

CRSL Institute

Culturally Responsive
School Leadership

Brand Style Guide

SUMMER 2022

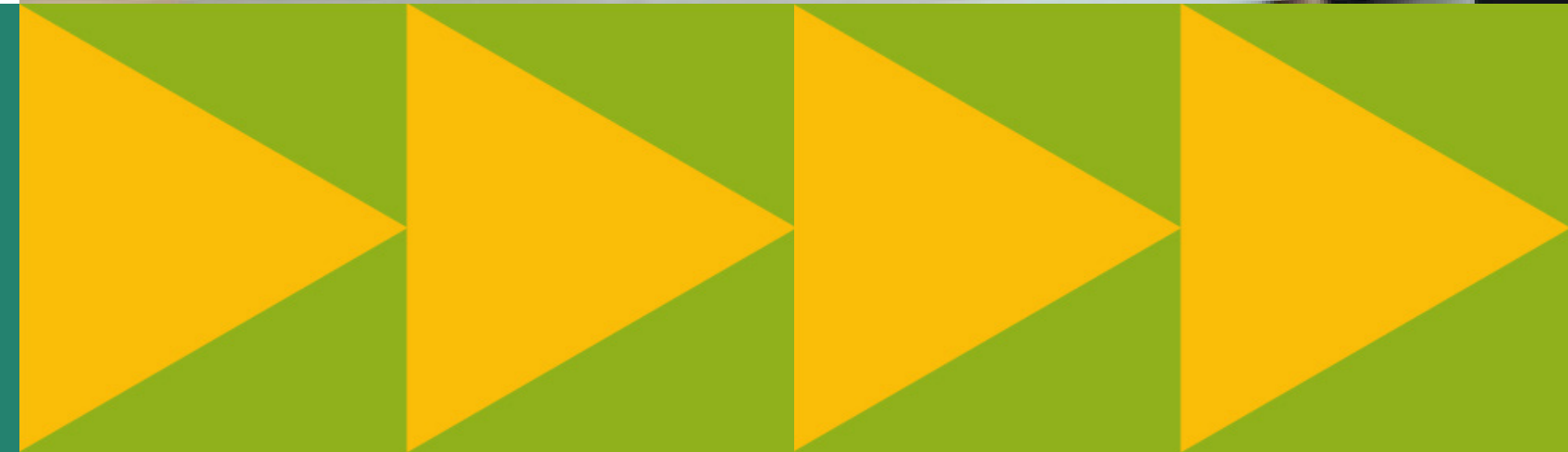


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Intro

▶ **We stand for justice.**

We exist to expose and eliminate the disparities in our schools—with bright eyes and bold hearts.

▶ **We stand for sustainable change.**

Not a short burst of energy that fizzles out, but real change that takes hold once it takes place.

▶ **We stand for substance.**

We don't brandish buzzwords and make surface-level statements. In a world littered with fluff, we deliver a comprehensive and unique framework rooted in historical context—a roadmap to humanization.

▶ **We stand for inclusion.**

We're here for all people. Invisibilized students and their families. The leaders who hold the responsibility to reveal what's hidden in plain sight. Communities that need this work now more than ever.

