

BRAND GUIDELINES

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PEIRCE

SCHOOL OF INTERNATIONAL STUDIES

Hello.

In early 2019, Helen C. Peirce School of International Studies began a collaboration with Chicago branding and advertising agency 88 Brand Partners. The task was to build a new Peirce brand—one that is driven by strategy and separate from its peers through an attractive new identity. The brand would also have to appeal to all stakeholders: prospective families, Peirce staff, current parents, and, most importantly, Peirce's student population. In these pages you will see the culmination of all that hard work and collaboration.

Table of Contents

BRAND STRATEGY	4
Positioning	5
Reasons to Believe	6
Personality Traits	7
Messaging Platform	8
BRAND VOICE	13
Key Attributes	14
Headlines	15
Elevator Pitch	16
BRAND IDENTITY	17
Master Logo	18
Logo Versions	19
Alternate Logos	20
Tagline Lockup	21
IB Logo Lockup	22
Sub-brand Lockup	23
Clear Zones	24
Minimum Size	25
Incorrect Usage	26
Color Palette	27
Typography	28
BRAND IN ACTION	29

WELCOME TO THE PEIRCE BRAND GUIDELINES

Our brand is the outward representation of who we are as a school community. It visually and verbally represents what we do and how we act.

It is one of the most important assets we have.

To ensure that our brand remains consistent at all times and in all places, we have developed these brand guidelines. This will help to make sure that everyone always receives the same brand experience—one that emphasizes the spirit of warmth, collaboration, and forward-thinking that Peirce is known for.

APPLYING THESE GUIDELINES

Here you'll see how the Peirce brand works in a variety of contexts: how we present ourselves both visually and verbally; how we apply our logo and color system; how our master brand extends to Peirce sub-brands. You'll find examples of these, among others, on the following pages, helping us to ensure that the Peirce brand will always be uniformly received by all our audiences.



1 BRAND STRATEGY

OVERVIEW

Our brand strategy is the foundation of who we are and how we act as a school. It is what sets us apart, what makes us who we are, and what drives us into the future.

Positioning

Our positioning is a declaration of distinction. It illustrates to our audiences what makes us different from other schools, and how students will benefit from our approach to education. The positioning is meant to be embraced from within and related to our audiences across all touchpoints. (Note: It is not to be used as the 'elevator speech' for our school.)

WHO ARE WE?

Helen C. Peirce School of International Studies is a neighborhood Chicago Public School located in the Edgewater community. Our school consists of learners from Pre-K to 8th grade, a team of committed educators, hands-on and supportive administrators, and passionate, engaged parents.

WHAT DO WE DO?

Within this dynamic school we have implemented our International Baccalaureate program that prepares learners to be globally minded citizens through our caring approach and progressive, effective education.

WHY DOES IT MATTER?

This ensures that as each of our learners leaves our school, they have developed the knowledge and critical thinking to make a positive difference in our community and create change to make the world a better place.

Reasons to Believe

Our reasons to believe, or proof points, illustrate how we live out our brand promise on a daily basis. They are inspired by the various elements that differentiate us. They may be used to aid in writing out messaging.

INTERNATIONAL BACCALAUREATE

The IB program at Peirce is our educational philosophy. We don't teach to the test, we focus on the whole child, and the IB program is vital in doing that. This challenging, inquiry-based curriculum framework builds critical thinkers and global citizens, preparing our students for real-world experiences and higher education.

STUDENTS

Our remarkable, diverse student body is at the heart of all we do. They are inquisitive collaborators both in and out of the classroom. Students address challenges using tools and skills learned at Peirce to approach future challenges in a positive and constructive manner.

STAFF

Our team of educators and professionals are dedicated, supportive and passionate. They are committed to upholding the mission of the Primary Years Program and Middle Years Program, and they invest in the students' needs beyond the curriculum, offering support and encouragement to every student at every turn—both during the school day and after.

PARENTS

At Peirce, we are lucky to have an engaged, active parent community. The partnership between parents and the school is a mutually supportive one, with each bolstering the other to create the most well-rounded, encouraging atmosphere for students.

COMMUNITY & NEIGHBORHOOD

Peirce is more than a school; it is a community. And we receive amazing support and derive incredible power from our neighbors and fellow community members. We lift one another up, stand side by side one another, and work together to build a better future for our neighborhood—and all of Chicago.

Personality Traits

Our personality traits define who we are and how we act as an organization. Much like human personality traits, they express our core values and characteristics. You may use these traits as a guide for the tonal expression of the Peirce brand.

INCLUSIVE

We welcome any and all students, and we believe that every student deserves time, attention, care, and focus. Our school is a mirror of the larger world, and Peirce students learn the value of acceptance, understanding, empathy, and sympathy.

