Edina Public Schools Fall 2025 Version 4.0

Brand Guidelines



Defining *Excellence*

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Purpose

This brand guide exists to ensure the Edina Public Schools identity is expressed consistently and with integrity across all platforms, audiences, and materials.

As a district grounded in a tradition of excellence, every visual, written, and experiential touchpoint should reflect the high standards and values that define our schools. By aligning design, tone, and messaging, we build a clear, cohesive brand experience — one that reinforces our reputation, supports community trust, and communicates our ongoing commitment to helping each and every student discover their possibilities and thrive.

Consistency across our communications demonstrates the care, professionalism, and purpose that shape Edina Public Schools. When our messaging reflects a shared identity, we strengthen our story and deepen our connection with students, families, staff, and the broader community.

Please follow the guidelines outlined here to ensure that every expression of our brand reflects the excellence at the heart of Edina Public Schools.

Contact

For questions about Edina Public Schools branding or our brand guidelines, please contact the Marketing and Communications Department.

communications@edinaschools.org
(952) 848-3919

Brand Positioning

Who We Are

Edina Public Schools is a nationally recognized K-12 district with a longstanding tradition of excellence.

Our reputation is upheld through a commitment to providing students with exceptional learning opportunities, both in and beyond the classroom. From rigorous academics and enriched programs to award-winning activities and athletics, Edina offers a diverse educational experience.

We are a community of neighbors, committed to educating families in the vibrant city of Edina, Minnesota. We serve approximately 8,500 students across six elementary schools, two middle schools, and one high school. Students are encouraged to explore their interests, think critically, and grow as individuals through inclusive, supportive, and student-centered education. Graduates of Edina Public Schools are well-rounded individuals. They leave our schools equipped not only with strong academic skills but with the confidence, curiosity, and perspective to thrive — ready to make a meaningful impact on the world around them.





2.2 Our Vision

For Each and Every Student to
Discover Their Possibilities and Thrive

2.3 Our Mission

Edina Public Schools is a dynamic learning community delivering educational excellence and preparing all students to realize their full potential.

Through academics, activities, and opportunities, we encourage creativity, foster curiosity, and develop critical thinking skills. We support every student's educational journey by creating a caring and inclusive school culture that supports the whole student.

2.4 Our Core Values

Integrity, Compassion, Courage, Commitment, Appreciation, and Responsibility

Our Core Beliefs

Academic Excellence

We believe each student deserves access to academic excellence, which includes challenging and rich curricula, high expectations, and inspiring instruction that meets their individual needs.

Equity

We believe it is critical to eliminate barriers to success and provide the support, opportunities, and environments so all students can reach their full potential.

Family, School, and Community

We believe students learn best when students, families, educators, and the community partner to provide dynamic support and share responsibility for learning.

Healthy Learning Environment

We believe students thrive in a balanced, healthy environment that promotes the free exchange of ideas and supports students' physical, social-emotional, and intellectual needs.

Inclusion

We believe in the inherent dignity of all people, we celebrate individuality, and we value and appreciate diversity.

Life Skills

We believe that inspiring students to grow as critically thinking, collaborative learners will prepare them to be productive, accountable, self-motivated, and responsible citizens.

Operational Excellence

We believe in high performance of governance, administration, and partnerships, and effective and efficient use of time, human, financial, and physical resources in support of the mission.

Professional Excellence

We believe our educators and staff are essential to student success. We value and support them in advancing strategic and innovative initiatives grounded in best practices.

Brand Voice

Edina Public Schools is a steward of excellence, and our brand voice should convey that in every communication and connection we make.

We’re confident, aspirational, and purpose-driven, reflecting a deep commitment to academic excellence and personal growth. Our language is authoritative yet warm and inclusive, designed to affirm the district’s national reputation while emphasizing a student-centered approach and neighborly connection.

Phrases like “world-class academic experience,” “future-ready,” and “national leader in 21st Century education” underscore a tone of leadership and prestige, while also conveying the district’s action-oriented stance on educational innovation and continuous improvement. Our voice remains steady and earnest, aimed at building trust and reinforcing Edina Public School’s longstanding values of excellence, community, and equity.

At the same time, our voice is compassionate and holistic, reflecting a deep understanding of the varied needs of our students and our relationship to one another as neighbors. Words such as “caring,” “inclusive,” “curious,” and “compassionate” point to a nurturing environment where students are not only academically prepared but also supported in developing as responsible, empathetic, and engaged citizens.



This balance of academic rigor with social-emotional learning creates a voice that is both inspiring and grounded, focused on cultivating individuals who are not only competent learners but also ethical, culturally aware, and motivated to contribute meaningfully to the world.

Our brand voice ultimately communicates a mission of excellence with heart, aiming to unlock every student's full potential.



2.7

Writing Style

AP Style

Edina Public Schools follows AP style to ensure a shared voice and clear communication across our district. For quick guidance, refer to the right. For more detailed reference, use reputable resources such as the Associated Press Stylebook or the Purdue Online Writing Lab (OWL).

Exceptions

The Oxford Comma

While AP style omits the Oxford comma, we include it for added clarity in lists of three or more items. *Example: We went to the zoo, the cafe, and the park.*

Courtesy Titles

While AP style typically omits courtesy titles (Mr., Mrs., Miss, or Ms.), we include them because this is how educators and staff are commonly addressed in our schools.

Contractions

While AP style limits contractions (e.g., isn't, don't), they may be used for the appropriate audience and tone. Do not use contractions in formal materials, such as policies or school board documents.

Phone Numbers

While AP style formats phone numbers with hyphens, we use parentheses around the area code (e.g., (952) 555-5555).

Dates, Months, Days, and Years

Use figures for dates and years, without st, nd, rd, or th (e.g., May 1, 2025). Capitalize months and days of the week. Spell out months unless it is used with a date. When used with a date, only abbreviate the following months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Do not abbreviate days of the week. Do not use an apostrophe before the letter s when referring to decades or centuries (e.g., The 2000s). Do use an apostrophe when numerals are left out (e.g., The '90s).

Punctuation

Only use a single space after a period. Place commas, periods, and question marks within quotation marks (e.g., "Great job on your project," the teacher said. He asked, "Is the test on Friday?"). If the question applies to the whole sentence, rather than the quoted part, place the question mark outside the quotation marks. Include a space before and after em (long) dashes (e.g., The field trip — originally planned for Monday — was rescheduled.).

Numbers and Measurements

Spell out numbers one through nine; use figures for 10 and above. Spell out a number when it starts a sentence. Use figures for ages (e.g., a 7-year-old). Spell out percent. Use figures and spell out units like inches, feet, and yards to indicate height, length, width, and depth (e.g., 12 inches long). Hyphenate compound adjectives before nouns (e.g., a 12-inch ruler). For distances, use figures for 10 and above (e.g., 100 miles away).

Time

Use figures when writing time. Use a colon to separate hours and minutes, but omit ":00" for exact hours (e.g., 10 a.m., 2:15 p.m.). Always include a space between the number and a.m. or p.m., which should be lowercase with periods. Spell out "noon" and "midnight" instead of using figures. Use a.m. or p.m. once if a time range is in the morning or evening (e.g., 6–10 p.m.). Use both if the range spans morning and evening (e.g., 10 a.m.–2 p.m.). When including time zones, use capitalized abbreviations without periods (e.g., 3 p.m. CDT, 5 a.m. EST).

Titles

Capitalize formal titles when used before a person's name (e.g., Principal Jones). Lowercase titles when they are informal, appear without a name, follow a person's name, or are offset by commas (e.g., the principal, John Jones, spoke at the event). Adjectives describing the status of a title should be lowercase (e.g., interim Superintendent Jane Jones).