▶ **We stand for rolling up our sleeves.**

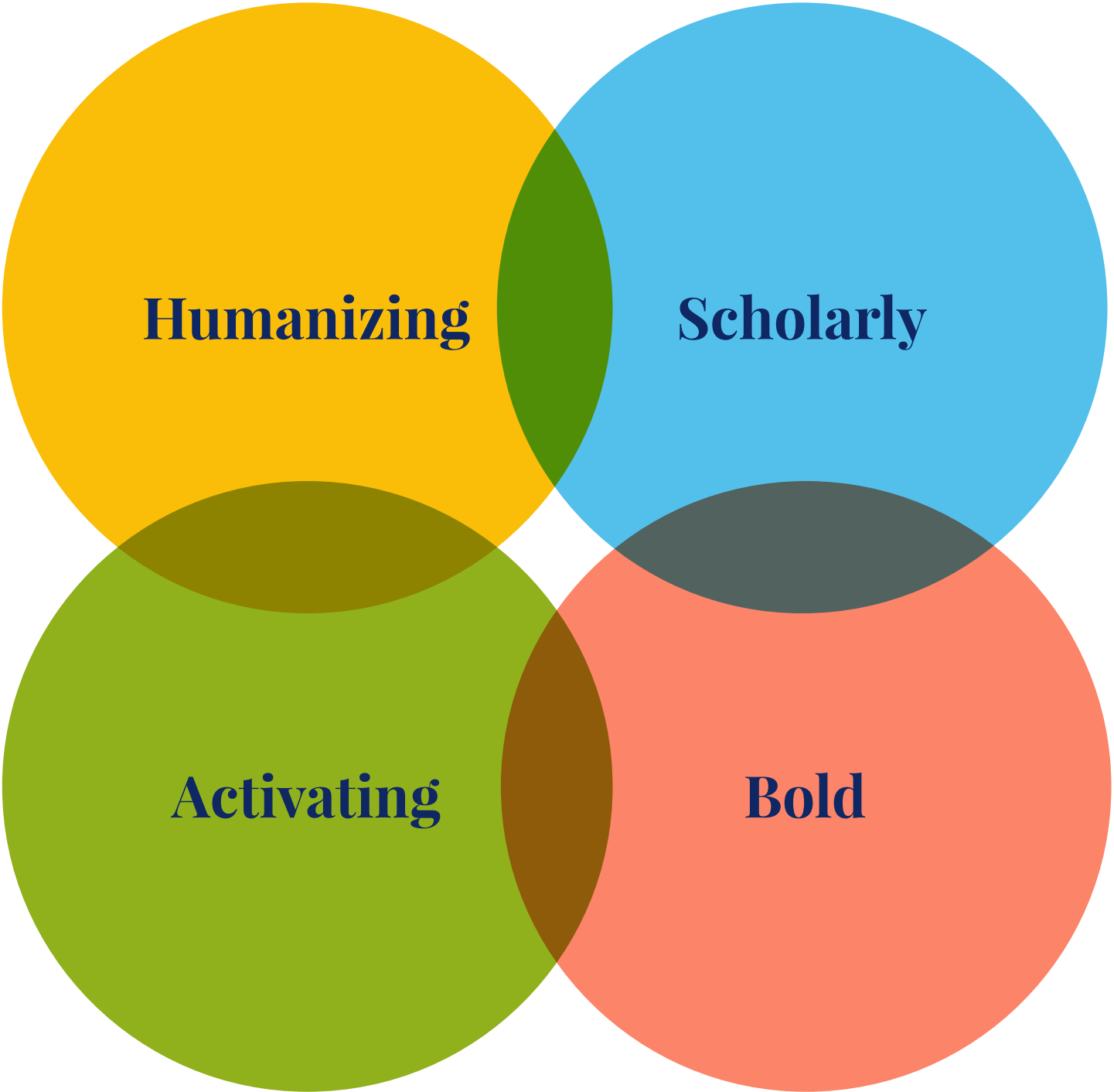
Real change takes real action. We partner with leaders who aren't bystanders but willing participants in the most important work a school can undertake.

