



# STYLE GUIDE

## VISUAL + BRAND



# BRAND VALUES, PURPOSE & VISION

## OUR PURPOSE

The ESC of Central Ohio leads when necessary, supports all stakeholders and seeks to share and leverage resources on behalf of our client school districts and partners.

## OUR CORE VALUES

Respect | *We honor the diverse needs of those we serve.*

Service | *We value the opportunity to be of service.*

Collaboration | *We foster strong relationships with partners.*

Accountability | *We are answerable for our actions and behaviors.*

## OUR VISION

The Educational Service Center of Central Ohio is an educational solutions agency meeting the needs of today, while remaining focused on the future, driven by innovation and choice.

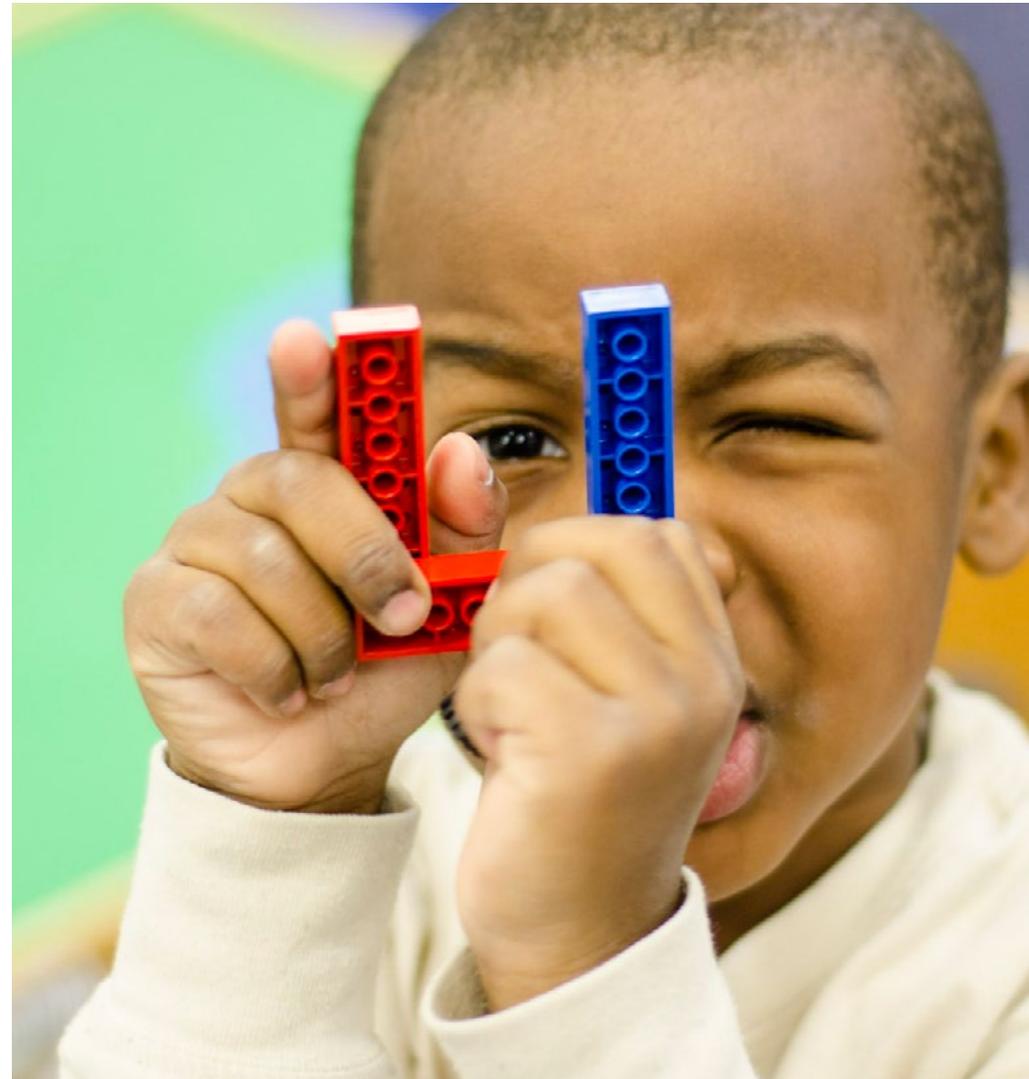
*Our brand values, purpose, and vision are the guiding principles of the ESC of Central Ohio. It is critical that all communications we create represent and reinforce these guiding principles to ensure that our impact is aligned to the needs of our districts, schools, partners and, most importantly, the children we all serve.*



