
- Most [Universities](#) use a style guide. [NYU Example](#)
- monitors and printers are all different

Typography

This is a part that is highly overlooked but choosing a unique font for your brand has many advantages. Your designer can also give some insight and recommendations on fonts and may use a font that is included in the logo.

1. Any media produced by the school can be easily recognized as belonging to that school.
2. Limits who can produce content as they would have to own the font to make any print publication.

Print font and web fonts may not be able to be the same. With that in mind if you decide to purchase a font you can typically find a similar compatible web font that can be used on the website. [Google Fonts](#) is a great resource to look up fonts. There are several places you can purchase a font. [FontSpring](#) is where Skyridge purchased their font and it has many buying options. Depending on the number for font styles a font pack with 6-12 licenses can run anywhere from \$100-\$600 depending on the number of font styles.

Maintaining Your Brand

In order to prevent unauthorized use of your logos and brand it is highly recommended that you trademark your logo and other recognizable brand elements. There are two kinds of trademarks. State and Federal. You will definitely want to register at the state level. The Federal level can be registered as well but since our schools operate at a local level it is not entirely necessary.

You should have a sports agent attorney to give legal counsel and register the trademarks. Joel Perkins can be contacted to get the information of the attorney that was used to trademark Skyridge's logos. Feedback from Skyridge during this process is as follows:

1. The first trademark to register should be your name aprox \$350. ie. Skyridge High School
2. Register additional images. aprox \$350 per trademark

Federal fee is \$900 per trademark logo

In both cases there is an upkeep fee.

One way to make sure that people are following your style guide and maintaining your brand is to run everything through admin for approval. If you have purchased a custom font this will also facilitate who has access to create fliers, posters etc with the school's official font.

When distributing your logo with outside sources only provide them with exactly the dimensions and quality images they need for the project. That prevents them from being able to use any graphics outside of the intended use.

In order to maintain your brand it is recommended running and selling merchandise through the school vs allowing third parties to manufacture and sell merchandise with your school logo. This will allow you to maintain control over the use of the logo as well as ensure funds from these sales are directly related and go back to the school.

Examples of ways to promote merchandise with your brand.

- promo shirts
- promo hats

- lanyards
- car stickers
- sunglasses
- water bottles
- swag bag for faculty
- t-shirt for every kid

Social Media

In the realm of social media Facebook and Twitter are your main channels to communicate.

When selecting your facebook url and twitter or other social media handle it is best to make sure these are all the same. Use a service like [namecheckr](#) to check if your name is available on the channels you want to use.

Example:

facebook.com/skyridgefalcons

twitter.com/skyridgefalcons

instagram.com/skyridgefalcons

Facebook

When setting up a facebook page it someone must first be logged into their own facebook account. From the menu select to create a page and choose non profit or organization and then select the education options from the drop down. After the page has been created you can add other users to manage the page. In order to do this they must first like the facebook page.

Setting a facebook url. This should be done during the page setup but if not visit facebook.com/username and you should be able to set up a username for your facebook page.

Set Up My High

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

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*Tell people what your Page is about...

Website (ex: your website, Twitter or other social media links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/>

Need Help?

Twitter

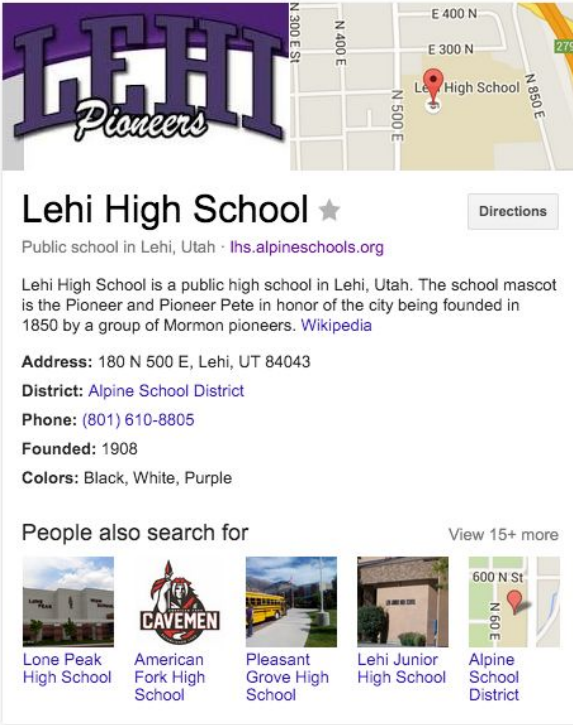
Your twitter account needs to be set up with an email address. It is recommended that you use an email that is not directly tied to any one person. For example skyridge@alpinedistrict.org Your tech can set up an email like this for you. This was the email and password can be easily recovered if an employee or principal leaves or moves to a different school. Your school calendar should also be set up under this email to prevent your calendar from getting lost.

In addition to setting up a twitter account it is important for the school to identify at least one Hashtag for people to use when tweeting about the school. A hashtag is a tag that can be added to many social media posts that groups posts with that hashtag together. This is important to view what people are posting about the school and school related activities. Since anyone can create and use any hashtag you'll want to select one that is fairly unique to your school or marketing campaign

Examples: #igotodixie #thedixielife #dixiestate

Google+ & Google Business Page

This one is overlooked a lot but is very important. Most users access your website and find information about your school by searching google. Google creates a page for you that shows up when someone searches for your school. While signed into the generic school email click on the business owner link and claim that page. You will need to verify that you are the legitimate owner of that Page. There are several ways to do this. In most cases you will have to verify via postcard. Google will mail a postcard with a verification code that will need to be entered in when you receive the card. That will allow you to edit that information and make sure it is accurate and correct and prevent others from editing this information.



Lehi High School ★ Directions

Public school in Lehi, Utah · lhs.alpineschools.org

Lehi High School is a public high school in Lehi, Utah. The school mascot is the Pioneer and Pioneer Pete in honor of the city being founded in 1850 by a group of Mormon pioneers. [Wikipedia](#)

Address: 180 N 500 E, Lehi, UT 84043
District: Alpine School District
Phone: (801) 610-8805
Founded: 1908
Colors: Black, White, Purple

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- Alpine School District

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Gigg One

Gigg one is a social media wall. It will take all the social media posts that people post referencing your school or hashtag and display them on one page. To see this in action view the Dixie State College [Gigg page](#). For more information contact the PR Director David Stephensen.