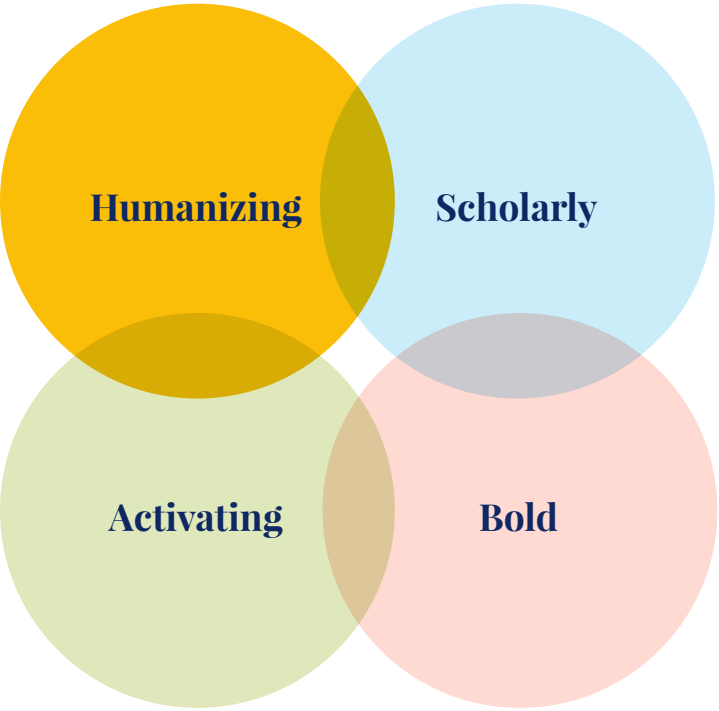
▶ **We stand for leaders.**

Because the responsibility is real. The future won't wait. And the time is now.

Brand Personality

The characteristics guide the visual and verbal expression of our brand.





Humanizing

We invite more voices to the table, without forgetting the unique stories and experiences every person brings to their seat.

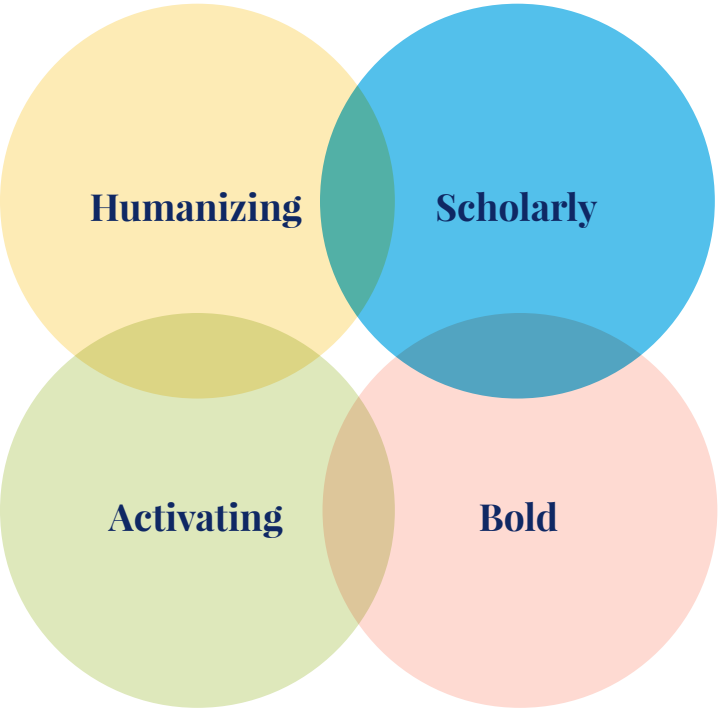
Not: Exclusive, alienating

Looks Like:

- Inclusive images that promote community and diversity throughout learning environments
- Human presence is felt throughout, and always from a place of strength, dignity and respect
- Avoid styles that feel corporate or sterile

Sounds Like:

- Speaks in terms of “we” and “us”, not “them”
- Includes traditional and nontraditional voices
- Incorporates sharing of stories and lived experiences to balance research-backed arguments and recommendations



Scholarly

We emphasize our evidence-based approach to assessing, analyzing, revealing, and discussing the problems we’re up against.