# BRAND ASSETS

Our visual identity reflects our values and helps reinforce the community of the entire agency. It is simple, clean and informative. Blending in, yet a recognizable leader.

- > Logo
- > Icons
- > Color Palette
- > Typography
- > Imagery





# LOGO

Our identity.  
How we distinguish our brand.  
Who we are: Partners. Leaders. Educators.

# LOGO VARIATIONS: DOs

The ESC of Central Ohio logo is an integrate part of our brand should be used thoughtfully and consistently.

The wordmark is the primary logo for the ESC of Central Ohio and will be the most often-used visual. This logo should be used on anything the agency creates.

## Wordmark



The “Box Only” version is our logomark, and can be used where visual weight matters (i.e. avatars). The logomark should also be used in instances where the wordmark would have to be scaled too small to read the text.

## Logomark



# ALTERNATE LOGOS

Color variations of solid black and white are to be used where the primary logo is not clearly visible against an existing background with similar colors.



# LOGO VARIATIONS: DON'TS

Refrain from altering the appearance of the logo in any way, including:

- Recoloring
- Distortion
- Switching orientation
- Applying styles or effects



# LOGO BREATHING SPACE



Appropriate white space must surround the wordmark and logomark. All objects should be distanced from the logo at a width equal to the “S” in the box logo, as represented above.



# BRAND ICONS

Visual representation of our mission statement.

Lead. Support. Share.

The three icons represent the focal points of the ESC of Central Ohio mission: lead when necessary, support all stakeholders and share and leverage resources.

These elements are not intended to replace the logomark in any instance. They should be leveraged when visuals are needed to enhance the look of material, or where they serve to reinforce the brand.

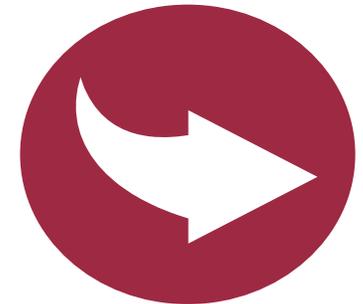
The icons are most commonly to be used horizontally side-by-side in “lead, support, share” order, though they may be used as stand-alone when necessary. Refrain from altering the icons in any way, including shape and color scheme.



**Lead.**



**Support.**



**Share.**

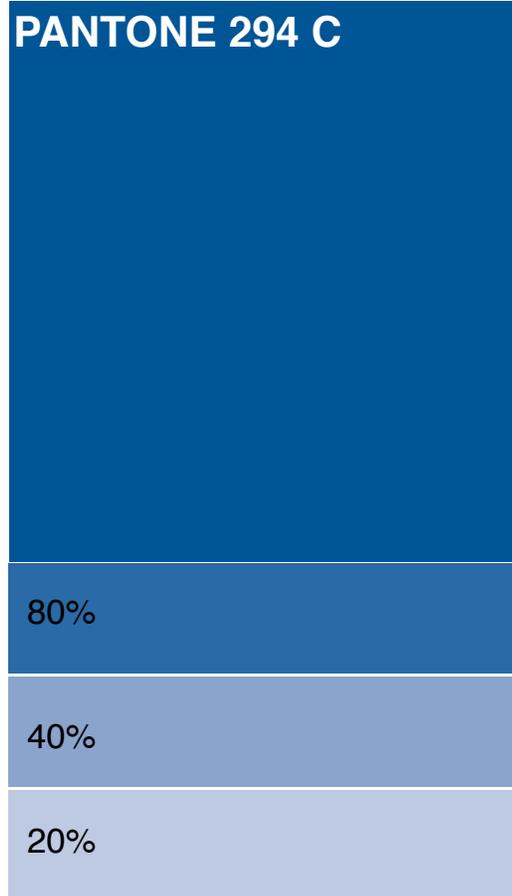
A watercolor palette with various colors, a brush, and a painting of a person on a white surface. The palette is open, showing a variety of colors including red, orange, yellow, green, blue, and purple. A brush is visible in the background, and a painting of a person is on the right side of the image. The background is a soft, out-of-focus yellow and white.