Abbreviations and Acronyms

Spell out names and terms on first reference, followed by the acronym in parentheses if it will be used again (e.g., Edina Parent Leadership Council (PLC)). Use well-known acronyms such as PBS, TED Talks, and NASA without spelling them out, but avoid excessive use of acronyms and/or abbreviations to prevent confusion or "alphabet soup." Always ensure the meaning is clear from the context. Avoid abbreviations in headlines and titles. Spell out "United States" when used as a noun, and use "U.S." when used as an adjective (e.g., The U.S. flag has 50 stars.).

Visual Identity

3.1

Our Logo

The Edina Public Schools logo is more than a symbol — it reflects who we are.

Our brandmark, a crown with a torch-inspired silhouette, ignites the relentless pursuit of knowledge and symbolizes our commitment to excellence and achievement. The bold, connected letters of our wordmark capture our deep-rooted sense of community and dedication to Edina.

Anchored by our tagline, “Defining Excellence,” these elements converge to form an identity that embodies the spirit of Edina Public Schools, where shared ambition lights our path forward.



3.2

Formats

Primary Logo

The primary Edina Public Schools logo includes the brandmark, wordmark, and tagline “Defining Excellence.” This version is the preferred representation of the EPS identity and should be used in most applications to maintain brand consistency.

Brandmark

Depending on the composition, application, and intent of the material, the Edina Public Schools brandmark may be used without the wordmark. This includes cases where the full logo appears elsewhere (e.g., on a front page, with the brandmark on interior pages) or in more casual uses like social media graphics. This option provides flexibility while maintaining a strong, recognizable expression of the EPS identity.

Restricted: Logo without Tagline

A version of the Edina Public Schools logo without the tagline is available for restricted use. This variation is intended for specific applications where space or readability is a concern. Use of this logo must be approved by the Marketing and Communications Department before implementation.



3.3

Color Variations

White

The Edina Public Schools logo identity is available in white, ideal for use on EPS Green backgrounds or dark-colored photography.

EPS Green

The logo identity is also available in EPS Green, which is approved for use on white backgrounds, EPS's Neutral Green, and light-colored photography.

Application

Both the white and EPS Green versions are primary representations of the Edina Public Schools identity, providing contrast, consistency, and visibility across applications. There is no preferred version between the two. Each should be used based on the context and visual needs of the material.





3.4

Specifications

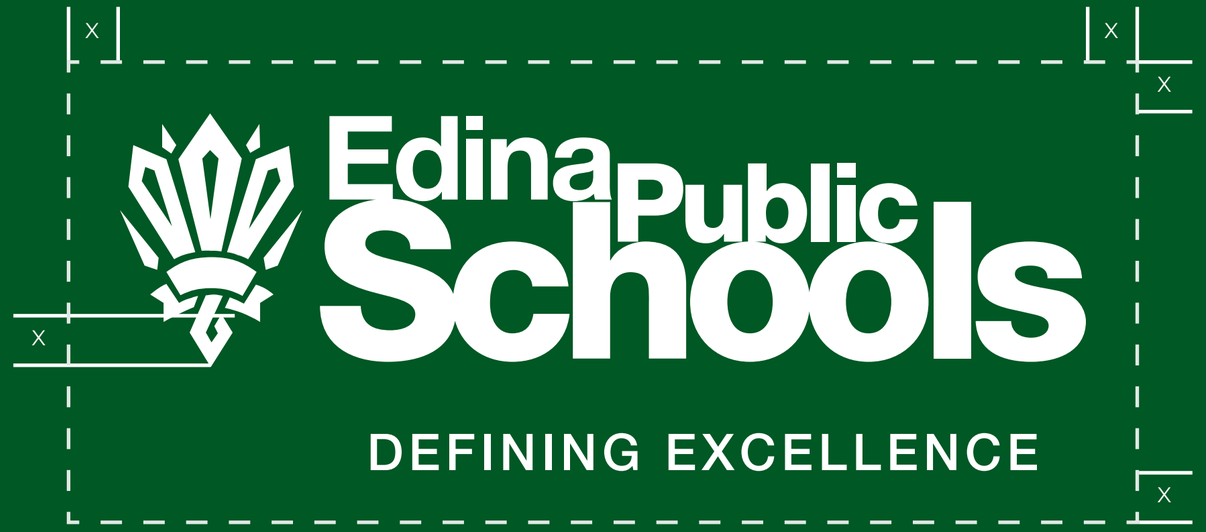
Minimum Size

To maintain the integrity of Edina Public Schools, every element of the brand identity — the brandmark, wordmark, and tagline — must remain legible. The recommended minimum height for the primary logo is 0.5 in. The recommended minimum height for the brandmark is 0.25 in.



Clearspace

All versions of the Edina Public Schools identity require a minimum clear space, defined by the distance between the bottom and top tips of the crown’s lowest point (represented as “x” to the right). This clear space ensures the logo is not crowded by other elements, such as type, graphics, or borders. Please note that photography or illustrations may still serve as a background behind the logo.



Restricted: Smaller Applications

In certain cases, the EPS identity may need to be used in very small applications. In these instances, the logo variations may be scaled smaller than the recommended minimum size, but such uses must be approved by the Marketing and Communications Department before implementation.

Restrictions



A. Elements
Do not alter the size, spatial relationship, or any individual element of the EPS identity.

B. Modifiers
Do not modify the EPS identity with additional graphics, words, or numbers.

C. Proportions
Do not distort the EPS identity by changing its horizontal or vertical proportions. Always scale the logo proportionally.

D. Color
Do not use the EPS identity in any color or color combination other than those specified in “3.3 Color Variations.”

E. Outline
Do not apply an outline to the EPS identity.

F. Special Effects
Do not apply special effects, such as drop shadows, inner glows, or bevels, to the EPS identity.

G. Position
Do not rotate or crop the EPS identity in a manner other than as originally designed.

H. Wordmark
Do not use the wordmark without the brandmark.

I. & J. Backgrounds & Imagery
Do not use the EPS identity on colors other than EPS Green, white, Neutral Green, or, in some cases, Edina Green. Ensure there is sufficient contrast between the logo and the background or imagery for legibility.

K. & L. Edina Athletics & Activities
Do not use an Edina Athletics & Activities logo in place of the EPS identity or any EPS school, entity, or department identity. For guidance on the use of Edina Athletics & Activities logos, please consult the Marketing and Communications Department.

A.

B.

C.

D.

E.

F.

G.

H.

I.



J.

K.

L.

District Identities

The Edina Public Schools brand represents a unified district where all schools, entities, and departments share a consistent visual identity. This cohesion reinforces the strength of our district, connecting each site to the larger Edina Public Schools community.



3.6A

School and Entity Logos



Logo Usage

The school and entity logos within Edina Public Schools follow the district's visual identity, incorporating our brandmark and tagline. Each logo is customized with the specific name of the school or entity. These logos must adhere to the same standards as the Edina Public Schools identity outlined in this document. The only exception is that school and entity logos must always include the tagline.

Development of Future Logos

With district expansion, new logos for schools and other entities may be introduced. These will be designed and distributed by the Marketing and Communications Department.

