



**Challenging Students to Achieve Their Goals and Dreams**

Cedarburg School District

# BRAND PLATFORM



## MISSION

The mission of the Cedarburg School District is to provide an exemplary education that challenges students in a nurturing environment to develop into lifelong learners, to become responsible adults, and to achieve their goals and dreams.

## VISION

A premier school district in the country

## PURPOSE

Dream big, goal driven

## BELIEFS

COMMUNITY. SUCCESS. DEVELOPMENT.

Cedarburg School District

# CSD IDENTITY DEVELOPMENT



Over the last year, we began a brand discovery process to create a cohesive brand message and an overall communication plan using multiple data sources gathered over the last 4 years. We are in phase 1 of that Brand Discovery Plan which included a new district logo. The purpose was to get a consistent district logo integrated into each school's logo for a unified look across the district.

Noted as an area of opportunity with the new building project for a cohesive district logo, the time was right to make the change this year.

The project goal was to create a more cohesive visual identity program for the district, that will aid in design work happening currently within the school system facilities, and future efforts. We worked within the current set of school logos to assist in developing a brand architecture that ties into the unique themes and aesthetics for the district.



Up to 2008



**Challenging Students to Achieve Their Goals and Dreams**

2008-2020

Current district branding lacked cohesion and district logo misaligns with schools, both in color palette and design. It was time to create a sense of brand consistency.

# OUR BRANDING OBJECTIVES



- The overall desire was for a cohesive brand/ storytelling program that can be applied across multiple schools across the district.
- Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our district.
- Cedarburg history, academic excellence, spirit, charm, quality of life, connection with community
- Idea of storytelling: Integrate original high school building and iconic Cedar Creek
- Create new logo and color palette that reflect all schools and those priorities

## ***Our logo is a symbol that identifies us.***

It holds different meaning for each person who views it.

Using it consistently, helps to create recognition for our brand.

Cedarburg School District

# BRAND AWARENESS & INSPIRATION



**Our History:** 135 years of Excellence in Cedarburg Public Schools



**Community:** Cedar Creek remains a distinguished element, history of our city founded on the creek; established a grist mill, which remains a distinguished element of Cedarburg skyline today

## Cedarburg School District

# BRAND STABILIZATION



- Brand identify and colors: incorporate design work into the other signage/graphic elements.
- Typography
- Brand Guidelines: Developed brand book that defines brand guidelines and visual elements
- Create consistent cohesive visual appearance that reflects all schools
- Refreshed Logo: Recognizable elements .... long history

With the 2019 building project, we took an inventory of other areas / mediums were identified as important considerations for brand integration, including;

- Wayfinding / Site Signage
- Wall of Distinction
- School Buildings/ Entrances
- Employee Recognition
- ACT Recognition
- Naming Rights
- Recognition of District History
- Athletics Hall of Fame
- Turf Signage
- Re-Branding of CSD Family
- (Future) Athletic Entryway



