EAGLE COUNTY
SCHOOL DISTRICT

BRAND GUIDE

Table of Contents

OUR BRAND

COMMUNICATION GUIDELINES

DESIGN GUIDELINES

RESOURCES

Eagle County School District

We believe in a foundation of instruction that grows students to have creative minds, compassion for others, an enthusiasm for learning, and the courage to act on their dreams. We prepare students to be successful in their careers or college experiences, and to contribute to their communities in positive ways. We have to reach their hearts before we can reach their minds. We want students to feel welcomed, loved, respected, and safe through building relationships.

In this pursuit, we aim to be proactive, responsive, and engaging in our communications with staff members, parents, and students. Education is complex, but it's important we keep our stakeholders informed through effective communication.

This Brand Book provides communication guidelines to help staff communicate while maintaining a consistent look and feel across all schools and departments.

Our Brand Matrix

District Office

- Leader and champion of the primary brand: Eagle County School District
- Sets the style and tone
- Communicates internally to staff
- Communicates externally to families and the community on district news, achievements, finances, & other matters of community interest
- Drives media relations
- Uses communication channels to maintain a positive impression of the District

Schools

- Sub-brands of Eagle County School District
- Primary influencers of school staff perception
- Maintain a positive impression of their school to foster confidence and support among families and staff
- Communicate internally to staff
- Communicate externally to families on school news, achievements, and activities

Educators

- Brand representatives of both their school and the District
- Primary influencers of parent and family perception, as they have the most-trusted connection with parents and the community
- Maintain a positive impression of their classroom to foster confidence and support
- Communicate externally to parents on classroom news, activities, and student progress

Support Staff

- Brand representatives of their department and/or school and the District
- Essential to the operations and delivery of our primary function: education
- More likely to communicate internally to colleagues versus externally to parents
- Shape the internal opinion of our brand through interpersonal communication
- Contribute to positively shaping our brand story

Our Mission, Vision, and Values

Mission

We teach the children of Eagle County to have creative and active minds, compassion for others, enthusiasm for lifelong learning, and the courage to act on their dreams.

Vision

Global-Ready Graduates

Values

- Engaged Learners
- Inspired Professionals
- A Commitment to Equity
- A Sense of Adventure
- A Caring Community

Communication Guidelines

Our Voice, Style, and Tone

While similar and intertwined, Eagle County School District has a distinct Voice, Style, and Tone that we use within our communications.

Voice | *How we express our personality through rhythm and vocabulary.*

We opt to be conversational and approachable in our communications. To be better understood, avoid elevated language or education jargon that complicates the content and disconnects you from your audience.

Style | *How we write.*

We use language that is simple and direct. Our audience needs us to simplify complex concepts into concise, coherent bits of information.

Tone | *How we use our voice.*

We seek to use language that is upbeat and encouraging to promote confidence. We also use themes of adventure and the outdoors to engage our audience and build community.

Messaging Keys

Internal Messaging

We focus on clarity, coherence, and compassion in our internal communications.

To be a great organization, we must keep staff informed on a timely basis without bombarding them with one-off emails or unnecessary information. While we all work together, each of us only has the capacity and focus to prioritize what enhances our work with students and families.

External Messaging

We focus on clarity and professionalism in our external communications.

To build trust and meet expectations, we must communicate effectively and transparently about our organization. We work to familiarize stakeholders with our achievements, challenges, initiatives, and values as their public school district.

Social Media

Social media is a great way to share pictures, videos, updates, and information with your community. When posting, **be mindful of students who do not have a photo release on file**.

Schools should only have one official social media account per platform to avoid confusion and optimize the communication channel. Accounts must be branded to your school, and links should be shared with the Communications Department.

Departments interested in creating social media accounts should contact the Communications Department.

NOTE: Official accounts must be managed by staff, not parents or volunteers.

Follow our district accounts for content ideas and examples.

(f) eagle.schools   (twitter) EagleCOSchools   (instagram) eagle.schools

Social Media (continued)

Best Practices

- Use photos and videos when possible.
    - Make sure featured students have a photo release.
- Be conversational and friendly to encourage engagement.
- Be concise; the average user will read three lines on a single post. If more information is needed, provide a short caption and then the informative paragraph.
- Post content that is accurate, authentic, honest, and positive.
- Support other schools (and the district!) by liking and sharing posts that resonate with your community.
- Post consistently, with a minimum goal of 3-5 posts per week.
- Do not use inappropriate language or violate confidentiality.
- Always remember that **you are a representative of the district** and your school. Do not get into arguments online. You should respond to negative comments as appropriate, and can hide comments that include inappropriate language.

School Websites

While department webpages are built to share general information, school websites are vital in sharing timely information to their families, staff members, and students.