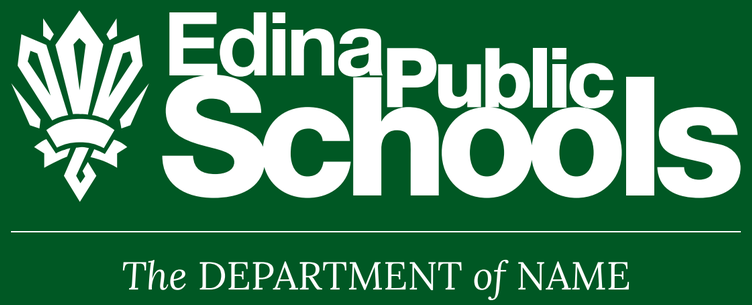
3.6B

Department Logos

Logo Usage

Department logos are available for limited use to support communications from approved district-wide departments represented at the cabinet level. Appropriate uses include internal staff newsletters and updates, department-specific presentations, email signatures for department staff members, and communications shared with families who participate in the department's services.

Department logos must follow the same standards as the Edina Public Schools identity outlined in this document. The only difference is that department logos do not include our tagline; instead, the department name is used as an identifier. Public-facing communications, such as web pages, social media, and materials distributed beyond staff or families served by the department, must feature the Edina Public Schools logo or the appropriate school or entity logo. Department logos may not be used in these contexts. Use of the district, school, or entity logo reinforces a unified district brand and identity, rather than the identity of an individual department. For questions about proper use, please contact the Marketing and Communications Department.





Typography

4.1

Typefaces

Lora

Lora is a contemporary serif typeface that balances classic elegance with modern versatility. Its roots in calligraphy give it a humanist feel, while its clean lines and strong rhythm make it highly readable.

Designed by Olga Karpushina and Alexei Vanyashin of Cyreal, Lora's subtle contrast and refined curves lend sophistication and clarity to headlines and areas of emphasis. Its welcoming yet polished style makes it a strong fit for Edina Public Schools, where excellence and individuality are valued.

Montserrat

Montserrat is a modern, geometric sans-serif typeface known for its readability and versatility. Created by Julieta Ulanovsky, it draws inspiration from early urban signage in Buenos Aires, with clean lines and equal proportions that make it ideal for body text.

Together, Lora and Montserrat balance personality with function, bringing tradition and approachability to Edina Public Schools' visual identity. Both fonts are open-source and available through Google Fonts for easy implementation across the district.

Aa Bb Cc

Lora

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 & @ # $ % ? ! ( )

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 & @ # $ % ? ! ( )

Styles

Primary Headings

Lora is the designated typeface for primary headings. Use Lora Regular for H1 and H2, and Lora SemiBold for H3, H4, and smaller heading levels. Ensure appropriate contrast in size and weight to create a clear hierarchy throughout materials.

Secondary Headings

Montserrat SemiBold may be used for H5, H6, and eyebrow headlines in place of Lora SemiBold. This supports visual consistency while offering flexibility for different design needs.

Body Copy

Montserrat Regular is the standard for all paragraph and body text. Use this weight consistently for clarity and readability.

Font Weights and Styles

Both Lora and Montserrat offer a range of weights and styles. These may be used thoughtfully to enhance a design, but the preferred styles defined above should remain the standard.

Lora

Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic

Montserrat

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

Guidelines



A. Font Size
The preferred size for body copy is between 10 pt and 14 pt, with 12 pt being standard for most uses. Font size should never drop below 8 pt. If a design requires body copy smaller than 10 pt, please consult the Marketing and Communications Department.

B. Tracking, Kerning, & Leading
Tracking refers to uniform spacing across a word or block of text, while kerning adjusts the space between individual letter pairs.

Tracking = 0 for both Lora and Montserrat
Kerning = Metrics

Leading refers to the vertical space between lines of text. Maintain a balanced leading that supports legibility and provides visual comfort, avoiding spacing that feels overly tight or too loose.

C. & D. Alignment
Left-aligned text with a ragged right edge is the standard for Edina Public Schools materials. This alignment supports natural reading flow and promotes clarity. Center-aligned text may be used sparingly, primarily for short sections where visual symmetry supports the design. Always choose one alignment style per section; never mix multiple alignments within the same content block.

E. Emphasis
Use bold text to emphasize keywords or short phrases within a paragraph. For body copy, increase by two weights (Montserrat Semibold) to create clear contrast. Italics may be used as an alternative, but not in combination. Emphasis should always be purposeful and used sparingly to maintain visual clarity and impact.

F. Line Length
For optimal readability, aim for line lengths that fall between 45 to 80 characters per line, including spaces and punctuation. Lines that are too long can be difficult to follow, while lines that are too short may cause awkward breaks or disrupt reading. Aim for balance, particularly in body text.

This sentence, written in 14-point (14 pt) font size, is buzzing with Hornet pride.

Here's a 12-point (12 pt) sentence that is full of Edina excellence.

At 10 points (10 pt) in size, this sentence proves that big ideas can come in small sizes.

A.

Edina Senior High School

"Edina Senior High School" in shiny silver-colored letters replaced the battered, smaller-lettered "Edina Morningside Senior High School" on the front brick wall. This change was long overdue because Morningside had already been officially annexed to Edina for about a year.

B.

Spirit at Homecoming '80

Let the Good Times Roll, the theme of Homecoming '80, was definitely evident during the pepfest, game, and dance. Starting off the Homecoming weekend, the pepfest was a prime example of how much fun Edina-West students could fit into twenty minutes.

C.

Acting Up

Among the many new clubs that formed this year at Edina, the Thespian Club was one of the most active.

D.

A report on the people at Edina includes a look at who made our corporation a success: **the students.** During our years in high school, the opportunities that were offered enabled us to become unique individuals. Edina provided a place to grow, learn, and develop relationships, not only with people in our respective class, but with older and younger students and faculty.

E.

As early as Christmas time, ideas were being hatched for the 1965 Pop Concert, featuring the Broadway musical, "Kiss Me Kate."

From that time on, band members pounded, painted, sewed, and rehearsed to bring the plans to the stage. Some of the unusual props were a lighted fountain, a theater marquee, and two "pop concert carousels."

F.

Restrictions

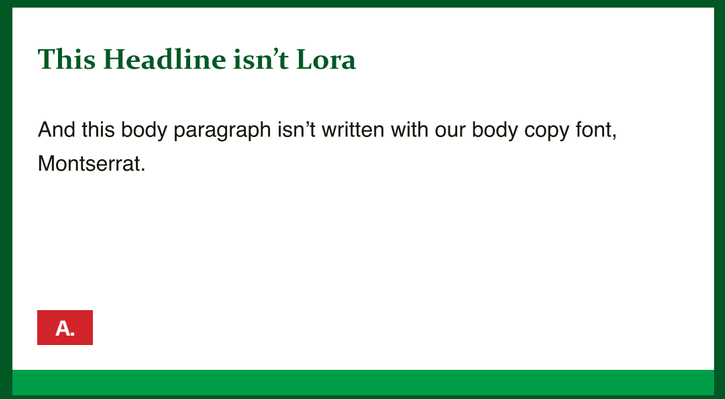
A. Typefaces
Only use the typefaces specified in the Edina Public Schools visual identity system. Never substitute with other fonts, regardless of similarity.

B. Proportions
Do not stretch, condense, or otherwise distort typefaces. All fonts must maintain their intended scale and aspect ratio.

