



BRANDING KIT

Guide

USING:

S STRATEGY

S SPIRIT

D DELIVERY





Strategy

Our identity and the significance of our brand



Strategy

Our *strategy* entails building a robust presence across both digital and physical platforms, aligning closely with the Smyrna School District's mission, vision, purpose, and commitments, thereby elevating its visibility statewide. This plan is implemented with careful attention to our brand's personality and visual identity guidelines. Every element, whether it be words, images, or interactions, plays a crucial role in shaping public perception of the Smyrna School District brand.



Strategy

The Vision, Mission, Core Values, and Five Commitments to Stakeholders of the Smyrna School District serve as the bedrock of our brand.

Mission

The Smyrna School District provides an inclusive, innovative, and safe learning environment where every person thrives.

Vision

A Smyrna School District learner is a healthy and employable communicator, reader, and problem solver.

Core Values

COMPASSION

- A deep feeling for and concern for others, including kindness, generosity, forgiveness, and caring.

INTEGRITY

- A steadfast commitment to honesty and a sense of right and wrong.

PERSEVERANCE

- Dedication and consistency to achieve a purpose, idea, or task despite obstacles.

RESPECT

- A high regard for oneself and others, including self-worth, pride, appreciation for differences and individuality, fairness, and tolerance.

RESPONSIBILITY

- Accountable for one's actions while being reliable, fulfilling commitments, and demonstrating service to others.



Strategy

The Vision, Mission, Core Values, and Five Commitments to Stakeholders of the Smyrna School District serve as the bedrock of our brand.

Five Commitments to Stakeholders

EXPERT-LED INSTRUCTIONAL PROGRAM

- Experts lead a high-quality instructional program which offers learners access to inclusive, diverse, age-appropriate, standards-based content personalized to each learner's need. Learners include students, teachers, and other employees.

SAFE ENVIRONMENT

- Each district campus is a safe and secure environment ensuring each student and adult is psychologically and physically safe. Each learner follows the code of conduct and other safety policies and procedures because the personal health and welfare of all learners is important.

FAMILY, SCHOOL, AND COMMUNITY PARTNERSHIPS

- Each district campus is a safe and secure environment ensuring each student and adult is psychologically and physically safe. Each learner follows the code of conduct and other safety policies and procedures because the personal health and welfare of all learners is important.

POSITIVE EXPERIENCE

- All stakeholders, internally and externally, are valued and treated with civility as the district strives to resolve stakeholder concerns quickly and efficiently with transparency, dignity, and respect.

FISCAL STEWARDSHIP

- The school district is accountable and transparent utilizing all available resources and funds. The return on investment is defined by each learner's success as a healthy and employable reader, communicator, and problem solver.

Spirit

The manner in which we utilize language and visuals to engage with our audiences



Spirit

At Smyrna School District, we're committed to open communication with families, students, and stakeholders to foster strong relationships and support our community. Through updates, parent-teacher conferences, board meetings, and events, we strive to keep everyone informed and engaged while providing you with the resources and information you need to help your child succeed. Our dedication to communication is rooted in our belief that working together is essential for student and district success. We value transparent communication and remain committed to keeping our community informed and connected. Leveraging the power of language and visuals, we ensure that our messages resonate effectively, fostering understanding and engagement among our diverse audience.

Spirit

All content must consistently embody the essence of Smyrna School District's vision and objectives, showcasing the distinctive qualities that set it apart.

Stakeholder Audience

STUDENTS
PARENTS/GUARDIANS
STAFF
COMMUNITY MEMBERS
STATE AND LOCAL OFFICIALS
STAKEHOLDERS IN EDUCATION

Communications Principles

- *Embrace* our student and staff achievements
- *Foster collaboration* with neighboring school districts, partners, and local businesses
- *Nurture* strong connections and pride within our community



Spirit

All content must consistently embody the essence of Smyrna School District's vision and objectives, showcasing the distinctive qualities that set it apart.

Voice and Tone

- COMPASSION
- INTEGRITY
- PERSEVERANCE
- RESPECT
- RESPONSIBILITY
- PRIDE
- INCLUSION

By infusing our voice and tone with the essence of compassion, integrity, perseverance, respect, responsibility, pride, and inclusion that defines the Smyrna School District spirit, we remain steadfast in our commitment to our core values. This commitment cultivates an inclusive environment where each individual is embraced, encouraged, and empowered to excel academically, socially, and emotionally.



