BRAND GUIDELINES

CHALLENGE CHARTER SCHOOL

2023-2024

Contents

INTRODUCTION

Why Brand Matters

Design is the silent ambassador of your brand. - Paul Rand

Every time a family member, scholar, staff person, or member of the community comes into contact with our brand, what they see and experience is important.

That's why our CEO wants every school flyer, principal's note, family letter, slide presentation, video and marketing piece to represent Challenge Charter School with a consistent and professional look.

Beyond image, all we *do* (in our halls, classrooms, and community) reflects the brand we are collectively creating. Every interaction, smiling face, and the way we handle hard situations tell our families what to feel about our school.

Read First: Communications Approvals

Our CEO has ULTIMATE sign-off on any communication going out from the school. If you have a question about something you want to send, please don't hesitate to reach out. **Be sure to give 2-3 business day's notice.** Also note:

- **ALL Calendar dates must be submitted to Communications for posting on our website's school calendar at minimum *2-3 weeks in advance*. Any changes to events, details must also be sent to Communications.**
- **ALL Community or School-wide notices are distributed in coordination with Communications and the Network office.**
- **Communications checks for consistency in branding in ALL school-wide:**
    - **Slide presentations and videos**
    - **Letters, flyers, ads, event announcements**
    - **Staff Recruitment/Enrollment/Recruitment ads, banners, annual school brochure, etc.**
    - **Job Recruitment ads & digital assets for recruitment**
    - **Merchandise for give-aways or selling**
    - **Non Challenge Charter School Community events**

In addition, Communications creates and oversees:
- **Graduation and Stepping Up invitations, programs, slide presentations & videos**
- **Open House / Student Recruitment ads, invitations, slide presentations & videos**

Community events shared through our communications tool, ParentSquare, **must be approved by Dr. Mullings**. Other community events may be shared via our social media and/or website by contacting the Director of Communications, Kim Messer.

Questions? Feel free to ask - kmesser@challengecharterschools.org.

BRAND GUIDELINE BASICS

The following Brand Guidelines apply to every communication from our school.

We are at our best when we allow ample time for creating, editing, and sending our notices.

Timelines

Letter/Message Proofing	1 business day
Flyer Design	1-2 weeks
Flyer Proofing	1-2 business days
Slide Presentations/Videos Design & Proofing	1-2 weeks

The #1 Branding Rule: Use Our Logo

Our logo needs to appear on EVERY communication that is sent out. This is the #1 basic branding rule.

- Be sure the correct logo is being used - school-wide or site specific. We have logos for Challenge Charter School, Elementary, Middle, High as well as other adaptations.
- Be sure the logo image is not stretched.
- Be sure the logo is high resolution. No fuzzy images!
- Use the full logo.

Here are a few examples:

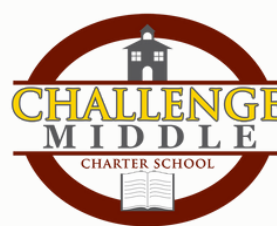INCORRECT: Logo is cut off at the bottom

INCORRECT: Logo is stretched

INCORRECT: Logo is poor resolution & in a circle shape

INCORRECT: Only part of the logo is used.

CORRECT

CORRECT

Next: Brand Suite - Logos, School Colors, Fonts & Mascot

BRAND SUITE
Logos, School Colors, Fonts & Mascot

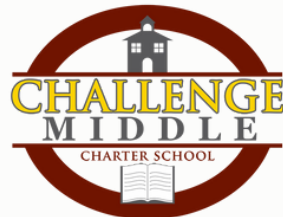*Challenge Charter School*
___

Our CMYK Numbers for printing

#6E1505

#F3CF22

#67605C

Plus white #FCFCFB

Elementary
___

Middle
___

*High*
___

Important to note:

- Our official charter is under **Challenge Preparatory Charter School**, so sometimes we use that for official documents and reports.
- We use **Challenge Charter School** to represent all of our current sites. We are one school.
- Our email addresses end with "s" because we are fulfilling our dream to open more school sites under Challenge Charter's banner.

