

# Brand Guide



**BURNSVILLE-EAGAN-SAVAGE  
SCHOOL DISTRICT 191**

**one91**  
Burnsville · Eagan · Savage

# Welcome to Burnsville-Eagan-Savage School District 191.



» We're glad that you're here.  
District 191 exists because we know the next generation will do extraordinary things. Chances are, you're here because you believe the same thing.

This guide will provide an overview of our brand. Welcome to the One91 community. Be open-minded, be curious, and take risks.

Let's do extraordinary things.

EACH STUDENT. FUTURE READY. COMMUNITY STRONG.



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## Mission Statement

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### OUR GUIDING LIGHT

Each Student.  
Future Ready.  
Community Strong.

## Core Values

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### OUR CULTURE

#### **CARING COMMUNITY**

Our culture will actively encourage and embrace each member of the community, creating a sense of support that fosters their individual growth and pursuit of learning.

#### **CULTURAL PROFICIENCY**

Our school community will work to understand our assumptions and biases, making a commitment to value and manage cultural uniquenesses and adapt education to meet the needs of each student.

#### **FUTURE READINESS**

Our students will know they are ready to meet every next challenge through the confidence that comes from adventurous exploration and rigorous academics.

#### **INCLUSIVE PARTNERSHIP**

Our collaboration and communication will inspire a culture of trust where students, families and staff are reflected in decisions that shape our district.

#### **STUDENT AGENCY**

Our students will make choices that personalize their learning journey, proactively building a day-to-day experience that leads them toward their passion and purpose.

# Brand Narrative

## OUR STORY

### OUR CENTRAL BELIEF

We believe the next generation will do extraordinary things.

### LIVING OUT THAT BELIEF

We create engaging programs, services and opportunities that encourage self-discovery and preparedness, inspiring the pursuit of life-long learning and exploration.

### WHAT WE OFFER

We're an enterprising school district committed to removing barriers and forging unique pathways for learning and enrichment to create a future-ready community.



# Vision Statement

## OUR ASPIRATION

We will be a school district that provides transformative learning experiences that mirror students' own stories, and where students will:

BE EQUIPPED TO MEET RIGOROUS ACADEMIC CHALLENGES THAT BUILD THEIR CAPACITY TO PURSUE EXCELLENCE.

EMBRACE THE HUMANITY OF ALL PEOPLE AND WELCOME DIVERSE PERSPECTIVES AND VOICES.

BE SUPPORTED BY A CARING COMMUNITY THAT SPARKS THEIR CURIOSITY AND FUELS THEIR PROGRESS DOWN A SELF-DETERMINED PATH.

# Blaze Your Path

## Brand Attributes

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### **PERSONIFYING THE BRAND**

Brands often align themselves with archetypes, or iconic personality types that are embedded within a society's collective subconscious. Aligning with an archetype cultivates a clear identity and point of view for a brand.

### **THE TRAILBLAZER**

District 191's archetype is the Trailblazer. The Trailblazer is the first to break ground on their quest for discovery. Innovative and driven, the Trailblazer blazes new pathways to explore and learn from the world around them.

Consult these attributes when designing or writing and ask yourself, "How would a trailblazer approach this"?







# Ambition

## **ENTERPRISING. PASSIONATE.**

We aren't afraid of putting in extra effort. We set the bar high for ourselves and those around us, working toward goals others might shy away from because self-discovery is amplified when our limits reach beyond the horizon line.



# Authenticity

## **WELCOMING. RESOURCEFUL.**

We believe people thrive when they can bring their true self to the table. We champion individual authenticity and uniqueness, welcoming everyone without bias. Alienation is the enemy of community.







# Curiosity

**INQUISITIVE. OPEN-MINDED.**

When curiosity and creativity lock arms, anything is possible. We believe life-long learners are powered by a mind that never rests. The persistently curious always lead innovation. We are always leaving space for authentic experiences that enrich our lives. We value opportunities to partner with people with different perspectives and unique experiences.



# EACH STUDENT, FUTURE READY, COMMUNITY STRONG.



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# Our Logos

## ORIGIN

**One91:** One91 represents District 191's commitment to unity among the three communities it serves—Burnsville, Eagan, and Savage. It also serves as a reminder that each student, staff member, and community member is welcome, celebrated and valued in District 191.

**Burnsville-Eagan-Savage:** The three communities District 191 serves each are an equally important part of what makes our school community complete.

**Typeface:** The modern typeface used in the logo represents the district's future-forward approach to education.



## DO NOT MODIFY THE LOGO



No Effects



No Warping



# Brand Structure

## HOUSE BRANDS

The distinct programs and services that District 191 offers all fall under the umbrella of the District 191 brand. An abbreviated One91 logo represents that each of these programs and services are a vital part of the overall experience in the One91 community.

