A brand is a promise we make to our community. Everything we do should deliver on that promise.

**Brand Platform**

An OES education challenges students to achieve academic excellence through valuing their own curiosity, being open-minded in the search for answers, respecting themselves and others, developing a global perspective, and acting with integrity.

**Brand Essence:** Open

**Brand Promise:** To open students up – intellectually, experientially, and spiritually (thereby unleashing their potential to craft good lives and create a better world)

**Brand Attributes:** Curious, inclusive, respectful, intellectually inspired, empowered, quirky, ethical, intentional community, accomplished

**Brand Expression:** Always Open
Brand Voice

Brands have personalities that are communicated through voice. The way you talk about OES shapes the way people feel about it.

To differentiate OES from its competitors and build awareness of the quality and value of the education offered, you must communicate through language that is

Smart   |   Simple   |   Inspiring   |   Conversational
Keep the Voice Alive

All of OES’s major communications should incorporate “open” whenever possible. Whether you’re writing a viewbook or an email, brand messaging is intended to make an impression on your audience so that those who don’t know OES will notice and remember the school. Those who think they know OES will perceive it accurately.

Also, err on the side of brevity. Make the copy efficient. Pack as much energy and information into photos and headlines as possible. Ideally, you should be sending readers to the web for details and time-sensitive information. If the copy is intriguing, readers will go online for more. If it’s not, more copy isn’t going to help.

Don’t be boring! If you’re creating text that gives you the ho-hums, that effect will be multiplied for your readers. Intrigue yourselves as you’re writing copy, and it will open your readers to the world of OES.

A good rule of thumb: keep communications short, relevant, and compelling.

Don’t hesitate to call us for help.
People remember three to five pieces of information that they read or hear. *Pushing too much information can actually result in readers remembering less* — or cause them to tune out altogether. Ideally, you want to serve up just enough detail to make your reader want to take the next step.

But how much is the right amount? That depends on whom you’re talking to and what action you want them to take. People generally want more details the closer they get to closing a deal (whether it’s filling out an application, attending an event, or giving to the school). Don’t forget to include content on your website that is easy to find and specifically supports your marketing efforts.

**Before you start writing any copy, ask yourself:**

- Who am I talking to?
- What do I want them to think, feel, or do as a result of this communication?
- What are the five (or fewer) things the reader must know in order to act?
Copy points:

In focus groups with students, faculty, staff, parents, alums, and board members, a number of themes consistently rose to the top. These are the points that differentiate OES and support the brand. Obviously, you can’t include all of them in every piece of communication. But whenever you’re writing, consider how these key themes relate to your initiative and weave them into the copy wherever possible and appropriate.

• Inquiry. Asking questions and being open to the answers

• Inclusivity. Welcoming all cultures, religions, and nationalities

• Intentional community. Learning to find your own place in the world and at the same time, be open to others

• Truth in the middle. Developing self-confidence without being rigid

• Power for good. The importance of acting with integrity and using your gifts to help others

• Spiritual development. Allowing children to openly explore spiritual issues and arrive at their own conclusions
Brand Visuals
Art Direction

In addition to incorporating the writing guidelines on pages 2-6, apply the following art direction to better execute our new branding.

**LOOK & FEEL:** With this new branding, we are going brighter, using more white space. Literally white. No dark background colors or multiple shaded layers. Make it simpler—a lighter feeling—more expansive, more open: if a design element is not necessary, it shouldn’t be there.

**TONE:** Make sure the tone of the design matches the target audience (for example: child-friendly design for LS might be lively and colorful; for all-school, a cleaner, more elegant look.)

**FONTS:** For most uses — brochures, posters, flyers, emails, all-school letters, and such — use GILL SANS for the text font. If necessary, use the other fonts (shown on page 8) sparingly.

**PHOTO GUIDELINES:**

- LS students should be close-up
- MS students should be at mid-range interacting in small groups
- US students should be shown interacting with their environments

Not all photos have to follow these guidelines, but the guidelines should be represented.
Most OES users will use only **Gill Sans**. It is included in system fonts on PC and Mac. It is generally available in Regular, Italic, Bold, and Bold Italic. **Adobe Garamond Pro** can be used for printed (non-marketing) letters.

Text: **GILL SANS**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789!

Alternate text font for school letters and publications: **ADOBE GARAMOND PRO**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789!

Graphic designers approved by Marketing & Communications may use these additional fonts. Dolce Caffe especially should be used only for a few words in headlines and only where appropriate. If in doubt, use Gill Sans for all.

**Headline:** Dolce Caffe

**SUBHEAD:** Serifa Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789!

**Call Out:** News Gothic Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789!

**Text:** Gill Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz123456789!
Elements

Colors

**Primary palette** Most OES users will use this group of colors.

- **PMS 342**
  - cmyk: 93|10|75|43
  - rgb: 0|82|54
  - html: #066747

- **PMS 291**
  - cmyk: 41|8|0|0
  - rgb: 155|203|235
  - html: #9BCBEB

- **White**
  - cmyk: 0|0|0|0
  - rgb: 255|255|255
  - html: #FFFFFF

- **PMS 383**
  - cmyk: 29|0|100|18
  - rgb: 168|173|0
  - html: #A8AD00

Secondary palette, for authorized designers.

