# INTRODUCTION & FRAMEWORK

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**Elements outlined within are subject to change.**

**THIS IS A LIVING DOCUMENT**
A MESSAGE TO OUR DISTRICT

The East Baton Rouge Parish School System’s brand is more than a logo and pleasing color palette. It is the foundation of tradition that students, faculty, alumni and community members reflect on when they think of education in the capital city.

In this document you will find updated regulations for the district’s branding elements which are based on EBR’s Communications Action Plan. In addition, it will delineate the Every Student brand campaign that serves the East Baton Rouge Parish School System under the leadership of Superintendent Sito J. Narcisse, Ed.D. In order to remain consistent in our communications and overall aesthetic, adherence to these guidelines will now be mandatory for all offices, departments and schools. The following toolkit was created to ensure proper usage of branding elements and aid in the development of district related assets and publications.

To obtain the complete toolkit and its source files, please visit: ebrschools.org/communications
For assistance or approvals, contact the Department of Communications & Public Relations graphicdesign@ebrschools.org

THE BRAND FRAMEWORK

Our Mission: Inspiring humanity through transformational learning in the classroom and in the community.

Our Vision: The East Baton Rouge Parish School System will be the cornerstone of the community as a premier educational institution by inspiring, cultivating and producing a modern workforce prepared to create a robust and thriving economy.

OUR PURPOSE

Developed to align with EBR’s Communications Action Plan, the updated branding guidelines are intended to promote the district’s reputation and honor its tradition of commitment to educate all students to their maximum potential in a caring, rigorous and safe environment.

IMPLEMENTING NEW STANDARDS

The use of East Baton Rouge Parish School System’s brand elements must conform to approved standards that have been authorized by district leadership. Additionally, it is imperative that all brand elements and assets are used properly, in a quality manner, on all web and social platforms, print materials and advertisements, signage and merchandise, etc.

When using any brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within the Communications Department at East Baton Rouge Parish School System.
These guidelines are offered as a resource to ensure proper use of the EBR logo and brand in all communication efforts by departments, schools, students, employees and consultants providing professional services to the district. The EBR logos are managed and distributed by the EBRPSS Department of Communications & Public Relations.

The primary and full name EBR logos are available via the Communications webpage. If you are an external consultant, vendor or any entity not directly affiliated with EBR, please contact us to inquire about obtaining permission to use the EBR logo.

**Basic Requirements:**

- The EBR logo is primary for all district communication pieces.
- The EBR logo must appear as the dominant mark on the front of all publications and websites representing any entity within the East Baton Rouge Parish School System organizational structure.
- The EBR logo should never appear smaller than 1 inch in width. The EBR logo with the accompanying full name should never appear smaller than 2 inches in width.
- The EBR logo may only appear in the following approved EBR colors: navy, white and light blue. The logo must appear using 100% full saturation of the official colors. Tinting is not allowed.
- There must be a protected area surrounding the logo. This ensures no other graphic elements interfere with the clarity and integrity of the EBR letters.
- Do Not Edit the Logo. Placing anything in front of, adding a stroke or outline to, or adding gradients patterns or effects to any official EBR logo is prohibited.
- The EBR logo may not be combined with other graphic marks or logos to create a subbrand.
**DEPARTMENT SIGNATURES**

The EBR signatures provide department-specific branding for our departments and offices across the district. These marks are set up exclusively by the EBR Department of Communications & Public Relations to ensure consistency. These are your logos and should be used in lieu of creating unique logos for your departments. For your convenience, there is a vertical and decorative, horizontal variation of the EBR Department Signature, which is to be used where it best fits.

**Department Signature Usage Guidelines**
- Signatures will soon be available for download on the Communications webpage.
- Please note, Department Signatures are not provided for programs.
- All EBR logo usage guidelines in the previous section apply to the EBR department signatures.