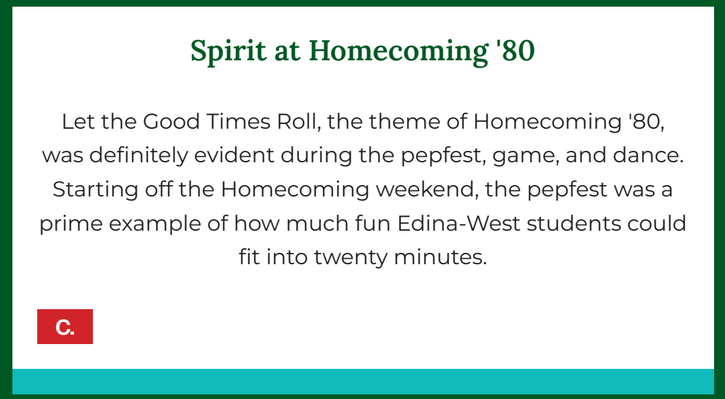
C. & D. Alignment
Avoid center-alignment for large sections of text. Never right-align or justify text in Edina Public Schools materials.

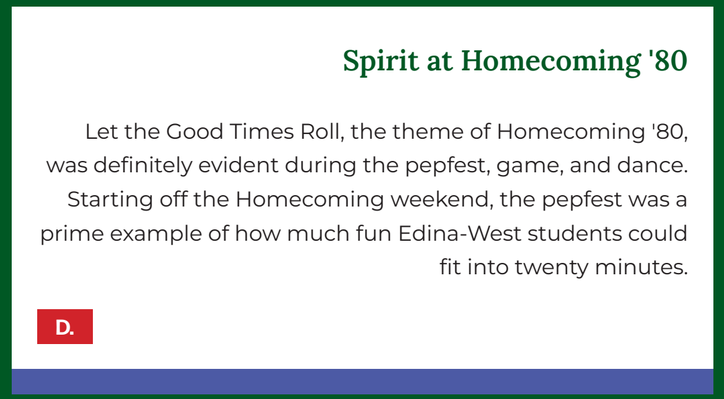
E. Emphasis
Overusing bold or italicized text can reduce clarity and impact. Choose one method of emphasis per section — bold or italics — not both. Underlining should never be used for emphasis within the Edina Public Schools identity.

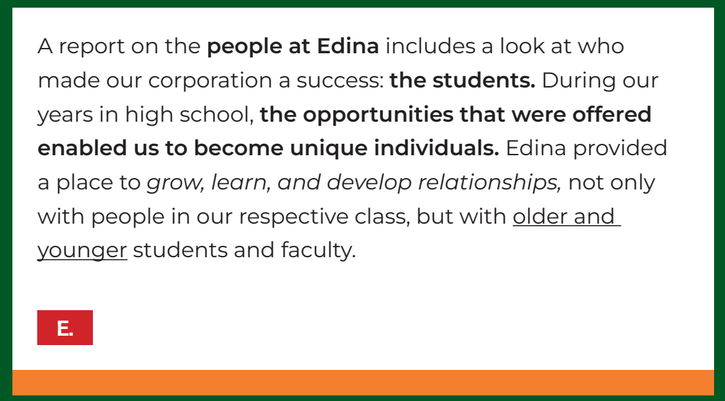
F. Line Length
Ensure text boxes do not create line lengths that are too narrow or too wide. Proper line length supports readability and overall visual balance.

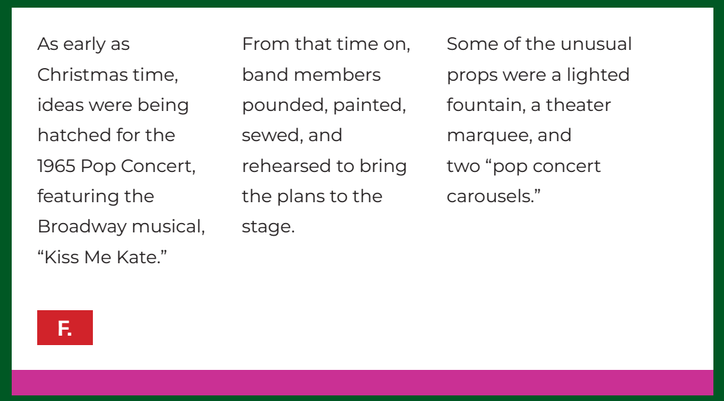












Color

5.1

Primary Color Palette

The green and yellow hues of Edina Public Schools are iconic markers of our identity.

Seen on fields, stages, hallways, and beyond, these vibrant, recognizable colors connect us in a shared story of pride and achievement. They reflect our tradition of excellence in academics, athletics, and activities, and serve as a unifying visual thread across everything we do.

The primary color palette should be used prominently and consistently to maintain this strong connection. Only use the colors shown here and in the approved palettes on the following pages.

EPS Green

C 100
M 0
Y 100
K 60

R 0
G 88
B 38

#005826

White

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

#ffffff

Edina Green

C 90
M 0
Y 100
K 10

R 0
G 157
B 72

#009d48

Yellow

C 0
M 36
Y 97
K 0

R 255
G 175
B 29

#ffaf1d

5.2

Secondary Color Palette

The secondary color palette is designed to complement Edina Public Schools' primary colors — not compete with them. These supporting hues add flexibility and visual variety for materials that require expanded options, such as infographics, data visualizations, charts, and icons.

Use secondary colors sparingly and intentionally, and never in place of primary colors for core brand applications. They are not approved for text, backgrounds behind text, or any dominant design element.

To maintain brand integrity, secondary colors may not be used in branding or materials for Edina Athletics & Activities.

Cyan

C 73
M 0
Y 31
K 0

R 0
G 186
B 188

#00babc

Purple

C 80
M 72
Y 2
K 0

R 78
G 89
B 165

#4e59a5

Orange

C 0
M 62
Y 92
K 0

R 245
G 127
B 47

#f57f2f

Pink

C 17
M 92
Y 0
K 0

R 203
G 54
B 148

#cb3694

Neutral Color Palette

The neutral color palette offers alternatives to true white and true black.

Neutral Green serves as a subtle alternative to true white when white alone is too stark or lacks depth. Neutral Green can be used on its own or combined with white to create layered backgrounds that add dimension and visual interest without overpowering the primary colors.

Neutral Black is preferred over true black to reduce eye strain and improve readability. Neutral Black should only be used for text and never as a background or accent color.