- **PMS 120**
  - cmyk: 0|13|69|0
  - rgb: 251|219|101
  - html: #F8DB65

- **PMS 1585**
  - cmyk: 0|69|90|0
  - rgb: 255|106|19
  - html: #FF6A13

- **PMS 161**
  - cmyk: 16|67|100|71
  - rgb: 96|61|32
  - html: #603D20

- **PMS 7692**
  - cmyk: 100|45|0|45
  - rgb: 0|85|135
  - html: #005587

- **PMS Black3**
  - cmyk: 67|44|67|95
  - rgb: 33|39|33
  - html: #12721

- The school colors remain dark green, light blue and white.
- Whenever possible, the primary palette should be used exclusively.
- Secondary colors are for emphasis in conjunction with the primary palette.
- In general, avoid the use of more than one or two colors per page.
- PMS Black3 is for use in text only.
New Logos

**Standard Usage**  Most OES users will use logos 1 and 2. Logos 3 and 4 are alternates as needed.

1. Oregon Episcopal School  
   Logo 1

2. Oregon Episcopal School  
   Logo 2

3. **ALWAYS OPEN**

4. **ALWAYS OPEN**

**Exceptional Usage**

Graphic Designers approved by Marketing/Communications may use these additional logo versions with permission from M&C.

5. Oregon Episcopal School  
   Logo 5

6. Oregon Episcopal School  
   Logo 6

7. **ALWAYS OPEN**

8. **ALWAYS OPEN**

9. OES | **ALWAYS OPEN**

10. OES | Oregon Episcopal School

“**Standard usage**” logos

Logo 1 is the default, or if you need color, Logo 2.

When the logo needs to be small and horizontal (e.g., as for imprinting on a pen), use logo 9 or 10. Logo 11 is for apparel or athletic wear. Feel free to call for advice.

“**Exceptional Usage**” logos

Please consult with Marketing & Communications on the appropriate logo for your project.
Logos: Obsolete

Out with the Old...

Beauty is often in the details. At least that’s true for the new OES logo. Though the new logo honors the past by preserving the character and personality of the former logos, the new logo is more contemporary and sound in design. It has evolved into a design that is simpler, more functional and more consistent with the school’s historical identity.

When using the new logo, considerations of how it should be placed, at what size, etc., should be considered. It’s a new logo and should not be simply dropped into the place of the old logo.
Logos: leave clear space around them

Preferred Clear Space Requirements

The logo should be surrounded by at least the minimum amount of clear space shown in the diagrams. To maintain its visual integrity, it should not be crowded by other elements such as text, titles, photographs, or other symbols or logos. Adequate clear space around the logo creates the desired emphasis and will enhance its appearance.

* Alterations Are Prohibited!

All logo art should be used exactly as it appears. The typography contained in the logo has been carefully proportioned and spaced to create a sound design. Do not rearrange the elements or change the proportions of the logos. (See next page.)
Incorrect Logo Treatments

Do not change orientation of the logo.

Do not add a containing shape.

Do not distort logo.

Do not alter the color palette.

Do not substitute the typeface (font).

Do not use logo at an angle.

Do not use logo as a pattern or decorative element.

Do not add unapproved elements.

Do not underline the logo.

Avoid patterned backgrounds or distracting photo backgrounds.

Do not use an unfilled logo mark over a photograph.

Examples of INCORRECT Logo Usage

Well-meaning employees are capable of inventing a great variety of logo applications. However, such a variety is contrary to the desired objectives of consistency. Some typical unacceptable variations are illustrated at left.

When the idea is to make something fun for a project or event, we recommend using the letters OES in some very different font, that is, not using the official logo at all. This is preferable to trying to combine the logo with other artwork or attempting to use the logo as a design element, both no-no’s.
Email signature

KAREN CRANDAL
Director of Marketing & Communications
Oregon Episcopal School
6300 SW Nicol Road
Portland, OR 97223
(503) 416-9370 direct
(503) 880-9606 mobile/text

New email signature

Please create a simple text-only signature, using the example at left as your guide (Gill Sans font, dark green color)

• DO NOT use backgrounds (color or other).

• DO NOT use phrases, quotes, or other text or graphics with your signature.

How to do this in Google mail:

• In Gmail, go to Settings (the gear icon in the upper right)

• Scroll down to Signature box and click to enable your signature

• Copy and paste Karen's signature text (including the OES logo) from his email regarding signatures.

• Type over the existing words with your personal information (name, title, email, and phone number(s), then,

• SAVE CHANGES at the very bottom of the Settings Page

• Send yourself a test email — you should see your new signature, and it should be the correct font, dark green (see upper left).
Contacts

Please do not hesitate to reach out to us, the earlier in the process the better!

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