Cedarburg School District

# BRAND STABILIZATION

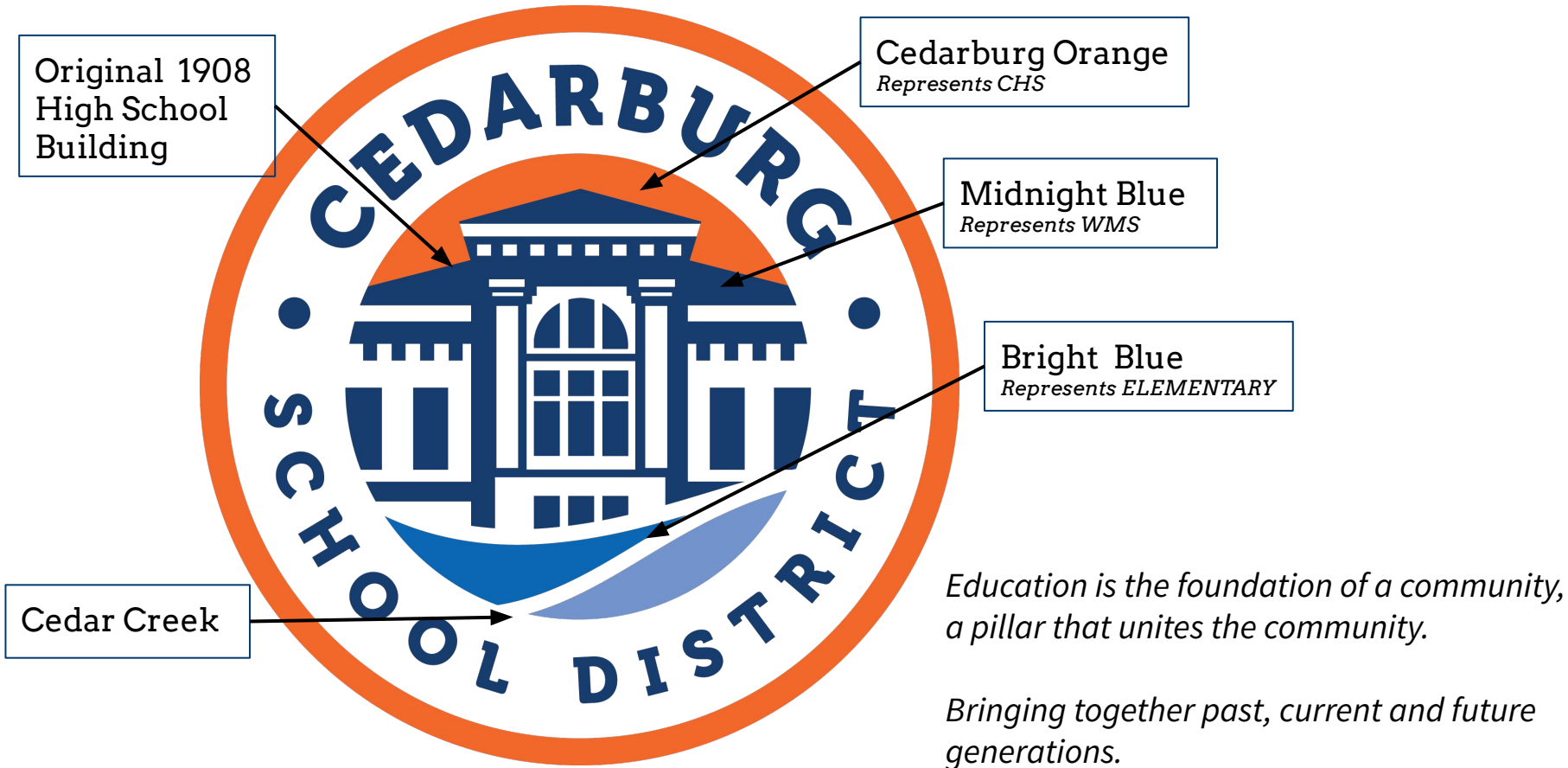
Bringing together elements of storytelling , the new district logo is comprised of two elements, the logo symbol and logotype. The Logo Symbol is a powerful image evoking the culture with the historic school building and the Cedar Creek.

The district logo is presented through the use of color as well as shape and form. The three corporate colors are Orange, Midnight Blue and Bright Blue. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

The Logotype has been carefully chosen for its modern and yet refined, highly legible style. The typeface is Museo 900 and Gotham have also been chosen to complement and balance perfectly with the logo symbol. These guidelines reflect Cedarburg School District commitment to quality, consistency and style. The Cedarburg School District brand, including the logo, name, colors and identifying elements, are valuable district assets.







Original 1908  
High School  
Building

Cedarburg Orange  
*Represents CHS*

Midnight Blue  
*Represents WMS*

Bright Blue  
*Represents ELEMENTARY*

Cedar Creek

*Education is the foundation of a community,  
a pillar that unites the community.*

*Bringing together past, current and future  
generations.*

# Primary District Logo

Colors of our identity were chosen to reflect all schools within CSD.



School Orange

PANTONE: PMS 165  
HEX: #f56600  
PROCESS: 0C 73M 94Y 0K  
MADEIRA THREAD COLOR: 1965



Midnight Blue

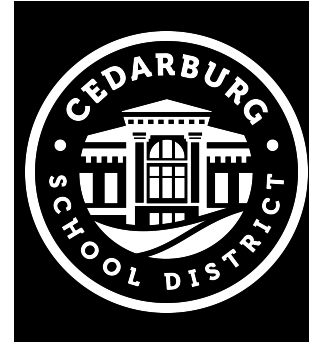
PANTONE: PMS 654  
HEX: #003A70  
PROCESS: 100C 83M 31Y 17K  
MADEIRA THREAD COLOR: 1742



Bright Blue

PANTONE: PMS 2144  
HEX: #0067B9  
PROCESS: 95C 60M 0Y 0K  
MADEIRA THREAD COLOR: 1829

Primary  
Logo color  
variations  
usage  
options





FULL COLOR



TWO COLOR



ONE COLOR

**CEDARBURG**  
HIGH SCHOOL

**WEBSTER**  
MIDDLE SCHOOL

**WESTLAWN**  
ELEMENTARY

**THORSON**  
ELEMENTARY

**PARKVIEW**  
ELEMENTARY