Spirit

All content must consistently embody the essence of Smyrna School District's vision and objectives, showcasing the distinctive qualities that set it apart.

Image and Video

GUIDELINES

- Utilize illustrations and icons to convey concepts and enhance visual appeal, ensuring adherence to brand colors.
- Prioritize authentic photos and videos featuring students, staff, and facilities over stock imagery.
- All individuals depicted must adhere to Smyrna School District's Code of Conduct, including dress code and safety procedures.
- Obtain consent and ensure no FERPA restrictions before capturing any imagery.
- Ensure photos and videos are well-lit, vibrant, and of high quality.

ACCESSIBILITY

- All Smyrna School District websites will incorporate accessibility aids.
- Our objective is to make online imagery and videos accessible to individuals with visual, hearing, motor, or cognitive disabilities.
- Official Statements and urgent messages from the Smyrna School District will endeavor to include translations into languages spoken within our district.

Delivery

How we identify and portray ourselves across various visual and communication platforms

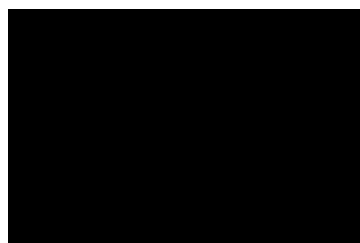


Delivery

COLOR PALETTE



HEX #ED0000
RGB 237/0/0
CMYK 0/93/93/7



HEX #000000
RGB 0/0/0
CMYK 0/0/0/100



HEX #A6A6A6
RGB 166/166/166
CMYK 0/0/0/35



HEX #FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Using a dropper tool, colors from previous logos spanning several years were blended together, giving rise to Smyrna Red. This color palette pays homage to the diverse range of colors used in previous District designs, facilitating a transition towards a more contemporary identity while preserving elements of its heritage.

PMS 185 C is the closest match to Smyrna Red.



Delivery

TYPOGRAPHY

Typography refers to the fonts used in all types of communication, from print to video. We offer a few versatile options for different purposes.

Title: Brightwall

Subtitle: Atteron

Body (Serif): Baskerville Display PT or Times New Roman

Body (Sans Serif): Calibri

Brightwall, Atteron, and Baskerville Display PT are Canva fonts. To access these and other brand resources such as fonts, colors, logos, and templates, please sign into Canva using your Canva for Education account associated with the Smyrna School District.

Brightwall

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

ATTERON

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

Baskerville Display PT

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

Times New Roman

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

Calibri

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

Delivery

LOGO

Our logo serves as the emblem of our organization and should be featured across all our media creations.

Consistent application of our logo:

- Reinforces our brand and maintains its strength, especially after undergoing a rebranding.
- Communicates that our various schools, programs, and services are unified, emphasizing the need to discontinue the use of any previous logos.
- Fosters pride both internally and externally in our organization.
- Creates meaningful connections with our diverse audiences, leaving a lasting impact.

Although these are the primary logos, a [Google Drive](#) folder houses all Smyrna School District assets, encompassing individual school logos on the subsequent page, along with department-specific logos.

SEAL



SCRIPT LOGO



HORIZONTAL LOGO



140 YEAR SEAL



#PROUD LOGO



Certain logos displayed above feature color variations. For the complete branding kit, please refer to the Google Drive folder.

Delivery

LOGO

We kindly request your cooperation in **utilizing only the Eagles logos officially crafted by the Smyrna School District Communications team**. This measure is crucial to safeguarding our brand integrity and mitigating any potential legal ramifications, such as cease and desist notices. Your adherence to this policy is greatly appreciated as we strive to cultivate a strong and distinctive brand identity.



