



The overall goal of this project is to establish a visual brand identity for Clover Garden School. This will include a ceremonial mark, school logo, spirit mark and athletics mark. Continuity and originality are important to our organization. Shown to the left is our current logo. When created years ago a stock grizzly was



CEREMONIAL MARK
Academic Seal



UNIVERSITY LOGO
Stationery Program



SPIRIT MARK
Informal Applications



ATHLETICS MARK
Athletics Uniforms and Venues

used. We wish to incorporate a more up to-date and original design. Below is an example of the image versions needed. These graphics

should be original and copyrightable upon completion. Our school colors are blue and green. We also wish to incorporate a gold color. Below is the color scheme being used for our website re-vamp (including hex codes).



Prussian blue and Irises are our main colors, Sunflower and Aluminum are used as accents. The other colors are being used for body text (Evening) and titles (Starry Night). The inclusion of white is acceptable. We would like a combination of serif and sans serif fonts and different weights. It is preferable that these fonts be free or affordable. We would like the option of being able to use the fonts in future projects to preserve design continuity.

As a kindergarten through twelfth grade school we appeal to a broad audience. Our school is NC charter school with no tuition charge. Our admissions are done through a lottery system. We currently have a very long wait list...so Clover Garden is regarded highly in our community. We serve five surrounding counties with students commuting each day. We are building a brand strategy to support further growth and continuity in our marketing plan. Below is an overview of the graphic types we need in addition to examples that we feel align with our vision.

Ceremonial Marks

Ceremonial marks that our team feels communicate well for other schools/universities are shown here. We gravitate toward a shield that incorporates our three pillars: academics, honor and community. Of course, we want to use our school colors in this design. It is not necessary to incorporate our school mascot (the grizzly). Textual elements that we must have included are our school name "Clover



Garden School", the three pillars academics, honor, community and established date "2001". This graphic would be used on diplomas, transcripts, and other official school documents of an academic nature. We may choose to use this seal on our homepage as well. It is our desire that this be the most official/professional element in our graphics library. We would need this and all other graphics to have a transparent background.

Logo

Logos that our team feels communicates well are:



We need to feature our school name and use of the mascot is optional. This graphic will be incorporated into letterhead, marketing materials and other internal school documents. We may also opt to use it in non-athletic school apparel.

Athletics Mark

Spirit symbols that our team feels communicate well are shown below.



This graphic will be used to promote athletics, band, and other extra-curricular activities. Currently we have offer softball, baseball, golf, tennis, ultimate frisbee, cross-country, marching band, jazz band, dance ensemble, chess club, etc. This base spirit symbol would then be customized based on the sport/activity utilizing it. Customization can be handled in house at Clover Garden

Spirit Mark

The spirit mark needs to be the grizzly only. Below are two examples.



These are our immediate graphics needs. In the future we may add a grizzly paw and a few other images as deemed necessary. Our goal is to expedite the design process and have images ready to use ASAP. If you are interested in this project, please reach out. We welcome your help in growing the Clover Garden School brand.