School websites are designed to promote the school's brand and meet the informational and promotional needs of the school. Hero slider images showcase the school's identity, and the calendar and news sliders share announcements, upcoming events, and media coverage.

Update your content regularly to meet the needs of your stakeholders and effectively share information.

Virtual training courses and written guides are available for all website editors. Reach out to the Communications Department if your school has a change in website editors or needs additional assistance.

School Websites (continued)

Best Practices

- Avoid linking PDFs within your website. Linked files are not ADA friendly, require more clicks/action from the user, and are not automatically translated by our website platform. Instead, build the content into a page or post to be more user friendly.
- When creating pages, build them under your existing navigation headers. If it's informational about the school, use About Us; if it's about classes, Academics; etc.
- Remove old pages that no longer serve a purpose, or leave a placeholder message if the page will be used again.
  - For example, a Field Trip page. Over the summer, you may have "No upcoming field trips" on the page, but over the course of the school year, you may have dates and events parents can reference for upcoming school trips.

School Websites (continued)

Best Practices (continued)

- Organize your content so it gets read. Short paragraphs, bullet points, and bolded headers (that get smaller as you work your way down the page) are all helpful in encouraging users to interact with your content.
- Don't overload your page. White space encourages users to read your content. If your page starts to get too cluttered, consider trimming your content or creating an additional page.

Our websites automatically translate page content into Spanish, which can be easily viewed by clicking the "Español" button in the top right corner of any page. If you notice a translation that is wrong, please contact the Communications Department. Note: Only request support for wrong translations, not preferred terms or nuances.

Design Guidelines

Logo Usage

The Eagle County School District logo is the leading identity of our brand. Proper usage of the correct logo ensures consistent recognition and builds trust.

Do not change orientation, add effects (like borders), change colors, attempt to recreate, scale disproportionately, or make alterations/additions. Any requests for exceptions must be approved by the Communications Department. District logos with Department names have been approved as an exception.

Approved logos in a variety of formats can be downloaded from the Communications Toolbox in Google Drive, found under Shared Drives.

Preferred Usage: The blue horizontal logo is the preferred logo. Solid white horizontal, solid black horizontal, and the square abbreviation variations are permissible when the design or platform requires such.

Clear Space: Remember to observe the clear space around the logo to maximize visual effectiveness. Remember to use .png files with transparent backgrounds to eliminate white boxes around the logo on non-white backgrounds.

Apparel

The horizontal district logo should be reproduced in one-color stitching (embroidery) or screen printing no larger than three inches in width on the front left pocket area. The blue logo should be used when possible, and the white logo used in the event of a dark colored fabric.

Schools and departments may design and order apparel as needed following these guidelines.

Colors

We use an efficient palette of rich colors to convey integrity, professionalism, and reliability. Correspondence and resources should be clean and easy to read. Too many colors can look busy, be difficult to read, and appear unprofessional.

CMYK: 89, 53, 6, 0
RGB: 0, 112, 175
HEX: #0070AF

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

CMYK: 0, 0, 0, 20
RGB: 204, 204, 204
HEX: #E0E1E2
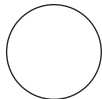
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

As a general rule of thumb, supporting brand colors should only be used when dictated by the content or design and should not make up more than 20 percent of the color used within the design.

CMYK: 62, 15, 100, 0
RGB: 115, 169, 67
HEX: #73A943

CMYK: 29, 100, 17, 1
RGB: 181, 30 ,121
HEX: #B61E7B

CMYK: 0, 70, 98, 0
RGB: 243, 112, 36
HEX: #F37024

CMYK: 0, 25, 100, 0
RGB: 255, 194, 14
HEX: #FFC20E

Typography

Typography is important to communicate a unified brand for Eagle County School District. There are three approved fonts for district use. Contact the Communications Department for approval to use any other fonts on external documents or publications.

Arial | **Arial Black**

The preferred font for internal or casual correspondence, such as memos, emails, or newsletters. Sans serif fonts are easier for readers to quickly move from topic to topic when the content is conversational and inviting. **Arial Black should be reserved for headings or emphasis.**

Georgia |

The preferred font for formal correspondence, such as letters. Serif fonts are considered easier to read in complex texts as the characters enhance visual flow from letter to letter, word to word. **Bold** and *italics* can be used for emphasis.

Open Sans | Open Sans Light | **Open Sans Condensed**

The preferred font(s) for presentations, publications, and the website.

Photography

Captivating photos (and videos) are the most effective element in our visual identity, beating out logos, colors, and typography.

When creating presentations, flyers, or other materials, opt for a single photo (or a select few) over a collage of smaller images. Focus on dynamic and professional images that show:

- Students actively and enthusiastically enjoying school
- Staff members engaged with students and actively teaching
- Individuality and personality
- Enthusiastic students and teachers with a passion for learning

Remember: Do not take or use photos of students who do not have a photo release on file. Consult your front office staff to check for a student's photo release in PowerSchool.

