



BRAND IDENTITY

REFRESH

FEATURING OUR
NEW WEBSITE

ESD **112**

SERVING CHILDREN,
SCHOOLS AND THEIR
COMMUNITIES

BRAND IDENTITY

Brand identity is the **face of the brand**. Logo, typography, and color palette all represent an organization's larger, more intangible brand.

PROFESSIONAL TYPE

Type is a powerful tool. Professional brand identity includes both heading type and a "body" type which is very legible even at small sizes. It must work well with the logo and color palette. It should also, like the logo, reflect the organization's brand.

MEMORABLE LOGO

"Which came first—the logo or the brand?"
Logos and brands are constantly being refined and adjusted, but by and large, a brand **INCLUDES** a logo that identifies and enhances an organization's personality and purpose.

COLOR PALETTE

Color psychology is complex but all colors can be refined to accurately represent a brand identity. Palettes can include both primary and secondary colors. The new ESD 112 brand includes a full set of secondary colors to help differentiate the many programs of our large agency.



MODERNIZED LOGO

ESD **112**

SERVING CHILDREN,
SCHOOLS AND THEIR
COMMUNITIES

MODERNIZE THE LOGO

DIRECTIVE: Emphasize the 112, maintain the friendly circle, create flexibility, create additional network trademark

03

STATEWIDE NETWORK
BRANDMARK



01

FULL VERSION

EDUCATIONAL
SERVICE DISTRICT



02

ACRONYM FOR SPACE

ESD





NEW TYPE

ESD **112**

SERVING CHILDREN,
SCHOOLS AND THEIR
COMMUNITIES



MODERN CLASSICAL

LET ME TELL YOU
A FASCINATING
STORY FROM
BATH, ENGLAND

01

DISPLAY / HEADING

BATH SPA
NEW ROMAN
TITLE

CLASSICAL & RELIABLE

1234567890
ABCDEFGHIJKLMN OP
QRSTUVWXYZ—

BATH SPA
NEW ROMAN
HEADLINE

CLASSICAL & RELIABLE

1234567890
ABCDEFGHIJKLMN OP
QRSTUVWXYZ—

02

PRIMARY TYPEFACE

Whitney Light
Whitney Light Italic
Whitney Book
Whitney Book Italic
Whitney Medium
Whitney Medium Italic
Whitney Semibold
Whitney Semibold italic
Whitney Bold
Whitney Bold Italic
Whitney Black
Whitney Black Italic

Aa

THE WHITNEY FAMILY WAS DEVELOPED AS AN INSTITUTIONAL TYPEFACE FOR NEW YORK'S WHITNEY MUSEUM IN 2004. ITS FRIENDLY AND PROFESSIONAL FORMS WILL MAINTAIN ABSOLUTE BRAND CLARITY FOR ESD 112 AND ITS PROGRAMS. WHITNEY IS SUPREMELY VERSATILE AND EASY TO READ EVEN WHEN VERY SMALL.

A man and a woman are seen from behind, looking out over a vast tropical landscape at sunset. The man is standing on a rocky outcrop, wearing a light-colored t-shirt, shorts, and a large backpack with a rolled-up mat. He is holding binoculars to his eyes. The woman is sitting on the same rock, wearing a dark top and shorts, also with a backpack. The landscape features lush green hills, a body of water, and distant mountains under a warm, golden sky. A red banner is overlaid across the middle of the image.

COLOR PALETTE

ESD **112**

SERVING CHILDREN,
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COLOR FOR ALL

WHILE THE AGENCY
PRIMARY COLORS
ARE BLUE AND RED,
DEPARTMENTS HAVE
NOW BEEN ASSIGNED
A COLOR FROM THE
SECONDARY PALETTE
TO HELP SET THEM
APART.

SCHOOL &
AGENCY
OPERATIONS



BUSINESS &
FINANCIAL
MANAGEMENT



HUMAN RESOURCES &
LEGAL SERVICES



TEACHING &
LEARNING



COMMUNICATIONS &
PUBLIC ENGAGEMENT



A photograph of two young children, a white toddler on the left and a Black toddler on the right, sitting and holding hands. They are both looking at each other. The background is a blurred indoor setting with blue chairs. A red horizontal bar is overlaid across the middle of the image.

NEW WEBSITE

ESD **112**

SERVING CHILDREN,
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ESD 112 WEBSITE GOALS

- ✓ Improve the user experience
- ✓ ESD112 brand identity refresh
- ✓ Change the way we do business. Example: fingerprinting appointments online
- ✓ Create a simple backend system for web editors to maintain pages
- ✓ Increase traffic to the website (including Search Engine traffic)
- ✓ Cross-program visibility

GROWING FORWARD

The website will always be evolving:

1. Web editor and accessibility training
2. Add Multi Language capabilities
3. Work with program managers on content improvement
4. Add newsroom contributors
5. Migrate accessible documents to new server