**PROGRAM LOGO MARKS**

The EBR Program marks provide theme-specific branding for programs across the district. These marks are set up exclusively by the EBR Department of Communications & Public Relations to ensure consistency. These are your logos and should be used in lieu of creating unique logos for your programs. For your convenience, there is a primary and secondary variation of each Program mark, which is to be used where it best fits.

**Program Logo Usage Guidelines**
- Program Logos will soon be available for download on the Communications webpage.
- Please note, Program Logos are not provided for departments.
- All EBR logo usage guidelines in the previous section apply to the EBR Program logo marks.
"In East Baton Rouge Parish, our school system is committed to excellence in education for every student, in every community, in every class, every day."

The Every Student brand campaign serves the East Baton Rouge Parish School System under the leadership of Superintendent Sito J. Narcisse, Ed.D. The following guidelines are offered as a resource to ensure proper use of the campaign logo marks alongside the EBRPSS brand. The Every Student campaign marks are managed and distributed by the EBRPSS Department of Communications & Public Relations.

The light blue and navy Every Student seals are available via the Communications webpage. The Every Student word mark and footer/accent logos are only intended for use by the Office of the Superintendent and Department of Communications & Public Relations. If you are an external consultant, vendor or any entity not directly affiliated with EBR, please contact us to inquire about obtaining permission to use the Every Student campaign logo marks.

**Basic Requirements:**
- The Every Student seal is to be used as a primary accent for district communication pieces.
- The campaign logo must be used in conjunction with the EBR logo. This logo does not stand alone.
- The Every Student seal should never appear smaller than 2 inches in width.
- The Every Student seal may only appear in the following approved colors: light blue with navy text and navy with white and light blue text. The logo must appear using 100% full saturation of the official colors. Tinting is not allowed.
- There must be a protected area surrounding the logo. This ensures no other graphic elements interfere with the clarity and integrity of the Superintendent’s seal.
- Do Not Edit the Logo. Placing anything in front of, adding a stroke or outline to, or adding gradients patterns or effects to any official EBR logo is prohibited.
- The Every Student seal may not be combined with other graphic marks or logos to create a subbrand.
The #WeAreEBR brand campaign serves as a social media campaign for the East Baton Rouge Parish School System. The following guidelines are offered as a resource to ensure proper use of the campaign logo marks alongside the EBRPSS brand. The #WeAreEBR campaign marks are managed and distributed by the EBRPSS Department of Communications & Public Relations.

The #WeAreEBR logo marks are available via the Communications webpage. If you are an external consultant, vendor or any entity not directly affiliated with EBR, please contact us to inquire about obtaining permission to use the #WeAreEBR campaign logo marks.

**Basic Requirements:**
- The #WeAreEBR logos are to be used as an accent to the EBR brand.
- The campaign logo must be used in conjunction with a primary EBR logo. This logo does not stand alone.
- The #WeAreEBR logo should never appear smaller than 2 inches in width.
- The #WeAreEBR logo may only appear in the following approved colors: navy, light blue or white. The logo must appear using 100% full saturation of the official colors. Tinting is not allowed.
- There must be a protected area surrounding the logo. This ensures no other graphic elements interfere with the clarity and integrity of the Superintendent’s seal.
- Do Not Edit the Logo. Placing anything in front of, adding a stroke or outline to, or adding gradients patterns or effects to any official EBR logo is prohibited.
- The #WeAreEBR logos may not be combined with other graphic marks or logos to create a subbrand.
COLOR PALETTE & TYPOGRAPHY
COLOR PALETTE

The updated EBR color palette reduces the number of colors officially tied to the EBR brand and helps to provide a consistent and simple brand presentation. There are now only three colors in palette, each offering a limited spectrum. The shades within the palette are not interchangeable with the primary color palette but instead are available to give the brand flexibility when it comes to design. The EBR logo may only appear in the official navy, light blue or white. The EBR logos on the swatches below indicate approved logo colors. See the Logo Usage Guide section for details.