# COLOR PALETTE

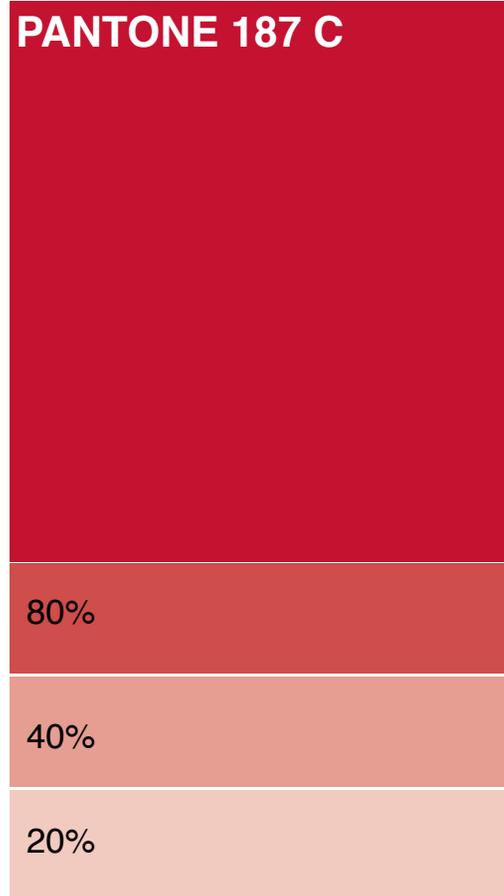
Key indicators of our brand design.

# PRIMARY

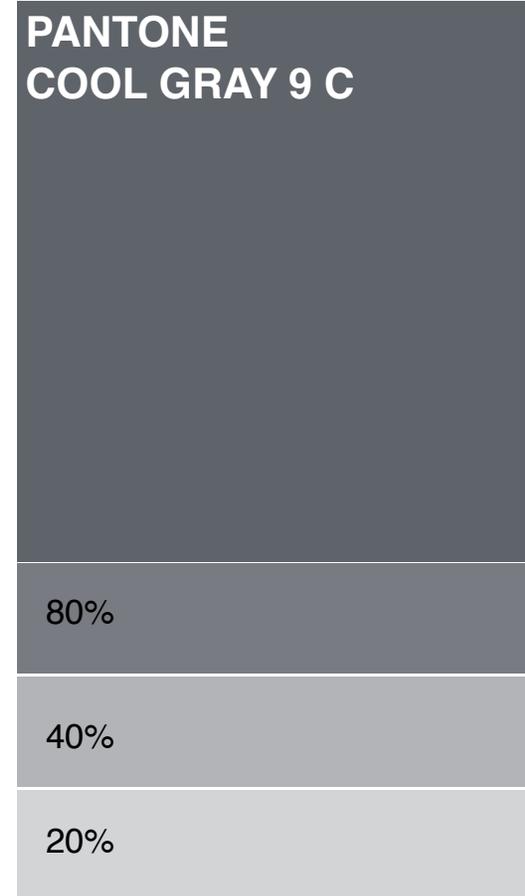
# SECONDARY



**CMYK 100, 58, 0, 21**  
**RGB 0, 56, 130**  
**HEX #003882**



**CMYK 0, 100, 79, 20**  
**RGB:176, 28, 46**  
**HEX #b01c2e**



**CMYK 30, 22, 17, 57**  
**RGB 117, 120, 123**  
**HEX #75787B**

PRINTING NOTE | Pantone 294 C tends to have a purple hue when printed from a machine. To avoid this, we recommend substituting Pantone 294 C with a lighter blue color: Pantone 2707 C.