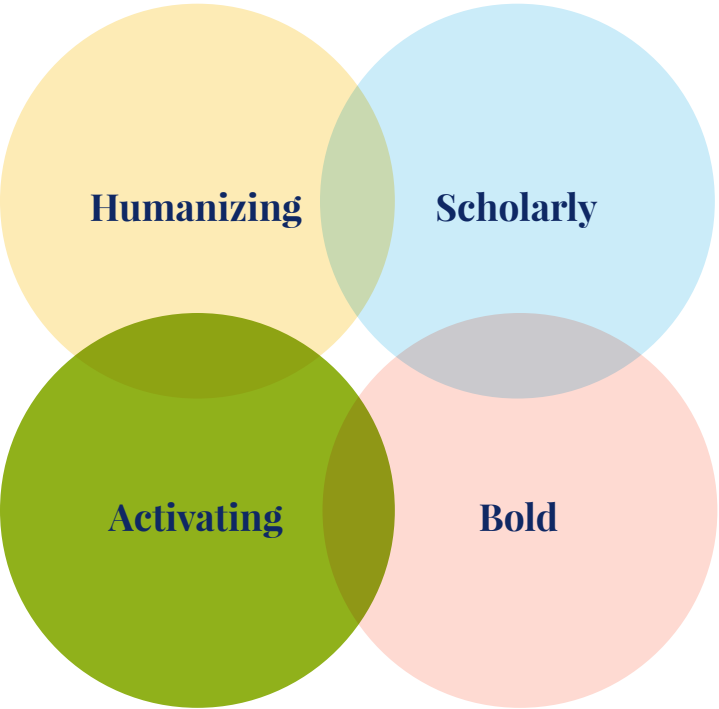
Not: Elementary, juvenile

Looks Like:

- Simple, clean layouts with ample amounts of clear space
- Visuals illuminate or bring clarity to key ideas and messages
- Use graphics and illustrations that are more realistic vs. juvenile, dated or overly simplified depictions

Sounds Like:

- Rooted in evidence-based perspectives and thinking
- Leads with solutions-based ideas and avoids fluffy language



Activating

We equip leaders with knowledge and practical insights, so that they can mobilize true change and adopt new behaviors. Our voice should make this clear.

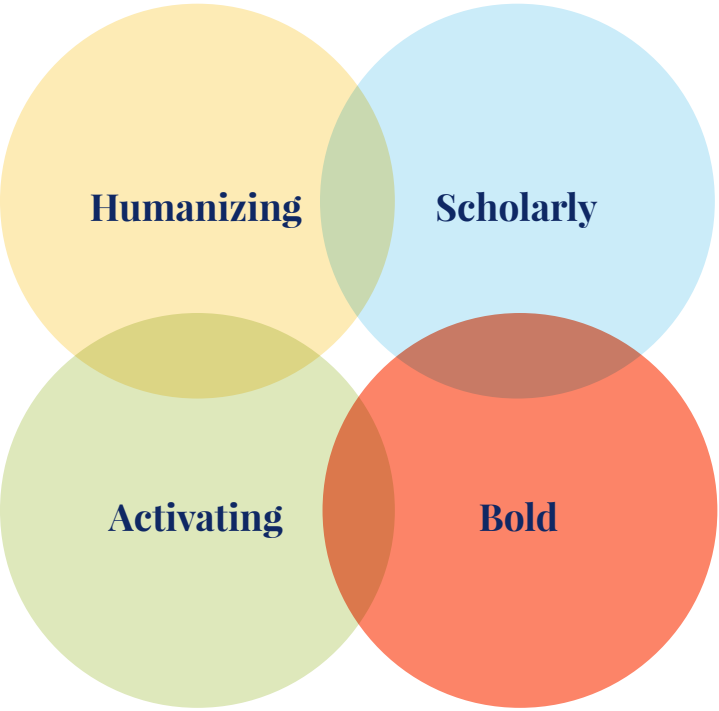
Not: Passive, unaccountable

Looks Like:

- Shows knowledge in action and impact of CRSL in the real world
- Vibrant and energetic color palette
- Shapes and angles that indicate motion and forward progress

Sounds Like:

- Speaks in the present and future tense, not the past (unless referring to historical contexts)
- Calls to action that initiate and mobilize change



Bold

Things that don't work for people and the planet don't work at
We take a stand, speak with conviction, and champion what's
right for this world.

Not: Apathetic, reserved

Looks Like:

- Prominently placed graphics and images that carry meaning
- Strong use of color that draws (and holds) attention
- Large headlines that make a statement

Sounds Like:

- Short, punchy headlines and calls to action
- Messaging that takes a stand and speaks truth to power

Logotype

Logo

Primary Logo

The CRSLI logo is the most important visual associated with our brand. It should be treated with respect and used consistently throughout all communications.

The type in our logo has been customized. Do not attempt to recreate, or modify.

Product Logos

Two product logos have been created to support the primary logo in contexts where the CRSLI brand is well established.

Use these logos only in communications that are specific to their respective product, such as sell sheets, reports, or presentations.

Primary Logo



Culturally Responsive
School Leadership

Product Logos



Secondary Logo



Logo usage

Removing or altering any component dilutes the integrity of the logo and diminishes the strength of the brand identity. Brand elements shouldn't be altered beyond the variations defined in this document.