Neutral Green

C 11
M 4
Y 9
K 0

R 224
G 232
B 229

#e0e8e5

Neutral Black

C 68
M 62
Y 75
K 81

R 24
G 24
B 13

#18180D

5.4

Color Ratio

Primary Color Palette

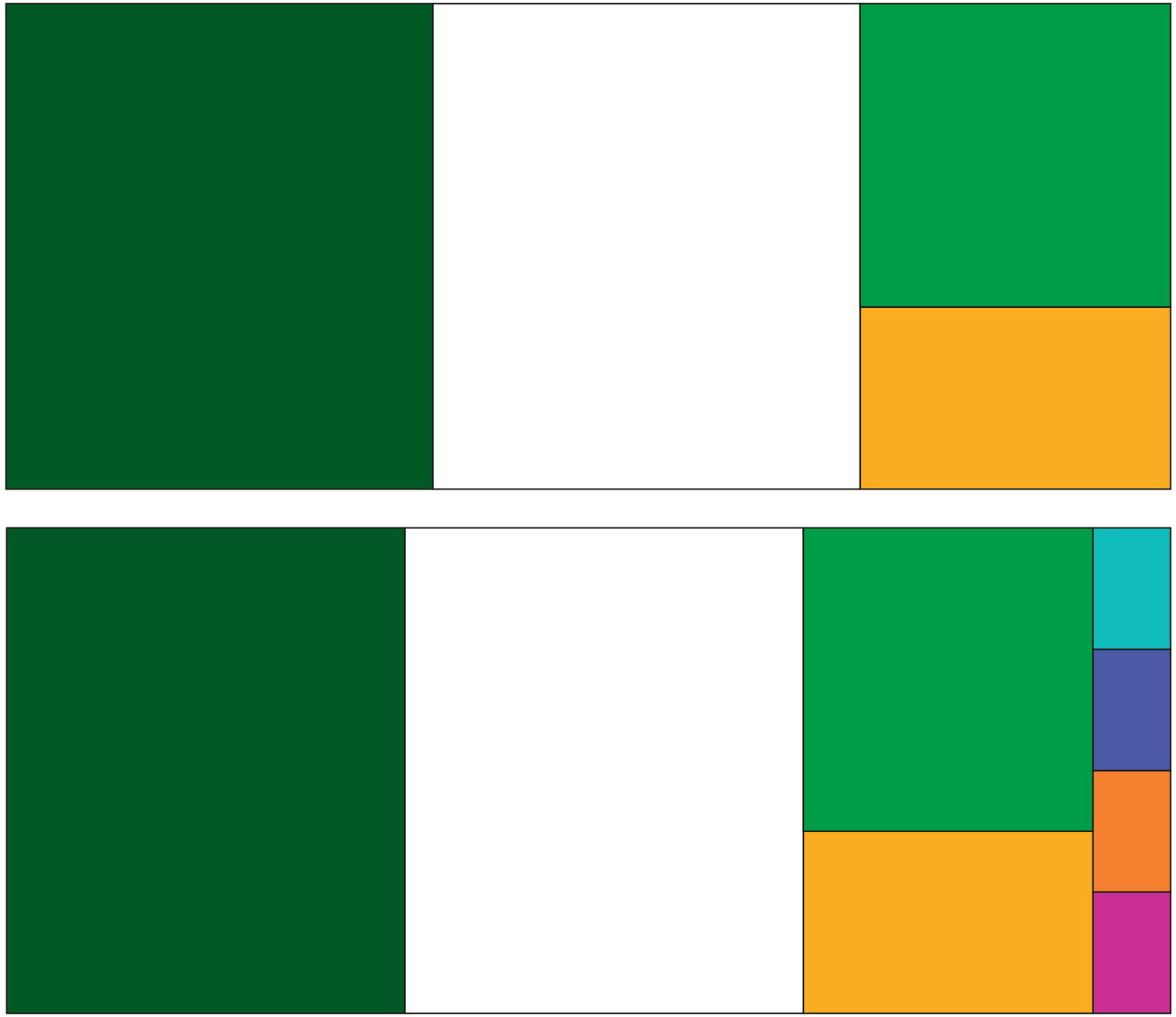
EPS Green or white should be used as the dominant colors in most layouts, particularly for backgrounds. These colors provide a clean, accessible foundation for text and imagery. While white is commonly used, Neutral Green may serve as a suitable alternative or combination, depending on design needs.

Edina Green and Yellow primarily function as accent colors, helping to reinforce our brand's personality. Use them thoughtfully to bring energy and visual interest to key design elements without overwhelming the overall layout.

When applied to or behind text, Edina Green and Yellow should appear only in small, intentional ways, such as in eyebrow headings or brief highlights. These colors are not intended for body copy or extended text, as they may reduce readability.

Secondary Color Palette

When incorporating the secondary palette into a design, ensure it plays a supporting role. These colors should appear in small amounts only, never dominating a layout or shifting attention away from the primary brand colors. Their purpose is to enhance specific design components, not to establish the overall tone or structure of a layout.



5.5

Color Pairings

Knowing how to pair colors is just as important as knowing which colors to use. Color pairings influence how our brand is experienced. They affect not only visual appeal but also how clearly and confidently information is communicated. Choosing the right combinations ensures that every Edina Public Schools communication is clear, inclusive, and on brand.



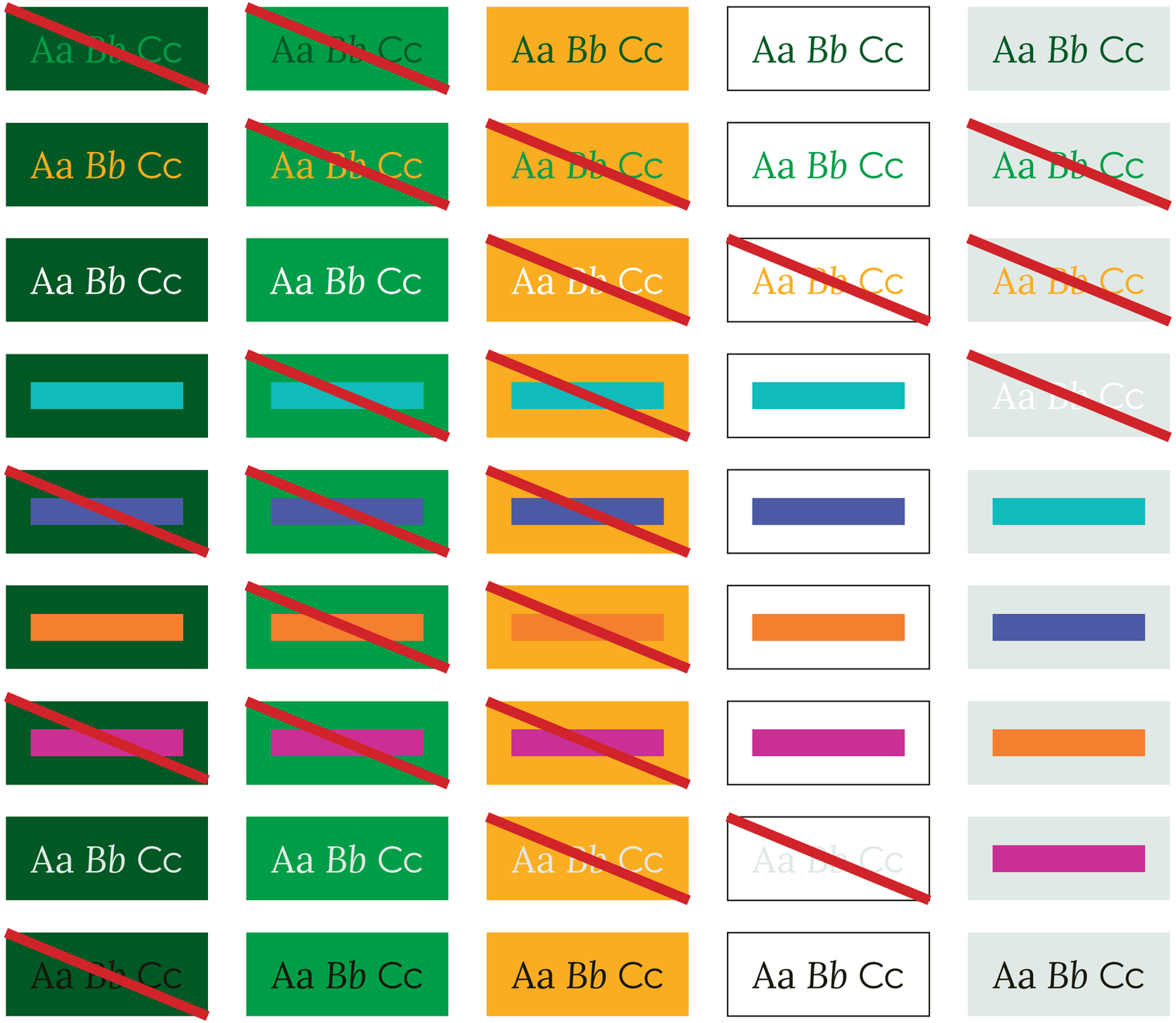
Contrast

The visual to the right demonstrates recommended and discouraged color combinations for text and/or graphics. These examples, along with the guidelines in this section, are designed to help maintain legibility and visual consistency across all communications.