# **TYPOGRAPHY**

Text arrangement and style.  
Beautifully consistent and easy on the eyes.

## Primary Typeface Family: Helvetica

The primary font for the ESC of Central Ohio is Helvetica Light, a sans serif font, and should be used in all general materials and communications.

Aa Bb  
123

We are the ESC of Central Ohio, an educational solutions agency meeting the needs of today while remaining focused on the future, driven by innovation and choice.

## Secondary Typeface Family: Baskerville

The secondary typeface is Baskerville Regular, which is to be used in the rare instances that a serif font is necessary, such as for achieving a classic aesthetic or publishing lengthy, corporate or legal documents.

Aa Bb  
123

We are the ESC of Central Ohio, an educational solutions agency meeting the needs of today while remaining focused on the future, driven by innovation and choice.

In most cases, point size 11 is preferred, though variances may depend on the nature of the content.

When used in journalistic style, text should align right, never centered or left-aligned. Text alignment for visual design pieces can be altered depending on designer's need and/or preference, with primary consideration of readability.

The typeface used in the ESC of Central Ohio Workmark is "TheMix." Content stands out better when contrasted by the logo typeface, therefore TheMix should not be used as a body font or in general text use.

# IMAGERY

A picture speaks volumes.  
Our images translate our mission into a visual reality.



# PHOTOGRAPHY

Photography selection should supplement our identity and reinforce the genuine and high-quality services we provide. Use lifestyle photos with key elements including warmth, natural textures and careful framing and focus.

The ESC of Central Ohio has a robust library of images. It is preferable to use these images primarily, though stock photography consistent with our style is acceptable when necessary.



Choose photos that capture diversity, success and a depth of emotion. Unless specific to another cause, photo selection should include classrooms, education and teaching and learning.

While we strive for consistency, there are instances where lifestyle photography may not be fitting for specific messages. In these instances, the Communications Team can assist in selecting or creating illustrations that speak to your message while aligning to the ESC brand and visual style.



# EFFECTS

Gradients, lighting, exposure and other adjustments can be used to add subtle visual effects to photographs. Use your judgement on how to alter photographs for the best impact, and avoid any drastic changes or use of overpowering effects.

The ESC Communications Team can help identify acceptable effects.



# MARKETING AND COMMUNICATIONS EDITORIAL GUIDELINES

Our agency is built on strong relationships between us and the communities we serve.

When we write or speak, remember who we are talking to and what matters to them. Whenever possible, use language they can relate to and strive to achieve a personable, conversational tone. Avoid profession-specific jargon.

It is important that attention is given to the following standards when creating any materials associated with the ESC of Central Ohio. Doing so will help build cohesiveness and reinforce brand awareness for the agency.

## AT-A-GLANCE EDITORIAL GUIDELINES

- Use “we” instead of “the ESC of Central Ohio” whenever possible
- DO use contractions
- DON'T use obscure acronyms
  - *Acceptable acronyms: ESC, ODE, US, DOE*
- Follow basic English grammar rules
- Place the most important information at the beginning of each sentence

More detailed writing guidelines can be found in the *ESC of Central Ohio Marketing and Communications Editorial Style Guide*.





# BRAND PERSONALITY

The ESC's brand personality and voice allows us to make personal connections with our audiences. If our agency was a person, our brand personality is how we would describe him or her.

AUTHORITATIVE  
INNOVATIVE  
GENUINE  
SUPPORTIVE

This is who we are.