Photography Examples

Photography Examples (continued)

School Identities

As the primary point of contact for our students and families, school identities play an important role in our overall communications strategy. Schools act as sub-brands for the District brand.

For most school communications, the school logo and brand colors should be used for emphasis, with the district identity used on a secondary basis. However, **maintaining the district's color, typography, and photography standards creates a degree of cohesiveness and consistency.**

This booklet contains a one-page style guide for each school using their approved logos and colors. You will notice some schools have both a website and primary HEX color code. This is due to necessary changes to the website colors to meet ADA compliance.

Avon
Elementary School

AVON ELEMENTARY

Blue | *Primary Color*
CMYK: 76, 61, 0, 0
RGB: 77, 106, 179
HEX: #4D6AB3
Web HEX: #3D5694

Black | *Document Text Color*
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Light Blue | *Accent Color*
CMYK: 76, 61, 0, 0
RGB: 77, 106, 179
HEX: #4D6AB3
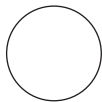
White | *Design Space*
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Battle Mountain High School

Black | *Primary Color & Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Vegas Gold | *Accent Color*

CMYK: 20, 22, 59, 10
RGB: 179, 163, 105
HEX: #B3A369

White | *Design Space*
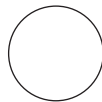
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Berry Creek
Middle School

Purple | *Primary Color*

CMYK: 83, 100, 6, 2
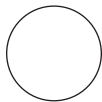RGB: 86, 45, 135
HEX: #562D87

Black | *Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

White | *Design Space*
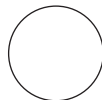
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Brush Creek Elementary School

Teal | *Primary Color*

CMYK: 76, 12, 35, 0
RGB: 32, 168, 172
HEX: #20A8AC
Web HEX: #166163

Light Brown | *Accent Color*

CMYK: 14, 24, 43, 0
RGB: 219, 190, 151
HEX: #DBBE97
Web HEX: #6C552D

Black | *Document Text Color*
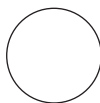
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000
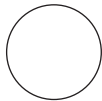
White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Eagle County Charter Academy

Red | *Primary Color*

CMYK: 23, 100, 100, 18
RGB: 166, 25,31
HEX: #A6191F

Black | *Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Eagle Valley Elementary School

Golden Brown | *Primary Color*

CMYK: 41, 53, 89, 25
RGB: 128, 99, 51
HEX: #806333
Web HEX: #6C552D

Green | *Accent Color*

CMYK: 72, 30, 100, 15
RGB: 80, 127, 58
HEX: #507F3A

Yellow | *Accent Color*

CMYK: 0, 23, 89, 0
RGB: 255, 198, 50
HEX: #FFC632

Black | *Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Eagle Valley High School

Black | *Primary Color & Document Text Color*

CMYK: 0, 0, 0, 100
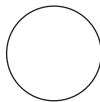RGB: 0, 0, 0
HEX: #000000

Red | *Accent Color*

CMYK: 20, 94, 100, 13
RGB: 179, 48, 37
HEX: #B33025
Web HEX: #A52D22

White | *Design Space*
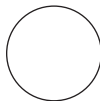
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Eagle Valley
Middle School

Black | *Primary Color & Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Yellow | *Accent Color*

CMYK: 2, 12, 100, 0
RGB: 254, 215, 0
HEX: #FED700

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Edwards Elementary School

Blue | *Primary Color*
CMYK: 85, 63, 0, 0
RGB: 44, 90, 164
HEX: #2C5AA4
Web HEX: #3C66AC

Light Blue | *Accent Color*
CMYK: 31, 11, 2, 0
RGB: 172, 203, 229
HEX: #ACCBE6

Black | *Document Text Color*
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000
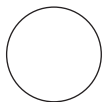
White | *Design Space*
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Gypsum Creek Middle School

Maroon | *Primary Color*

CMYK: 31, 95, 72, 31
RGB: 134, 35, 52
HEX: #862334
Web HEX: #7A232D

Black | *Document Text Color*

CMYK: 0, 0, 0, 100
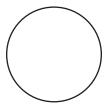RGB: 0, 0, 0
HEX: #000000

Gray | *Accent Color*

CMYK: 31, 11, 2, 0
RGB: 172, 203, 229
HEX: #ACCBE5

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Gypsum
Elementary School

Blue | *Primary Color*

CMYK: 92, 63, 1, 0
RGB: 0, 99, 176
HEX: #0063B0
Web HEX: #175499

Gold | *Accent Color*

CMYK: 31, 95, 72, 31
RGB: 134, 35, 52
HEX: #862334

Gray | *Accent Color*

CMYK: 40, 31, 30, 1
RGB: 159, 163, 166
HEX: #9FA3A6
Web HEX: 5B5852
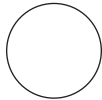
Black | *Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Homestake Peak School