High-contrast pairings, such as dark text on a light background or light text on a dark background, ensure content is readable by everyone, including those with low vision or color vision deficiencies. Always use high-contrast combinations for body text, detailed explanations, or anything requiring sustained reading.

Low-contrast pairings can appear muddy and diminish the readability and impact of your message. Avoid these combinations when layering text or graphics.

Prioritize accessibility and clarity in every pairing to ensure that all members of the Edina Public Schools community can engage fully with your content. To check your color choices, use free tools like WebAIM's Contrast Checker. These resources help confirm that your design meets WCAG accessibility standards for both text and visual elements.



Photography

6.1

Photography Pillars

Students are the heroes of our story, and photography is one of the most powerful ways we tell it. Unlike statistics or bullet points, compelling images bring the Edina Public Schools experience to life, offering a window into the moments, relationships, and values that define our community.

Our photography pillars guide what we capture and how we share it, helping us reflect who we are and the possibilities being realized in each and every student.



Authentic

We capture real, unscripted moments — from the classroom to the stage, cafeteria to the playing field. These images reflect the excellence of Edina Public Schools, building connection and trust by showing the real experiences of our students and staff as they are.

Diverse

Our district is vibrant and full of possibilities. Photography should reflect the wide range of student experiences — academics, arts, athletics, and beyond — so that every learner and family can see themselves in the story we tell.

Connected

We aim to capture the relationships that make Edina Public Schools a community. Through moments of belonging, collaboration, and care, our photography reinforces that every student is known, valued, and supported.

Expressive

At the heart of our story are the children entrusted to our care. Expressive imagery captures the joy, curiosity, and connection our students experience each day, evoking the hopes, pride, and aspirations our community holds for future generations.





















6.2

Editing Style

The following style considerations offer general guidance for aligning with our brand's photography editing style. Final edits will vary based on the lighting conditions and file format (e.g., JPG vs. RAW), but the outcome should always feel true to life.

Our images are vibrant and inviting. Colors should appear accurate but rich — never flat, dull, overly saturated, or whitewashed. Think natural warmth, balanced contrast, and a joyful tone that honors the authenticity of the moment.

The two examples to the right were captured as JPGs and edited in Adobe Lightroom. While specific settings will vary, these adjustments demonstrate the type of visual tone we aim to achieve.

Photo A

Exposure: +0.80
Blacks: -9
Vibrance: +15

Contrast: +21
Temp: +4
Saturation: +18

Photo B

Exposure: +0.40
Blacks: -34
Vibrance: +15

Contrast: +21
Temp: +4
Saturation: +18



Photo A - Before



Photo A - After


Photo B - Before


Photo B - After

Design Elements

Primary Ribbons

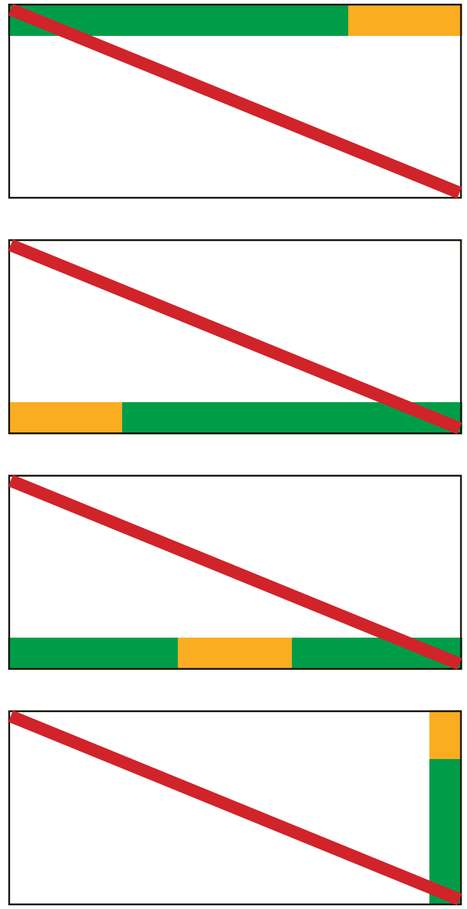
Primary ribbons are expressive visual accents that energize layouts and reinforce the Edina Public Schools identity. Unlike our secondary ribbons, these are not intended to structure content — they serve a purely graphic purpose.

Primary ribbons use Edina Green and Yellow in a specific proportion to reflect our primary brand palette. To the right, you'll find visual guidance and examples of correct and incorrect usage.

Guidelines

- Ribbons may be placed along the bottom of an image and the bottom or side of a layout element.
- The ribbon should span the full width (if on the bottom - labeled "A" to the right) or full height (if on the side) of the element it's applied to.
- Each ribbon is divided into ¾ Edina Green and ¼ Edina Yellow, measured by the element's width or height.
- The height (when horizontal) or width (when vertical) of the ribbon is typically ⅓ of the margin of the layout, document, or artboard the image/ element is placed within (labeled "B" to the right). While this may vary slightly depending on unique margin settings, ribbon proportions should remain modest and consistent with the example shown.
- The Yellow portion must always appear to the right (when horizontal) or at the bottom (when vertical).





7.2

Secondary Ribbons

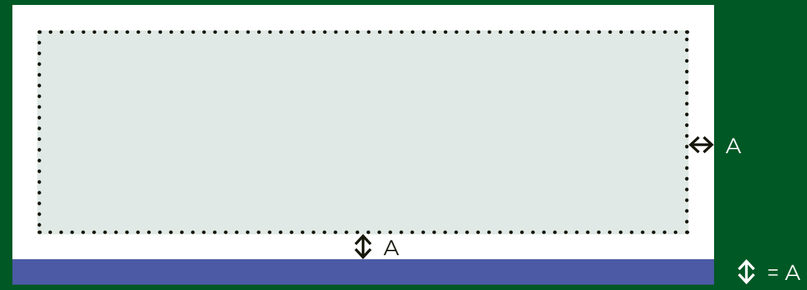
Secondary ribbons help distinguish or organize content within a single page or section. Unlike primary ribbons, these are functional design elements meant to group and guide, offering a clear visual separation between blocks of information while reinforcing the Edina Public Schools brand through thoughtful use of color.

These ribbons use our Edina Green, Yellow, and secondary color palette. They are placed directly beneath text boxes. To the right, you'll find visual guidance along with examples of both correct and incorrect usage.

Guidelines

- Apply secondary ribbons only to the bottom of text boxes.
- Ribbons should span the full width of the text box.
- Each ribbon should use one solid color: Edina Green, Yellow, Cyan, Purple, Orange, or Pink.
- To maintain visual variety, rotate ribbon colors across multiple text boxes. Avoid repeating the same color consecutively.
- The height of the ribbon should match the internal padding of the text box (labeled “A” to the right). This ensures a balanced, proportional look across layouts.