# EXPRESSING BRAND PERSONALITY

| PERSONALITY TRAIT | LANGUAGE       | TONE         | PURPOSE |
|-------------------|----------------|--------------|---------|
| Authoritative     | Informative    | Confident    | Educate |
| Supportive        | Clear, Concise | Prescriptive | Empower |
| Genuine           | Personable     | Captivating  | Engage  |
| Innovative        | Original       | Optimistic   | Inspire |

The language you use should express our personality traits. Reference these charts when communication on behalf of the ESC. They can guide you to a specific type of language and speech based on the message you are communicating.

| VOICE                                    | DESCRIPTION   | DO   | DON'T  |
|--|---|--|--|
| <b>Be the Authority</b>                  | <i>We are leaders in education in Central Ohio and our expertise is what makes us valuable to our audience.</i> | <i>Use strong, active verbs.<br/>Be clear and concise.<br/>Be respectful.<br/>Be factual, trustworthy and reliable.<br/>Provide valuable and timely information.</i> | <i>Be passive or condescending of stakeholders not following our methods.</i>                  |
| <b>Be a Supporting Partner</b>           | <i>We're here to help however our partners need it.</i>   | <i>Stay professional.<br/>Be positive and engaging.<br/>Provide solutions.<br/>Demonstrate our experience/expertise.</i>   | <i>Use obscure jargon or acronyms that not everyone may understand.<br/>Be overly casual.</i>  |
| <b>Be Genuine</b>                        | <i>We want our partners to invite us into the areas they need support.</i>                                      | <i>Be open, honest and trustworthy.<br/>LISTEN first.<br/>Be direct and tactful<br/>Follow through.<br/>Speak/write like a human speaking/writing to a human.</i>    | <i>Overpromise or over-commit.</i>   |
| <b>Be Innovative and Take Leadership</b> | <i>We are focused on leading educators into the future of educational practices.</i>                            | <i>Be forward-thinking.<br/>Speak about the big picture.<br/>Share your dreams, image and vision for the future.</i>   | <i>Get stuck in the day-to-day work.<br/>Lose sight of the big picture, mission or vision.</i> |

# CO-BRANDING

We're proud of our many partnerships. They provide us with big opportunities, and allow us to provide stronger services to a larger audience. As such, not all materials will be led solely by the ESC of Central Ohio. These guidelines will help preserve the ESC of Central Ohio brand in the various types of co-branded environments, while also ensuring our partners receive the credit they deserve.

## **WHY DO WE CO-BRAND?**

- Establish or increase consumer preference
- Generate loyalty and brand differentiation
- Enter into new markets and reach new audiences
- Promote new services
- Associate with other strong, recognizable brands
- Act as a leader to smaller brands

## **BRAND DOMINANCE DEFINED**

### **ESC of Central Ohio Dominance**

When the ESC is the key influencer of communications, we are the brand lead. This is defined if we are responsible for driving the customer experience and/or providing the majority of the resources. In these cases, the ESC look and feel should dominate, with lower intensity from our partner(s), often a logo in a less conspicuous area.

### **Partner Dominance**

When the partner heavily influences the communication experience, the partner is the brand lead. The partner brand is featured and the design is geared toward its look and feel. It is still critical that we protect and appropriately display the ESC logo in these partnerships.

# EQUAL DOMINANCE

Sometimes it's necessary to place brands on equal playing fields. In these cases, logos should be displayed equally side by side, and visuals should be neutral to all brands involved. Use your best judgement in these cases. When more than three partners are involved, consider using a logo board to display the logos in alphabetical order.



Partner Logo



Partner Logo



For questions or more information about the ESC of Central Ohio brand and style please email [Communications@escoco.org](mailto:Communications@escoco.org).

ESC of Central Ohio  
2080 Citygate Drive  
Columbus, OH 43219

614.445.3750 | [www.escco.org](http://www.escco.org)