PROGRESSIVE

We are always looking to improve our methods and better our overall services. We take great pains and cut no corners to remain on the cutting edge of educational knowledge and tactics, and are open to any and all new ideas that might help us improve. We are often on the forefront of childhood education, setting an example for others.

SUPPORTIVE

When we say that we care, we mean it. Childhood education is not a job to us, but a calling. We make sure that every Peirce student is properly cared for and protected. We encourage students to pursue their passions, whatever they may be. We foster an environment of positivity, collaboration, and encouragement. Whatever help students may need, they will find with us.

Messaging Platform

Our messaging platform provides a structure for creating all communications that come from Peirce. They are a direct extension of—and expansion on—our reasons to believe. Depending on the audience and the outlet, the messaging points may be used and adapted.

OUR IB PROGRAM

The IB program at Peirce is our educational philosophy. We don't teach to the test, we focus on the whole child, and the IB program is vital in doing that. This challenging, inquiry-based curriculum framework builds critical thinkers and global citizens, preparing our students for real-world experiences and higher education.

- We don't have a "teach to the test" mentality; we believe in building the whole learner.
- We aim to be the model for what an IB partnership looks like for schools across the country. We hope that the success of the IB philosophy at Peirce will inspire schools to follow in our footsteps.
- We use the IB Learner Profile to teach important character-building attributes to our students. The IB Learner Profile is integrated into all areas of study at Peirce, helping to shape globally minded citizens.

Messaging Platform

OUR STUDENTS

Our remarkable, diverse student body is at the heart of all we do. They are inquisitive collaborators both in and out of the classroom. Students address challenges using tools and skills learned at Peirce to approach future challenges in a positive and constructive manner.

- Every student should have the ideal schooling experience throughout their years at Peirce. To that end, we offer programs for every passion, including accelerated academics, athletics, dance, music, art, bilingual offerings, technology, and more.
- We believe that a well-rounded education goes beyond academics, and work to develop the whole child through social emotional learning, arts integration, and quality after-school programs.
- The diversity of our student body presents different learning needs for our students. That is why classes are co-taught, we employ Diverse Learner Teachers, we ensure that students receive services in a general education classroom, and we strive to meet the needs of all our students, no matter where along the educational spectrum they are.

Messaging Platform

OUR STAFF

Our team of educators and professionals are dedicated, supportive and passionate. They are committed to upholding the mission of the Primary Years Program and Middle Years Program, and they invest in the students' needs beyond the curriculum, offering support and encouragement to every student at every turn—both during the school day and after.

- Peirce teachers have a higher level of dedication than most. Our faculty is driven to provide the best, most supportive instruction, day in and day out, in the classroom and outside of it.
- Through our rigorous PYP and MYP, we:
 - Challenge our students to become critical thinkers while meeting their individual academic needs
 - Cultivate a learning environment that fosters intellectual, social, and emotional growth
 - Aspire to develop parental and community partnerships in order to nurture a holistic learning environment and create lifelong student achievement that will prepare our students for real-world experiences and higher education
- Our staff is highly trained to support students of all backgrounds, learning styles, educational strengths, and needs through our differentiated and individualized educational approach.

Messaging Platform

OUR PARENTS

At Peirce, we are lucky to have an engaged, active parent community. The partnership between parents and the school is a mutually supportive one, with each bolstering the other to create the most well-rounded, encouraging atmosphere for students.

- To keep our parents as informed and engaged as possible, we produce a slew of communications for them. This includes flyers, backpack mail, and more.
- We have a number of parent groups that help the school in multiple aspects, including:
 - Friends of Peirce (FOP), for fundraising
 - Parent Advisory Council (PAC), for education
 - The PSO, for volunteer and service efforts
 - Bilingual Advisory Council (BAC), for bilingualism

OUR COMMUNITY & NEIGHBORHOOD

Peirce is more than a school; it is a community. And we receive amazing support and derive incredible power from our neighbors and fellow community members. We lift one another up, stand side by side one another, and work together to build a better future for our neighborhood—and all of Chicago.

- People in and around our community and neighborhood help to support the growth of our students as global citizens by making direct donations, volunteering with us, or attending one of our many events throughout the year.
- We maintain relationships with a number of local businesses, some of whom become annual sponsors. These organizations help to support us monetarily as well as through volunteer efforts.
- The help goes both ways, however. Many Peirce students work in and around the Edgewater community, volunteering in a number of capacities to keep our neighborhood clean, vibrant, and safe.



2 BRAND VOICE

OVERVIEW

A brand voice is the consistent expression of our brand through words across all communications. It is the verbal embodiment of our brand personality.

Key Attributes

Here are the three key attributes of our brand voice. Whether we're speaking to parents, prospective parents, community members, or more, we must strive to embody these attributes in all our written communications.



HELPFUL

MYP, PYP, IB. There's a lot of terminology that people unfamiliar with our school might find confusing. So we're informative and patient, assisting audiences with all they need to know.