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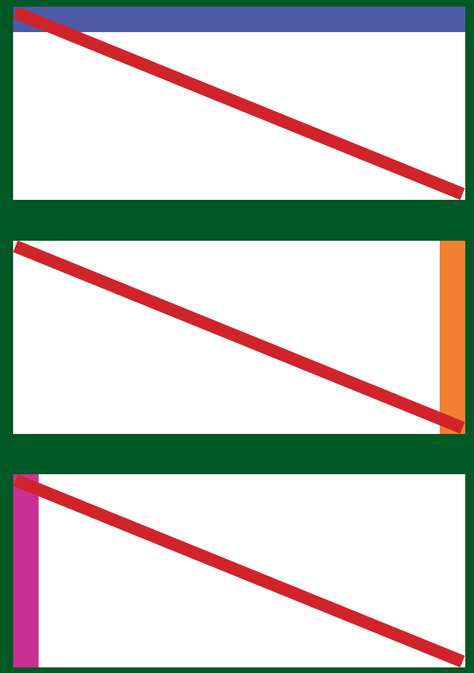
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7.3

Textures

Our brand textures are inspired by elements that reflect the Edina Public Schools identity and environment — the tactile quality of paper, the flow of honey, the rhythm of an open field, and the structure of a hive. Used thoughtfully, these textures add depth, warmth, and recognition to our visual identity, providing subtle visual interest and reinforcing our brand story.

Guidelines

- Restricted Use: Only the Marketing and Communications Department may format and apply textures, following the guidelines below.
- Use only the approved textures, available in EPS Green, Edina Green, Yellow, and the high-contrast EPS Green + Neutral Green version (Paper and Field only).
- Transparency may be adjusted to suit the layout, but the dominant color of the texture must be used as a solid background beneath it.
- Always scale textures proportionally. Do not stretch, distort, or crop them unnaturally.
- Never use the high-contrast EPS Green + Neutral Green texture behind text.
- Textures should act as supporting elements, not focal points. Avoid allowing them to dominate the layout or compete with core content.



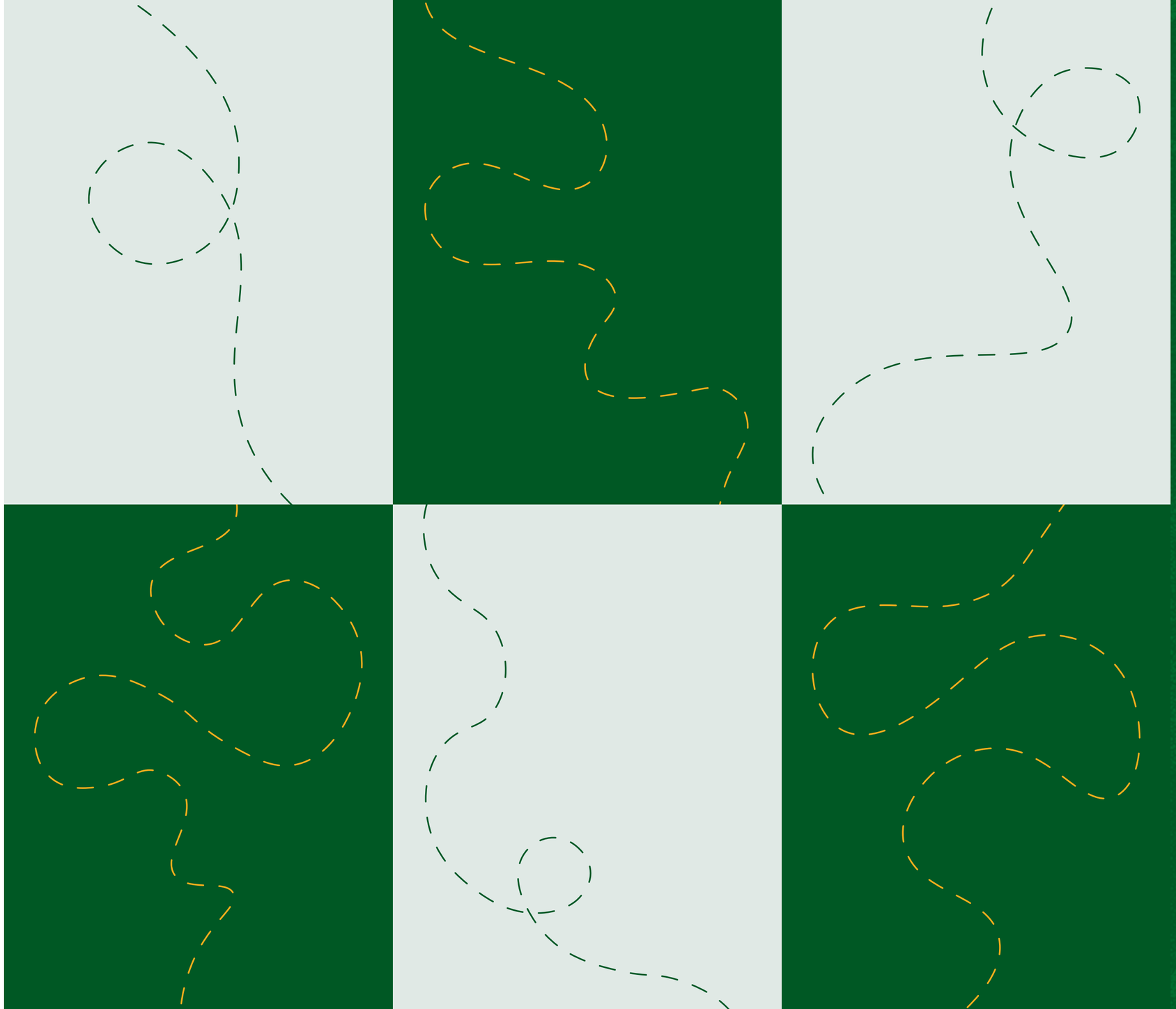
7.4

Flight Paths

Flight paths are illustrative design elements that add motion and playfulness to our materials. Inspired by our Hornet identity, they symbolize the many paths students take throughout their academic journey at Edina Public Schools.

Guidelines

- Restricted Use: Only the Marketing and Communications Department may format and apply flight paths, following the guidelines below.
- Use only the approved flight paths, available in EPS Green, Edina Green, Yellow, and White.
- When using flight paths, use them sparingly to support the design without overwhelming it.
- Ensure the ends of flight paths are not visible by allowing them to extend off the page or layering them behind solid design elements (like text boxes) when appropriate.
- Rotate and flip flight paths as needed to support the visual flow of the design.
- Scale each flight path proportionally, and scale all flight paths within the same design equally to maintain consistent stroke weight.
- Do not stretch, skew, or alter the proportions of flight paths; do not rotate or edit the dots within the flight paths.
- Only layer flight paths behind solid, block-style elements, such as text boxes, color blocks, or images, to ensure they don’t interfere with readability or key brand elements.