Logo Clear Space

Clear space around the CRSLI logo is important to maintain the integrity of the mark. Do not use the logo in close association with other elements or in headlines or as part of the body copy. This diagram illustrates the clear space required around the logo, based on the letter "L" in the logotype.

Logo Size

Do not reproduce our logo at size smaller than 1 inch (in print) or 200 pixels (on screen) wide.



NO SMALLER THAN 1 INCH OR 200 PIXELS WIDE



Logo Color

The CRSLI logo cannot be used in any color combination not outlined in this document.

4-COLOR LOGO



BLACK LOGO



GRAYSCALE



WHITE LOGO



Incorrect Logo Usage

Proper use of the CRSLI logo is essential for maintaining and protecting our identity. The following examples illustrate incorrect applications. Always use provided logo files and do not attempt to recreate.

DON'T set the logo in an unapproved color.



DON'T rotate the logo.



DON'T reposition or redesign the logo components.



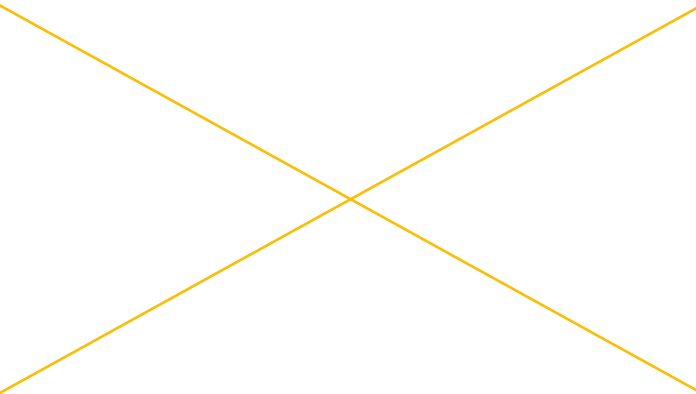
DON'T stretch or squish the logo.



DON'T crop or edit the Vector art.



DON'T try to recreate.



Typography

Typography

Our main typefaces are the Playfair Display and Poppins families. These are the typefaces you should use across communications, whenever possible.

Playfair Display should be used sparingly, primarily for headlines, to create a scholarly feel without becoming stodgy.

Poppins should be used most often, especially for body copy. It’s rounded letter forms are easy to read and make our brand more approachable.

Free versions can be downloaded here:

[*Playfair Display \(Google Fonts\)*](#)

[*Poppins \(Google Fonts\)*](#)

Playfair Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$\$%&* 123456789

Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$\$%&* 123456789

Poppins Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$\$%&* 123456789

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$\$%&* 123456789

Poppins Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$\$%&* 123456789

Poppins Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$\$%&* 123456789

Alternate Fonts

These typefaces should be used only in the case that using Playfair Display and Poppins are unavailable on your system.

Georgia and Arial Font Families

These are intended as an alternative to our main fonts. There will be times when a document needs to be shared outside of your organization (think sending a native PPT, or a word document not turned to PDF). People outside of the organization may not have Playfair Display or Poppins as fonts, and thus the recommendation is to either turn the document to a PDF or using this alternate for comparable legibility when the font isn't available.

Georgia
(Substitute for Playfair Display)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%&* 123456789

Arial
(Substitute for Poppins)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%&* 123456789

Color

Color Palette

Careful consideration of the use of our colors and their balance on the page is critical in setting tone, and overall brand consistency.

Brand Colors

When used together, our three primary colors feel scholarly, yet activating. Sprinkle in pops of secondary colors to make communications feel inclusive of all cultures and communities. Use the neutral gray sparingly to create visual contrast without going overboard with color.

Please use the correct color values based on the production format of your deliverable:

- **PMS:** Use for traditional offset printing and some digital printers. And, as requested by your vendor.
- **CMYK:** Use for digital printing and when PMS specs are not available or you are not able to request a PMS color match from your printer.
- **RGB/HEX:** Use for digital applications, when colors will appear on a screen.