OTHER LOGOS
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Other logos have been adapted for use from our main logo. Here are two examples:

Logo access is available through our Google Drive. Contact me if you need access.
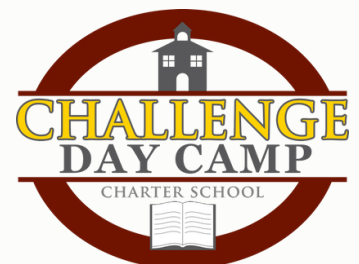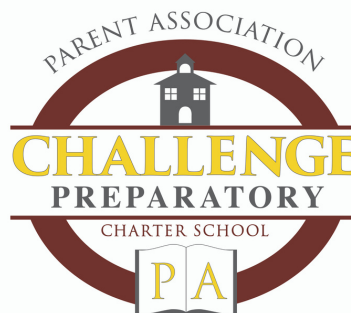
Challenge Charter Fonts

Montserrat

Montserrat Classic

Montserrat Semi-bold

Montserrat Extra-bold

ALEGREYA

ALEGREYA BOLD

Montserrat and Alegreya fonts are available in the Google Suite. **These brand fonts should be considered as our standard fonts and MUST be used for letters and written notices whenever possible**. Other fonts are acceptable for various marketing pieces and communications, with the exception of Comic Sans. Limit fonts to no more than 3 types on a single ad or flyer.

MASCOT - CHAMP THE CHEETAH

Cheetah pride is lived out in our mascot, Champ the Cheetah. At the Elementary school, Champ was developed into a puppet character that teaches character curriculum with a theme for each month. Champ "grew up" after a student design contest was held to adapt our mascot for Middle and High School. The winning design below appears on our gym floor at 1520 Central Avenue.

Elementary Mascot

Old mascots or previous versions - do not use.

Middle & High Mascot

Fun fact: this Cheetah was created by a scholar and inspired our final version of the Middle & High School Champ.

USING OUR MASCOT

Mascot image access is available through our Google Drive in the same folder as our logo suite. Contact Kimberly Messer for access. kmesser@challengecharterschools.org

Communication Checklists

Flyers & Advertising

For any event, advertisement, career/staff recruitment, family invitations, special ceremonies, celebrations or similar,
USE THIS CHECKLIST:

1. Use a design program - **DO NOT USE Microsoft Word or other word processing application.**
2. Use appropriate school logo - CCS, Elementary, Middle, High, etc.
3. Include school website: www.challengecharterschools.org
4. **Include contact information** - name, title, email, and phone #
5. Community or school-wide? Parents or guests invited? Be sure to have a line referencing the Founder:
   > Rev. Dr. Les Mullings, Founder/CEO
5. Use high-resolution photos
   a. School approved photos
   b. No "free" stock photos with water marks on them
6. Be sure it is proofed by multiple people. Check & recheck!
7. Approved for distribution by Communications
8. If print version needed - print from the original file vs. copied - for the most professional look.

Letters, Back to School Info, & Packets

For information that is school-site oriented, use this CHECKLIST:

1. Use the accurate **LETTERHEAD** and follow proper logo use.
2. Use high-resolution photos - no "free" stock photos with water marks on them.
3. Be sure it is proofed by *multiple people*. Check & recheck!
4. Preference is to *print* - **not copy** - from the original file for the most professional look.
5. If **COPYING**, packets should be checked - are all pages clear, straight, and formatted with a professional look?

INCLUDE

Appropriate Logo

School-wide or other

Website

www.challengecharterschools.org

Contact Information

Name, title, email, phone number

For Ads / Community Events Include Our Founder

Rev. Dr. Les Mullings, Founder/CEO

Need a flyer created or reviewed? Contact Kim Messer, Director of Communications: kmesser@challengecharterschools.org or at 917-912-9154.

Letterhead

Elementary Letterhead 2023-24
Middle School Letter Format 2023-24
High School Letter Format 2023-24
Network / Leadership Team Letter Format 2023-24

*New digital format guidelines/forms have been created for use for each school site using Google Docs. **Use the links above** and make a COPY on your drive before making changes.*

Letterhead should only be used for letters and official correspondence. For instance, do not use letterhead as a template for every page of a packet or be used on a memo.

