

Why Brand Guidelines are Important

Brand guidelines are developed to help establish the school in the minds of teachers, staff, parents, students, the general public, the local community and the media. The brand guidelines represent the past, present and future.

A brand guide will explain how to use the school brand. It sets out the rules for using the brand name, the logo, fonts and colours and for creating communication materials both printed and digital.

Obligations of using the school brand

The rules within the brand guide will benefit the long term identity of the school by ensuring consistency of branding and marketing activities, and as a result will assist in promoting brand recognition.

The school employees and external suppliers should follow the guidelines to ensure the brand identity is communicated consistently.

To ensure the brand guidelines are adhered to, any person or entity using the logo and associated branding elements are to provide a proof prior to usage for approval, and to supply a clear photograph or a copy of the finished item (for example; brochure or photograph of signage/jersey) within one month of usage.

Brand Guidelines

The brand guideline document is developed to ensure that your brand remains consistent whenever used by a third party or in house staff.

- Using your school logo and assets, a brand guideline document will be created. The document will outline the correct use of your brand for future design projects.
- If your school has other brand assets such as sports houses, clubs etc., these will be included in the document.
- Outline colour values
- Outline typography
- Examples of how the logo should be used correctly
- The brand guideline will be in PDF format.
- Timeline - 1 week.



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The Process

1. School to supply assets and elements outlined below (additional out of scope assets will be quoted on a case-by-case basis)
2. Graphic Artist will review assets supplied.
3. Graphic Artist to make recommendations based on the review
4. School to advise if they wish to address recommendations or choose to proceed without accepting recommendations..
5. If recommendations are accepted, a new timeline will be communicated, recommendations will need to be completed before style guide can be completed.
6. Graphic Artist to complete Style Guide and send for approval.



Content Required

Files

- o School logo (All variations)
- o House logos (All variations)
- o School Masot Logos (All Variations)
- o School Programs (All Variations)
- o School Corporate Stationery (All variations)
- o School Signage
- o School Prospectus

NOTE: Please supply all logos in .ai, .eps or .svg vector file types

If you are having issues sourcing the vector format/s, a third party supplier such as a signwriter, printer, screen printer or an embroidery business may have created a vector logo and could possibly supply upon request.

Vector files are images that are built by mathematical formulas that establish points on a grid, a true vector file can be resized without losing quality.

References (If known or available)

- o **School colours/colour palettes. Include reference to known colour values (Pantone®/CMYK/Hex)**
Alternatively, if colour values are not known, brand colours will be selected via the logo or files supplied.
- o **Typography / Fonts - Include reference to known logo fonts.**
Alternatively, fonts will be matched to the logo files supplied. Where a perfect match cannot be made, a similar style of font will be defined.
- o **Other brand elements (shapes, illustrations or templates that are used consistently throughout school collateral.)**
Artist will include these elements at their discretion. Elements included in the brand guidelines need to be consistent with the brand.

Did you know we offer a suite of marketing solutions for schools? From photography and video, to graphic design and copywriting, we can help amplify your brand and drive community engagement solutions.



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