PRIMARY	<div><div>PMS 2758C HEX 0F2864 R15/G40/B100 C100/M91/Y7/K32</div><div>Navy</div></div>	<div><div>PMS 376C HEX 90B11B R144/G177/B27 C53/M0/Y96/K0</div><div>Lime</div></div>	<div><div>PMS 341C HEX 24826F R36/G130/B111 C100/M0/Y67/K30</div><div>Teal</div></div>	
SECONDARY	<div><div>PMS 2915C HEX 53C0EB R83/G192/B235 C61/M7/Y0/K0</div><div>Sky Blue</div></div>	<div><div>PMS 7406C HEX FABD08 R250/G189/B88 C0/M11/Y97/K0</div><div>Yellow</div></div>	<div><div>PMS 1635C HEX FC8468 R252/G132/B104 C0/M47/Y50/K0</div><div>Coral</div></div>	<div><div>PMS 179C HEX DB3544 R219/G53/B68 C0/M88/Y84/K0</div><div>Red</div></div>
NEUTRALS	<div><div>PMS Cool Gray 6 HEX ABB3B8 R171/G179/B184 C18/M11/Y8/K23</div><div>Gray</div></div>			

ADA Compliant Combinations

To ensure that readers with impaired vision can experience our visual identity to the fullest, place only the AA approved color combinations found here.

Keep in mind that these combinations adhere to WCAG AA compliance, but in the case of large objects (like accent arrows and large type) the contrast is enough due to the area covered and the combinations don't need to be as strict.

	<div><div></div><div>Navy Background #0F2864</div></div>	<div><div></div><div>Teal Background #24826F</div></div>	<div><div></div><div>Lime Background #9011B</div></div>	<div><div></div><div>Sky Blue Background #53C0EB</div></div>	<div><div></div><div>Yellow Background #FABD08</div></div>	<div><div></div><div>Coral Background #FC8468</div></div>	<div><div></div><div>Red Background #DB3544</div></div>	<div><div></div><div>Gray Background #ABB3B8</div></div>
Aa	<div><div>Aa</div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Aa	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Aa	<div><div>Aa</div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Aa	<div><div>Aa</div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Aa	<div><div>Aa</div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
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Aa	<div><div></div></div>	<div><div></div></div>	<div><div>Aa</div></div>	<div><div>Aa</div></div>	<div><div>Aa</div></div>	<div><div>Aa</div></div>	<div><div></div></div>	<div><div>Aa</div></div>
Aa	<div><div>Aa</div></div>	<div><div>Aa</div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div>Aa</div></div>	<div><div></div></div>

Photography

Equitable Learning Environments

Candid photography of equitable school communities helps paint a picture of what CRSL looks like in action. To keep our brand intentional and authentic, use the following tips to source stock images people, communities and learning environments:

- Make people the focal point of the image not objects or environments.
- Choose images with natural light to avoid looking staged or sterile.
- Subjects with natural body posture and facial expressions are more humanizing.
- Be sure not to use dated settings to balance vision with reality.
- Always include a diversity of subjects.



Graphics

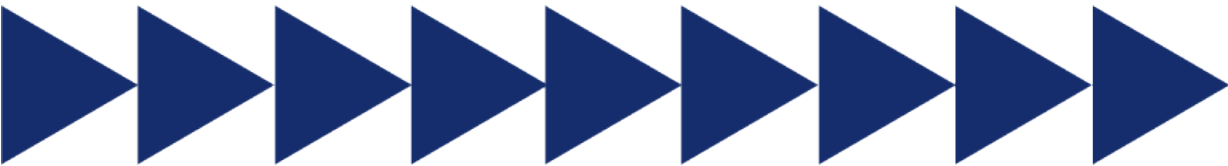
Arrows

Arrow graphics are the primary shape used in our visual system, and can also be used as a standalone graphic or in combination with photography.