Old letterhead for all sites has been retired.
Use links above to Google docs that provide the proper format.
Simply make a copy of the sample form and save to your drive for use. Do NOT use Microsoft Word.

Need a letter reviewed? Contact Kim Messer, Director of Communications: kmesser@challengecharterschools.org or at 917-912-9154.

ParentSquare Best Practices

ParentSquare is our main tool for communication with our families. We chose it for several reasons: ease of use for staff and teachers, secure documentation such as report cards, and integration with our data from Powerschool.

NOTE: School-wide or site-wide posts from ANY staff member must be approved by a supervisor and proofed before sending out.

It is important to note that the contact information for parents, staff, and students comes from the information in Powerschool. If that data is incorrect, it has to be corrected at *that* data source. Corrections made in ParentSquare will NOT remain. Data is synced every night.

POSTS and ALERTS.
There are 2 types of basic notifications available - **Posts** are for upcoming events and are generally sent 2-4 weeks in advance with some reminder posts as needed. **Alerts** are for day-of reminders for events, action items that families need to complete and similar**.**

For POSTS:
- Always use an IMAGE & be sure the correct logo or a high res photo is used - NO clip art, pixelated images, etc.
- FORMAT font to be 14 point size in the body copy; headers can be larger.
- Be sure the SUBJECT line is appealing; this helps a reader to want to read it.
- Check LINKS and attachments before sending.
- Always PREVIEW and send yourself a TEST message to review how it looks and for final spelling, grammar & accuracy checks. Share with a staff member to double-check your work if needed.
- POSTS can be edited after they are sent. They can also be duplicated if needed.

For ALERTS:
- Use only occasionally for reminders and/or for items that need action.
- Be SURE your supervisor is aware of the alert and coordinate when to send with them.
- Always PREVIEW/TEST prior to sending - these messages CANNOT be edited once they are sent.

URGENT ALERTS - for emergencies and closings are only sent from DIR. OF COMMUNICATIONS and/or DIR. OF OPERATIONS in coordination with the CEO.

Need training to help you follow these best practices? It only takes 20-30 minutes. Contact Mrs. Messer for training, to check your permissions, or for any other questions regarding ParentSquare.

ParentSquare Post Example

- *Subject line is clear and compelling*
- *High res image included*
- *Font is appropriate size*
- *Engaging text with active links*
- *Edited, previewed & tested prior to sending*
- *Supervisor approved message (CEO in this case)*

*Google Slides,
PowerPoint,
& Similar*

SLIDE DECKS/GOOGLE SLIDES/POWERPOINT

Whether for an internal presentation for Professional Development, or external for families such as at a parent meeting or virtual open house, the same basic guidelines should be met:

- Our school name or the site name & an appropriate, high res logo should be included at the beginning and end.
- Incorporate school colors and mascot when appropriate
- Primarily use brand fonts when possible - Montserrat or Alegreya
- Text should not be too close to the edges of the slides
- ALWAYS TEST the presentation before the meeting with our Technology Team and make adjustments as needed

Templates with branding already built-in are available. Contact Mrs. Messer for more details.

*Video &
Professional
Photography*

All videos must have current branding and be reviewed by the Director of Communications. Some examples:

Formal video content used for virtual meetings, to showcase our buildings, scholars, and staff, and for celebrations.

Informal video content for social media reels on a regular basis. Occasionally, we also go LIVE on our social feeds.

"Senior" or "Kindergarten" tribute or celebration videos for our graduation/end of year events. Also, keep these tips in mind:

- Note that music, if it is under copyright, may be blocked on certain platforms and social media
- Volume is important - can the speaker be heard?
- Has the video been proofed for brand consistency?
- ALWAYS TEST the video before use and make any needed adjustments and edits - especially for events that families have been invited to attend.

PHOTOS
If a professional video/photo crew is needed to cover an event for ANY of our sites, please direct that request through the Network office. Shanique McFarlane, Chief of Staff, coordinates the process.

NOTE: The Parent/Scholar Handbooks include our <u>Media Release Policy</u>. This covers candid photos and videos taken by our teachers and staff. If we are asking a scholar to participate in a targeted marketing campaign, we get a secondary release for that use.