Delivery

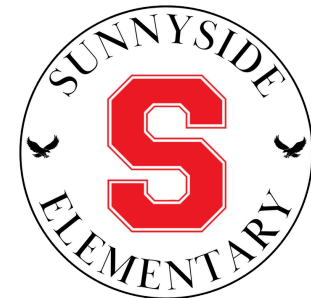
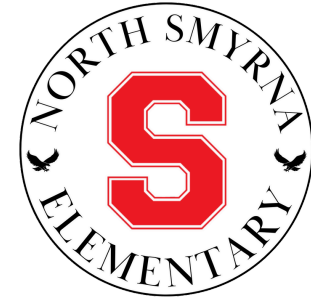
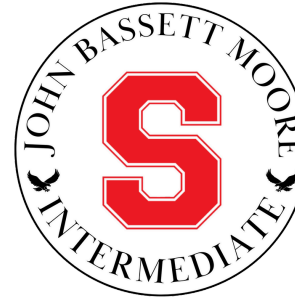
SCHOOL LOGOS

Our school logos serve as the emblem of our schools and should be featured across all our media creations.

Consistent application of our logo:

- Reinforces our brand and maintains its strength, especially after undergoing a rebranding.
- Communicates that our various schools, programs, and services are unified, emphasizing the need to discontinue the use of any previous logos.
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Delivery

Adhering to the established guidelines for logo usage is essential for safeguarding its integrity and elevating the professionalism associated with our brand. Your adherence to these guidelines is greatly appreciated, as it contributes to maintaining the consistency of the SSD Brand.

Logo Guidelines

- Always use the official version of the logo provided by SSD. Avoid altering its design, colors, or proportions.
- Maintain the integrity of the logo by ensuring it is legible and recognizable at various sizes. Avoid scaling the logo too small, as it may compromise its visibility and impact.
- Surround the logo with sufficient clear space to ensure it stands out and remains unobstructed.
- Place the logo on backgrounds that provide adequate contrast to ensure readability and visual impact. Avoid placing the logo on busy or cluttered backgrounds that may diminish its visibility.
- Use the logo in its approved color variations as specified in the Branding Kit. Do not use unauthorized color variations or alter the colors of the logo.
- Position the logo prominently and appropriately on all brand materials, such as documents, presentations, and digital platforms. Ensure it is placed in a consistent location for brand recognition.
- Refrain from modifying or embellishing the logo with additional elements, effects, or typography. Maintain the logo's original design integrity at all times.
- Utilize the logo in the recommended file formats provided by the brand guidelines to ensure optimal quality and compatibility across different mediums.
- Adhere to SSD's standards and guidelines regarding logo usage, including any specific instructions for different applications or platforms.
- If unsure about logo usage or in need of specific variations for a particular purpose, consult with the Communications Department for assistance.



Delivery

CREATION

We encourage our staff to take advantage of the Smyrna School District Canva Team. By joining our team on Canva for Education, teachers and staff can access our full branding kit, which includes templates and design elements that align with our district's visual identity. This access not only streamlines the design process but also ensures adherence to our brand standards. Canva Pro features are available at no cost to our educators, enhancing their ability to create engaging and professional materials.

Jessalynn Kenton-Johnson, our Public Information and Communications Specialist, is available to assist with account setup and to provide guidance on using the Canva platform effectively. She is a valuable resource for ensuring that your projects reflect our district's brand identity.

While there is flexibility in the use of typography and color schemes for everyday internal documents, any official or public-facing document must strictly adhere to the branding kit specifications. Should you require assistance with creating materials for official use, or if you have any questions regarding the branding guidelines, please do not hesitate to reach out to Mrs. Johnson. She is more than happy to assist with your project or to create the necessary materials to ensure brand consistency.



Delivery

FILE GUIDE

Only the existing logos will be available; no additional variations will be provided.

All variations are available in two file types: PDF and PNG. Use the guide to the right to decide which file type is best for your intended application.

PDF FOR PRINT

- **PDF** files are vector-based, constructed using mathematical formulas, which allows them to be scaled infinitely without any loss of quality.
- **PDF** files are formatted using the CMYK/PMS color space.
- Use **PDF** files for professional design purposes.
- Use **PDF** files to send files to vendors for printing,

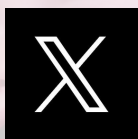
PNG FOR DIGITAL

- **PNG** files are raster-based, composed of pixels, and as a result, they may lose quality when scaled up.
- **PNG** files are formatted using the RGB color space.
- Use **PNG** files for applications such as Word, PowerPoint, Google Docs, or Google Slides.
- **PNG** files are suitable for digital applications like web or social media.
- Avoid sending **PNG** files to vendors for printing purposes.

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