Blue | *Primary Color*
CMYK: 97, 74, 2, 0
RGB: 0, 85, 165
HEX: #0054A4
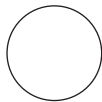
Black | *Document Text Color*
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Green | *Accent Color*
CMYK: 64, 6, 100 ,0
RGB: 108, 179, 63
HEX: #6CB33F
Web HEX: #316510

White | *Design Space*
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Red Canyon High School

Black | *Primary Color & Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
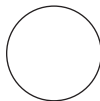HEX: #000000

Red | *Accent Color*

CMYK: 22, 100, 99, 13
RGB: 175, 31, 36
HEX: #AF1F24
Web HEX: #AD1F23

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Red Hill
Elementary School

Black | *Primary Color & Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
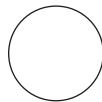HEX: #000000

Red | *Accent Color*

CMYK: 1, 99, 97, 0
RGB: 237, 28, 36
HEX: #ED1C24
Web HEX: #A42E28

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Red Sandstone Elementary School

Black | *Primary Color & Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
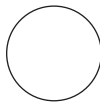HEX: #000000

Red | *Accent Color*

CMYK: 10, 89, 99, 1
RGB: 215, 65, 39
HEX: #D74127
Web HEX: #9F311D

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Vail Ski & Snowboard Academy

Black | *Primary Color & Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
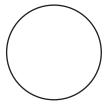HEX: #000000

Blue | *Accent Color*

CMYK: 85, 61, 0, 0
RGB: 47, 104, 178
HEX: #2F68B2
Web HEX: #295999

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

World Academy

Black | *Primary Color & Document Text Color*

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
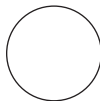HEX: #000000

Green | *Accent Color*

CMYK: 71, 19, 92, 4
RGB: 87, 153, 77
HEX: #57994D
Web HEX: #3A6133

White | *Design Space*

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Resources

Letterheads

School and district letterheads should all follow the same layout. The upper left corner should have the employee's name in Arial Black, followed by their title and email address in Georgia. The upper right corner should have the school or district logo. In the event both are needed, they should be the same size and organized horizontally with the school logo listed first.

Employee Name
Job Title
Firstname.lastname@eagleschools.net

EAGLE COUNTY
SCHOOL DISTRICT

The footer of the letterhead should contain the school or district main office phone number on the first line, with the web, physical, and mailing addresses below.

pho: 970 328-6321
web: eagleschools.net • 948 Chambers Ave • PO Box 740 • Eagle, CO 81631

Template letterheads for each school and the district can be found in the Communications Toolbox (see pg. 44).

Presentations

A Google Slides presentation template is provided in the Communications Toolbox for consistent use across the district. This template contains colors, fonts, and logo placement compatible with our brand guide.

Refer to the Communications Toolbox for the most up-to-date version.

To create a presentation with Microsoft PowerPoint, download the Google Slides from the Communications Toolbox by clicking "File," "Download," and then selecting "Microsoft PowerPoint (pptx.)."

When presenting to school staff or a school community, replace the Eagle County School District logo with the appropriate school's logo. Always use a .png file to not have a white text box around your image.

Business Cards

District business cards carry the district logo in gold and identify the individual school or department with typography. These can be produced two-sided and bilingually.

Submit the Business Card Request Google Form in the Communications Toolbox to order district business cards. Schools may have their own ordering procedure, but please reach out to the Communications Department if you have any questions.

Note: The purchase of business cards will come from your school or department's budget.

Communications Toolbox

The Communications Toolbox is located under Shared Drives within Google Drive and is available for viewing by all ECSD employees.

In order to edit or share any resource within the Communications Toolbox, click "File" and then "Make a copy" to add the file to your personal Drive and make changes. Alternatively, if you are sharing a resource via email, you can download the resource directly from Drive and attach it to your email from your desktop.

Requesting Support

Each school has a designated Communications Liaison. If you're unsure who your assigned point of contact is, refer to the list in the Communications Toolbox, submit the Communications Support Request Google Form, or email communications@eagleschools.net.

Department heads can also submit the Communications Support Request Google Form in the Communications Toolbox. Requests will be reviewed, and support given, on the basis of time and volume of work requested.

The Communications Department's primary concern is district-wide, public-facing communications. In an effort to meet your request, submit the Support Request Form as early as possible with all of the information necessary to complete your request. Your request will be denied if insufficient information is supplied or Communications doesn't have the capacity to take on your request.

EAGLE COUNTY
SCHOOL DISTRICT