

# CONEWAGO VALLEY SCHOOL DISTRICT

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Dear Colonials,

Most of you, by now, have heard about our Branding Initiative. You may be wondering what we have been doing over the past seven to eight months. We are proud to share with you the creativity and collaboration that many individuals have contributed during that time to create the Colonial Brand. There may also be some questions about why there was a need for the project at all.

It is challenging to succinctly describe CVSD, given its depth and breadth, as well as its tradition. Nonetheless, it is a tradition worthy of our respect and our protection. We recognize the deep tradition of the original school colors and appreciate the current scheme that has been utilized since the early 1970's. The committee's goal was to honor our district heritage through a unified visual representation (colors) that will serve as our identity and communicate our Colonial Pride. The color scheme being adopted honors the past and recognizes the current trend. The combination of Colonial Maroon and Gray with a Navy Blue accent proved to be the right direction for the district. We also have at least 12 different colonial mascots that the district uses in one capacity or another, coupled with the mascot of the 1950's (the Keys) and the 1960's (the Black Knights). The adoption of the mascot maintains the Colonial Spirit by taking certain characteristics of the old version and creating a dynamic visual image of what we want to portray - one of strength, character and pride.

The above guidelines explain the colors, academic shield, slogan, mascot and the characteristics we have chosen — through careful research with key constituencies — to define our school district, to capture what sets us apart from other institutions, and to share our accomplishments with others.

Our brand is our reputation. A successful brand will reinforce who we are as a school district and the qualities that distinguish us from others by means of a coherent and consistent visual system. It represents who we are and what we stand for.

The mission statement for CVSD describes the essence of what guides our work every day:

The Conewago Valley School District promotes individual and collaborative excellence enabling students to become competent, confident, and creative builders of the future.

A brand promise essentially forges the path, giving us the critical tools we need to “create change”:

The Conewago Valley School District provides a comprehensive educational environment in which intelligent, spirited students and scholars can work together to create change that influences the district and the world.

Our brand is important for a multitude of reasons. First and foremost, unifying the district in terms of our visual representation was paramount. The brand guidelines provide a roadmap for advancing and protecting a valuable asset: the Conewago Valley School District “Colonials”.

A brand defines what people most commonly associate with our school district. We help shape the brand through what and how we communicate about the day-to-day and the long-term nature of our work, and about the people who do that work. Unifying the district was vital to the branding committee. Our branding project defined four areas of focus: an academic shield, a consistent color scheme, a slogan, and a unified mascot.

We understand that our district buildings value their individual identity and that complete uniformity is difficult within an organization as large as ours. We also know that working as a team to leverage the district's brand benefits the entire campus. For that reason, we expect every CVSD entity to comply with the most critical components of our visual identity system. We also ask that district buildings and organizations associated with CVSD consult with our branding (approval) subcommittee before working with outside vendors on graphic design, production, photography, video production, or printing. Doing so helps us to implement the brand and visual identity program effectively and consistently.

We are proud of this district and the many ways that its people and its work impact so many people within the district and beyond. In our fast-paced world that bombards us with messages every day, it is more important than ever to clearly represent our district's presence and strength.

Please visit the Branding area of our district website to discover all of the great work that has been completed by this committee to date. Also available on this page of the site, will be a link to the electronic form that will be used as the method of approval for any use of the branding materials (websites, apparel, posters, advertisements, etc.). Thank you in advance for helping us to present a public face that is instantly recognizable as the CVSD Colonials.

Sincerely,

Christopher Bowman, Ed. D.  
Branding Committee Chairman  
Assistant Principal, NOMS

Russell Greenholt, Ed. D.  
Superintendent of Schools