Accent Arrows



Arrow String



With Photography

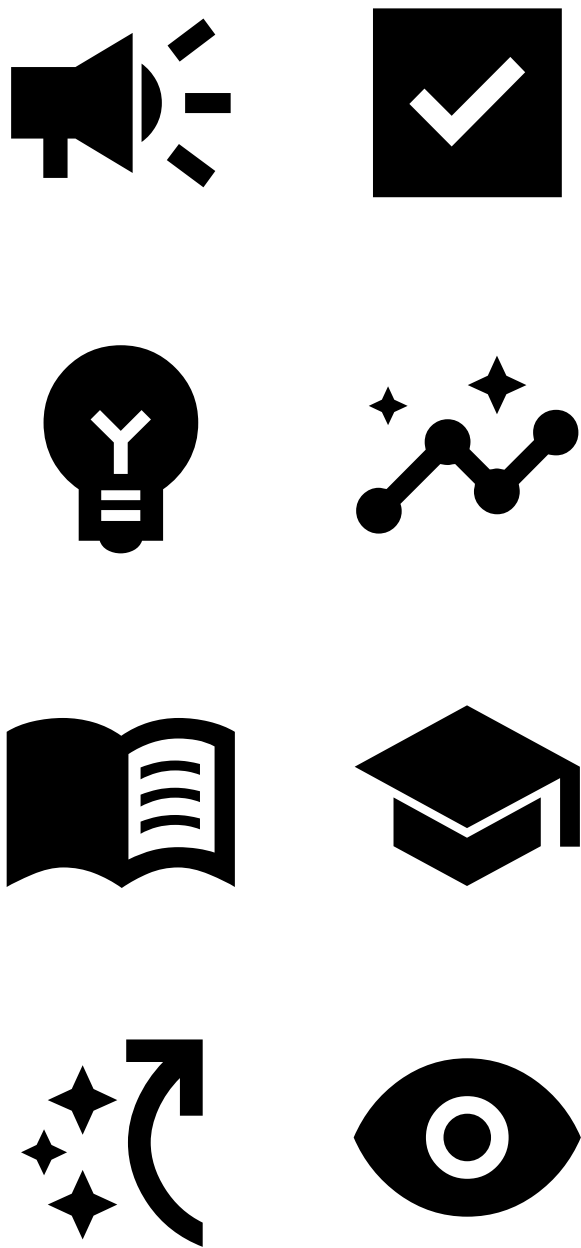


Icons

Icons from the Google Material Symbols can be used to enhance graphics or the aid communication in a digital experience.

When accessing icons from this library, be sure to select the “Sharp” option and customize the settings as shown in the right to achieve a consistent appearance across all icon usage that is also ADA accessible.

Access and Download Icons Here:
[Materials Symbols \(Google Icons\)](#)



Customization

Fill ⓘ

01

Weight ⓘ

100700

Grade ⓘ

-25 (low)200 (high emphasis)