Use of the following brand logo structure is reserved for specific district programs. District departments should use the primary district logo.

	<b>Diamondhead Clinic</b>		<b>Diamondhead Clinic</b>
	<b>School for Adults</b>		<b>School for Adults</b>
	<b>Virtual Academy</b>		<b>Virtual Academy</b>

# Brand Structure

## SUB-BRANDS

In addition to the house brands previously listed that fall within the overall district brand, there are several programs that are distinct enough to require their own visual identity, while still aligning with the district brand story, mission and values. These are the district sub-brands.

### BURNSVILLE HIGH SCHOOL/ DISTRICT SPIRIT BRAND



## COMMUNITY EDUCATION



### ONE91 PATHWAYS





EACH STUDENT. FUTURE READY. COMMUNITY STRONG.



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# Typography

## EXPRESSING OUR IDENTITY

# Roc Grotesk

Roc Grotesk is the primary font used in marketing headlines. It is used in headers on the website, and provides many style options for design work. (Google alternative: Mukta)

Each Student. Future Ready. Community Strong.

Roc Grotesk Extra Light

Each Student. Future Ready. Community Strong.

Roc Grotesk Regular

**Each Student. Future Ready. Community Strong.**

Roc Grotesk Bold

**Each Student. Future Ready. Community Strong.**

Roc Grotesk Extra Bold

**Each Student. Future Ready. Community Strong.**

Roc Grotesk Black

# Open Sans

Open Sans is the district's secondary font. It is a versatile typeface used in body copy.

Each Student. Future Ready. Community Strong.

Open Sans Regular

*Each Student. Future Ready. Community Strong.*

Open Sans Regular Italic

**Each Student. Future Ready. Community Strong.**

Open Sans Bold

***Each Student. Future Ready. Community Strong.***

Open Sans Bold Italic



# Typography

## HEIRARCHY

A bold, stylized headline sets the tone for who we are—a bold, innovative and barrier-breaking school district.

**We're hiring trailblazers!**

Roc Grotesk

Be valued. Be vital. Shine onward in District 191.

Open Sans

In Burnsville-Eagan-Savage School District 191, we're committed to removing barriers and forging unique pathways to create a future-ready community.

Open Sans

We believe that when each individual contributor is free to be their whole self and bring their whole self, we are collectively more radiant.

Ready to join us? Apply for an open position today—we're ready for you.

# Colors

## A BOLD, SIMPLE PALETTE



Pantone 123C  
R: 255 G: 199 B: 44  
#FCC72C  
C: 0 M: 16 Y: 89 K: 0

R: 230 G: 231 B: 232  
#E6E7E8  
C: 1 M: 0 Y: 0 K: 9

Pantone 419C  
R: 33 G: 35 B: 34  
#212322  
C: 76 M: 65 Y: 66 K: 90

# EACH STUDENT. FUTURE READY. COMMUNITY STRONG.



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## Positioning Statement

### SETTING OURSELVES APART

**Burnsville-Eagan-Savage School District 191 is a future-forward school district creating barrier-free pathways for learning for everyone in our community. We believe learning is a lifelong pursuit, and create programs, services and opportunities that inspire this belief.**

## Brand Messaging

### TELLING THE ONE91 STORY

The goal of district brand communications is to tell the story of who we are consistently over time in rich and compelling ways. We aim to help our stakeholders understand the value and impact we make for our students, families and surrounding community. It is vital that we communicate what sets us apart.



# Messaging Pillars

## **EACH STUDENT. FUTURE READY. COMMUNITY STRONG.**

The official brand tagline and mission statement is Each Student. Future Ready. Community Strong. It conveys our promise as an organization in a succinct way. It also summarizes three brand messaging pillars that describe what makes District 191 unique. The brand messaging pillars are a guide for your content: when creating content or visuals, including photographs, bring at least one of the messaging pillars to life.



## **EACH STUDENT.**

We believe people thrive when they can bring their true self to the table. Whether it's students, staff or community members, we champion individual authenticity and uniqueness, welcoming everyone without bias. Alienation is the enemy of community.

## **FUTURE READY.**

We aren't afraid of putting in extra effort. We set the bar high for ourselves and those around us, working toward goals others might shy away from because self-discovery is amplified when our limits reach beyond the horizon line. We believe life-long learners are powered by a mind that never rests and the persistently curious always lead innovation. We remove barriers to opportunities that prepare students for their futures.

## **COMMUNITY STRONG.**

District 191 plays a vital role in what makes our communities thrive. Through dynamic partnerships and community service, three cities become one vibrant community. We move forward without bias, always leaving space for authentic experiences that enrich our lives. We also value opportunities to partner with people with different perspectives and unique experiences.



Each Student.  
Future Ready.  
Community Strong.