Rebranding your Education Foundation

Steps to brand development

1. Know your mission/purpose

   ⇒ Simplify

   ⇒ Brainstorm

   ⇒ Know your audience

2. Develop your Tag Line

   ⇒ What describes what you do in simplest form?

2. Develop your Logo

   ⇒ Start with black; then add colors

   ⇒ Should be flexible uses

   ⇒ Style Sheet

4. Create your resources

   ⇒ Letterhead

   ⇒ Social Media template

   ⇒ Newsletter

   ⇒ Business Cards

5. Be Consistent in usage!

Presented by: Teresa Benden, Executive Director,

College Station ISD Education Foundation ❖ tbenden@csisd.org ❖ 979-764-5586

Old Logo

Helping Dreams Take Flight

- -

New Logo

Style Guide

Fonts for Logo – Gills San Light & Arno Pro Regular

Pantone Colors (Colors for printing)

Maroon – PMS 208

Green – PMS 582

Purple - PMS 526

Samples of Education Foundation Logos from across Texas