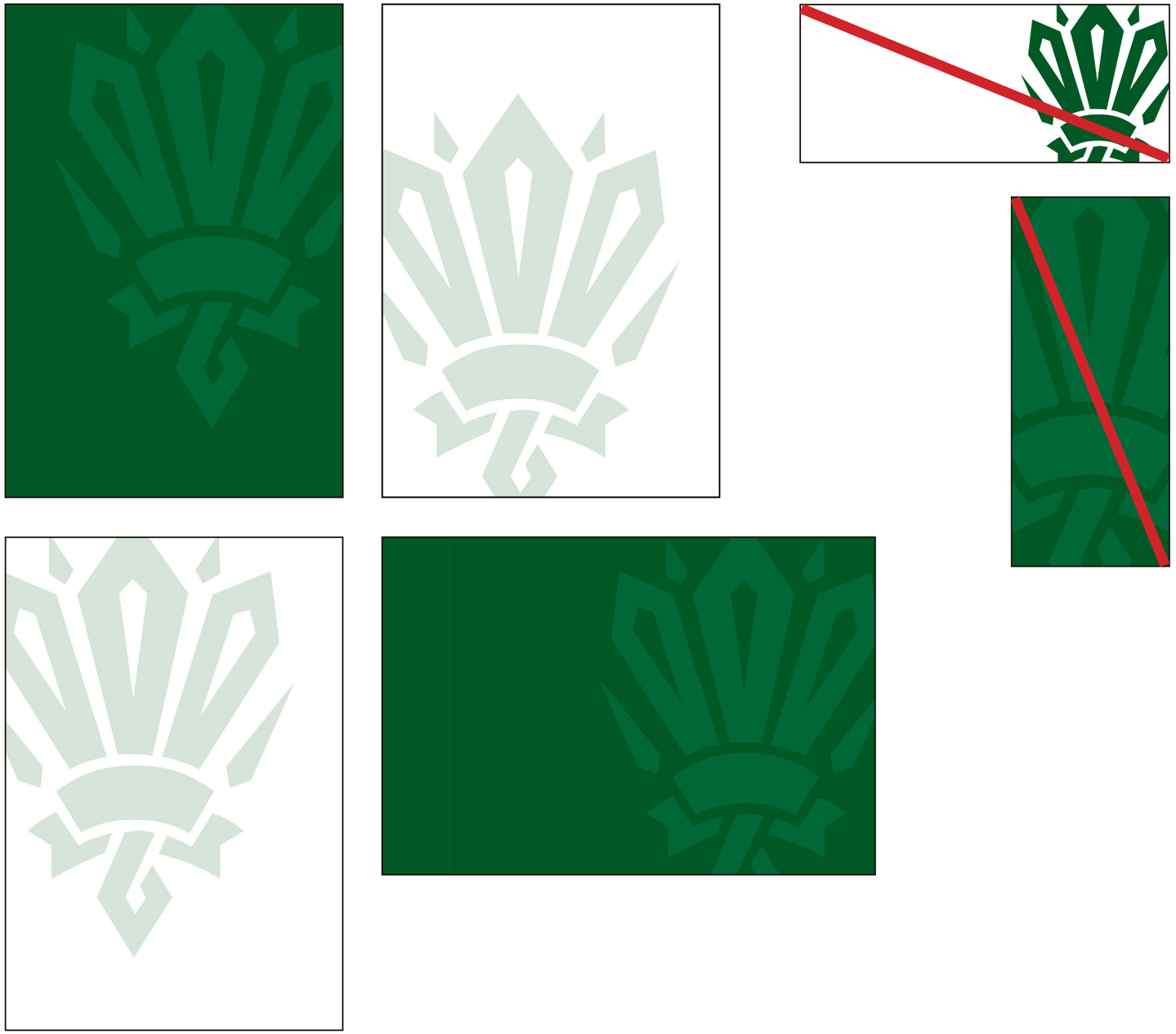
7.5

Brandmark Overlay

Our brandmark overlay is a subtle yet bold way to represent the Edina Public Schools identity. When used with intention, it becomes a strong visual anchor, bringing focus to our designs while reinforcing who we are. To the right, you'll find visual guidance along with examples of both correct and incorrect usage.

Guidelines

- Apply only one brandmark overlay per material to maintain brand balance.
- Scale the brandmark proportionally to fill nearly the full height of the layout or bleed past the full height of the layout.
- Scale and position the brandmark so that its key features remain visible and recognizable within the composition.
- Set the opacity of the brandmark overlay to 15% or lower to ensure that it remains subtle.
- The left or right point (never both at once) of the brandmark may extend (bleed) beyond the edge of the material, as may the top and/or bottom point.
- The overlay may appear on the same material as the primary EPS logo, but the two elements must not overlap.
- Always position the overlay behind all text, images, and other graphic elements. Never place it on top of content.



Icons

Our icons are designed with a consistent line weight, scale, and hexagonal background — a nod to our Hornet identity. Available in both primary and secondary color palettes, they simplify ideas and communicate information quickly when used with care and intention.

Guidelines

- Only use the provided icons; do not create or add new icons to our icon library.
- Scale icons proportionally to maintain consistent line weight and visual clarity.
- Do not stretch, skew, rotate, or flip icons.
- Icons are generally meant to be small, supportive design elements that aid in communication. Do not scale them too large or use them as decorative centerpieces.
- Use one consistent color variation across a layout or alternate between approved colors to create visual rhythm.
- The hexagonal background behind each icon is part of the icon. It must remain visible at all times. For example, do not place an icon with an EPS Green hexagon on an EPS Green background.
- Icons without hexagons are available for restricted use and must be requested and approved by the Marketing and Communications Department before implementation.



Applications


For Each and Every
Student to Discover Their
Possibilities and Thrive
Valley View Middle School
6754 Valley View Road
Edina, MN 55439
EDINASCHOOLS.ORG
Jonathan Doe
5th Grade Teacher
(555) 123-4567
jonathan.doe@edinaschools.org
5701 Normandale Road
Edina, MN 55424
EDINASCHOOLS.ORG
Edina Public Schools
DEFINING EXCELLENCE
Jonathan Doe
(555) 123-4567
1234 Valley View Road
Edina, MN 55439
Dear Jonathan Doe,
Uci officipsam, sunt est remodit quis everumet velendandis cus et que volupitam volum que num volenihil iduntium, esti aut odipita comnient adipsum, omnimpor aut et liquis volesci dolorum fugia vera peliqui rere landion porunte non pernatin corehent velesto esecuptat.
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(555) 123-4567
jane.doe@edinaschools.org
District Office
6754 Valley View Road Edina, MN 55439 (952) 848-3900
EDINASCHOOLS.ORG
Edina Public Schools
DEFINING EXCELLENCE
Jonathan Doe
(555) 123-4567
1234 Valley View Road
Edina, MN 55439

Our Vision

For Each and Every Student to *Discover Their Possibilities and Thrive*

Our Mission

Edina Public Schools is a dynamic learning community delivering educational excellence and preparing all students to realize their full potential.

Through academics, activities, and opportunities, we encourage creativity, foster curiosity, and develop critical thinking skills.

We support every student's educational journey by creating a caring and inclusive school culture that supports the whole student.

Our Core Values

Integrity, Compassion, Courage, Commitment, Appreciation, *and* Responsibility

Today's Topics

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Edina Public Schools
DEFINING EXCELLENCE

Presentation Title Slide


edinapublicschools
March 14 at 8 a.m.
Edina High School Cake Day
LEARN MORE

CELEBRATION · CAKE · COMMUNITY
Edina High School Cake Day
Monday, March 14 | 8 a.m.

14
Monday, March 14, 2026 at 8 AM
Edina High School Cake Day
In-person event
Go To Link
About
Discussion
Invite
Edit


Edina Public Schools
DEFINING EXCELLENCE
Brand Foundation and Guidelines
CERTIFICATE OF COMPLETION
This certificate is presented to
Jonathan Doe
for the completion of Brand Foundation and Guidelines training (32 hours)
through the Department of Marketing and Communications at
Edina Public Schools on Aug. 1, 2025.
Jane Doe
Jane Doe
Marketing and Communications Director
Richard Roe
Richard Roe
Digital Communications Coordinator

Contacts

Representing Edina Public Schools with authenticity and integrity is a shared effort. Thank you for helping us maintain a brand that reflects the excellence of our schools and community.

The EPS Marketing and Communications Department is available to provide brand marks, fonts, templates, and support. If you are in need of guidance beyond what's included in this brand guide, please contact us.

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WE ARE EDINA
2024

Edina Public Schools

DEFINING EXCELLENCE