Optical size ⓘ

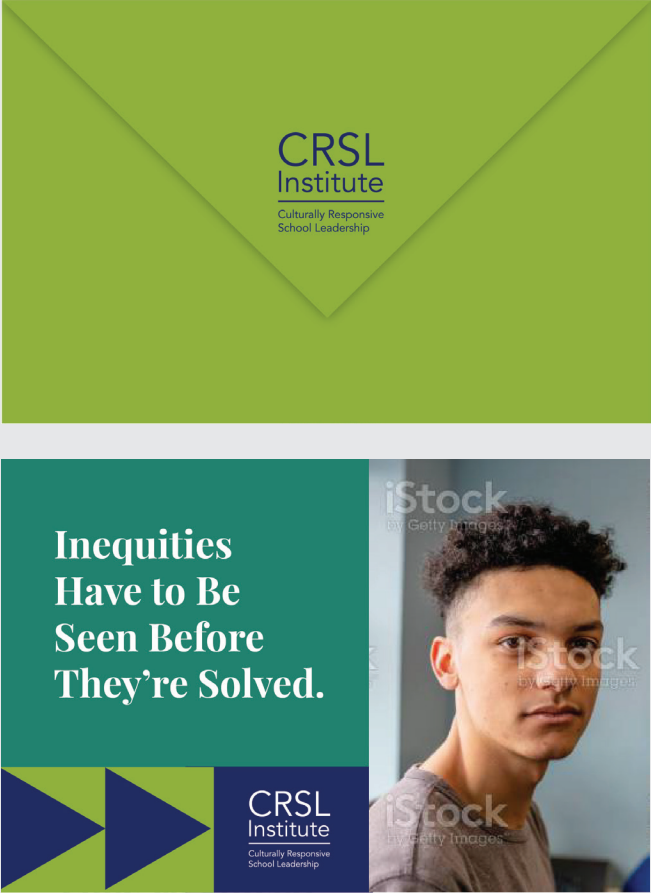
20px48px

Fill: 1 Weight: 700 Grade: 200 Optical size: 48

Brand in use

Business System

Note Card and Envelope



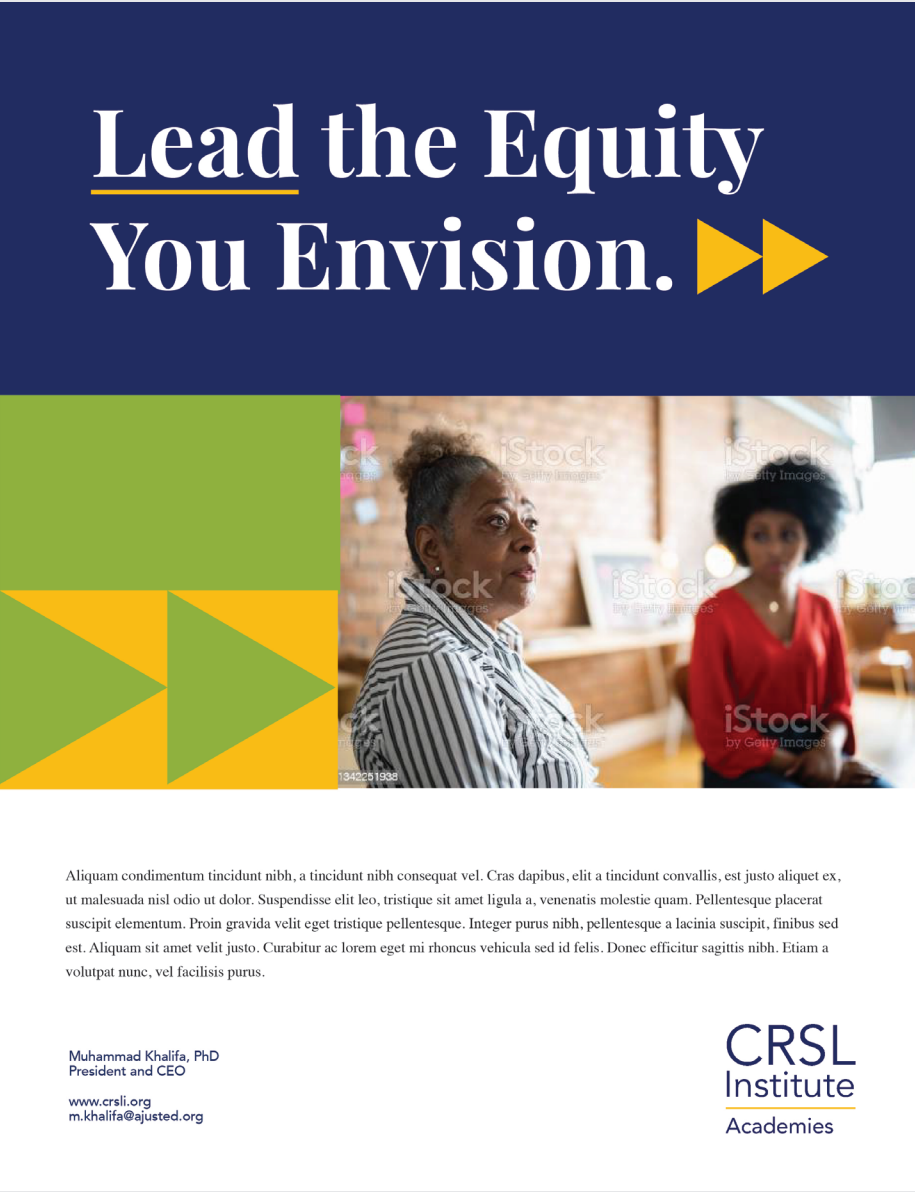
Business Cards



Business Letterhead



Academies Sell Sheet



Social Media



Questions?

If you're unsure about anything you see in this document, or have questions about using the CRSLI visual system, please send questions to Sara Kube:

s.kube@ajusted.org

For more information about our organization, visit

www.CRSLI.org

Design Credit: Olio

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