Primary Colors

**NAVY**
- Pantone 289 c/u
  - C 100 - M 70 - Y 40 - K 26
  - R 58 - G 72 - B 99
  - HEX/HTML 3A4B63

**LIGHT BLUE**
- Pantone 277 c/u
  - C 32 - M 8 - Y 0 - K 0
  - R 217 - G 229 - B 244
  - HEX/HTML D9E5F4

Tonal Palette

**NAVY**
- Pantone 289 c/u at 80%
  - C 82 - M 70 - Y 40 - K 26
  - R 58 - G 72 - B 99
  - HEX/HTML 3A4B63

**LIGHT BLUE**
- Pantone 277 c/u at 45%
  - C 53 - M 2 - Y 0 - K 0
  - R 217 - G 229 - B 244
  - HEX/HTML D9E5F4

**LIGHT BLUE**
- Pantone 277 c/u at 20%
  - C 5 - M 2 - Y 0 - K 0
  - R 1237 - G 243 - B 249
  - HEX/HTML EDF3F9

Neutral Palette

**COOL GREY 11**
- Pantone Cool Grey 11 c/u
  - C 63 - M 52 - Y 44 - K 33
  - R 83 - G 86 - B 90
  - HEX/HTML 53565A

**COOL GREY 4**
- Pantone Cool Grey 4 c/u
  - C 100 - M 66 - Y 0 - K 76
  - R 12 - G 35 - B 64
  - HEX/HTML B8BCBC

**COOL GREY 4**
- Pantone Cool Grey 4 c/u at 50%
  - C 12 - M 9 - Y 10 - K 0
  - R 220 - G 220 - B 220
  - HEX/HTML DCDCCD

Accent Palette

**GREEN**
- Pantone 7737 c/u
  - C 58 - M 1 - Y 93 - K 10
  - R 107 - G 165 - B 57
  - HEX/HTML 6BAA39

**GREEN**
- Pantone 7737 c/u at 60%
  - C 37 - M 6 - Y 59 - K 0
  - R 167 - G 200 - B 136
  - HEX/HTML A7C888
TYPOGRAPHY

Leading the EBR brand, primary typeface, Visby CF, is a versatile sans-serif font that can work for anything from headlines to body copy. It can be pushed and manipulated to work in various ways—or it can simply be used for utility. The goal is to use Visby CF as the primary typeface, in print and on the web, alongside EBR logos and marks. Our secondary typeface, Aleo, Should be used for subheaders and features such as quotes, statistics, and rankings. Finally, EBR’s accent typeface, Bon Vivant, is intended to add customized, modern feel to the brand adding flair to pieces that may otherwise lack the tone our brand should exude.

Primary Typeface: Visby CF

Heavy
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Secondary Typeface: Aleo

Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Accent Typeface: Bon Vivant

Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9
EMAIL SIGNATURES

The following template should be utilized for all district email signatures. Departments, programs, and schools may replace the EBR logo with their provided vertical logos. Additional elements such as quotes, gifs, photos, and other decorum are not permitted.

District Email Template

Your Name Here
Your Title Here
(XXX) XXX-XXXX
email@ebrschools.org

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error, please notify the system manager. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the East Baton Rouge Parish School System. Finally, the recipient should check this email and any attachments for the presence of viruses. The district accepts no liability for any damage caused by any virus transmitted by email.

You may click the images above to download them.

LETTERHEAD AND PRESENTATIONS

The following letterhead and presentation templates should be utilized for all official district communications and presentations.

District Letterhead Template

District Presentation Template

You may click the images above to download the templates.
PRINT COLLATERAL

The following printed collateral has been designed and approved by the EBR Department of Communications & Public Relations. All pieces can be ordered and printed by the Graphic Arts Department. No alterations should be made to the color palettes and typography on the print collateral.

District Letterhead and Envelope

District Stationery

District Notepads

District Business Cards