ASSURED

Peirce has been around for over a century; we've earned the right to be confident. We believe our approach to education is a good one, and aren't afraid to let people know it.



DETERMINED

We set our sights on continuing to provide a high-quality education that develops globally minded citizens. And we are always looking for new ways to improve the education experience.

Headlines

We can use headlines as another way to reinforce to all our audiences how—and why—we are one of the best CPS schools in the city. Our headlines should always be clear, concise, and compelling, and work to inspire confidence in the Peirce brand.

Changing Edgewater. Changing our city. One student at a time.

Investing in students. Creating global citizens.

We are a neighborhood school developing global citizens

Challenging students, unlocking achievement

A caring approach. A progressive, effective education.

Our students are at the heart of all we do

We are more than a school. We are a community.

Elevator Pitch

This is the best and quickest way to talk about Peirce to friends, family members, or even complete strangers. It gets at the essence of who we are and what we do in a more casual and succinct manner than our positioning.

For Neighbors (a little more general)

Peirce is a neighborhood school serving Pre-K through eighth grade students in the Edgewater and Andersonville communities. It is considered one of the best neighborhood schools on the North Side of Chicago.

For Family (a little more formal)

Peirce is a neighborhood school in the Edgewater community. Through its IB program and progressive approach to education, it prepares students to be globally minded citizens.



3 BRAND IDENTITY

OVERVIEW

The Peirce visual brand identity is the way that the majority of audiences will first encounter our brand.

On the following pages, you will see the logo, colors, and type that define our brand—as well as rules that dictate how to use each.

Master Logo

Our logo is our main visual identifier. It gives audiences a quick, memorable reference for the Peirce brand. Our logo captures the energy and drive behind Peirce, and our commitment to always looking ahead.



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Logo Versions

Our logo cannot always be used in its primary full-color format. This page shows alternate formats for those instances.

Ideally, the image and wordmark will always be used together. On occasion, though, the two may be separated. Please do this only sparingly.



LOGO FULL COLOR

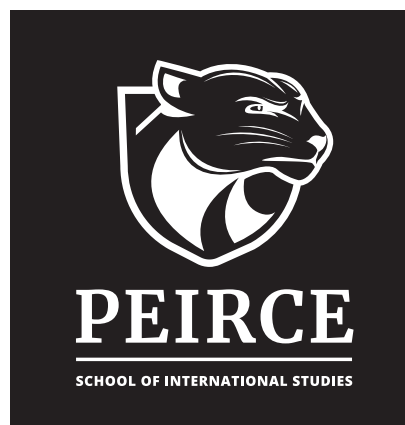
Our vertical full-color logo is our primary should be used whenever possible.

Information on the Peirce color palette can be found on p. 24



BLACK

This color should only be used when materials need to be printed in black and white.



REVERSED

Use the reversed logo on a dark photo/background when the full-color logo is hard to read.

Alternate Logos

Occasionally, for production or layout purposes, our logo may not be shown in its primary vertical format. We've created an alternate horizontal logo for those instances.



SECONDARY LOGO FULL COLOR

When using alternate logos, the full-color version should always be the first choice for a layout.



BLACK

This color should only be used when materials need to be printed in black and white.



REVERSED

Use the reversed logo on a dark photo/background when the full-colored logo is hard to read.

Tagline

Our tagline is a direct reflection of our brand promise. We work to educate and develop students to be globally minded citizens—ones who will work to make the world a better place.

The tagline may sometimes be locked up with the logo. Please present it only in the manners shown here.

EDUCATION FOR A BETTER WORLD



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IB Logo Lockup

On occasion, the Peirce logo will need to be locked up with the IB logo. In these instances, we will use a vertical line as a divider. Please do not arrange the logo lockup in any other format.



LOCKUP

When locking up the Peirce and IB logos, always lead with the Peirce master logo.

Sub-brand Lockup

When a specific communication requires a sub-brand identifier, it should be presented alongside the master logo, as shown below. In instances where this logo configuration is used, you will notice that the full school name will no longer appear locked up with the logo.



SUB-BRAND LOCKUP

This is our sub-brand lockup. The name of the sub-brand should appear in white on the dark blue rectangle. The colored bar on the top of the rectangle should change color according to the type of sub-brand.

Please see the color coding of sub-brands below.

DIRECT SCHOOL COMMUNICATIONS

The Peirce Yellow Bar

This is to be used for official Peirce communications. This could be from a specific teacher/classroom/grade, school program, sports team, etc.

PARENT VOLUNTEER INFORMATION

The Peirce Mint Green Bar

This is meant to be used for the parent volunteer groups.

SCHOOL OFFICIAL ALERTS

The Peirce Red Bar

This is to be used for school-related alerts (communication that needs special attention, such as CPS news, field trip notices, or save-the-date notifications).

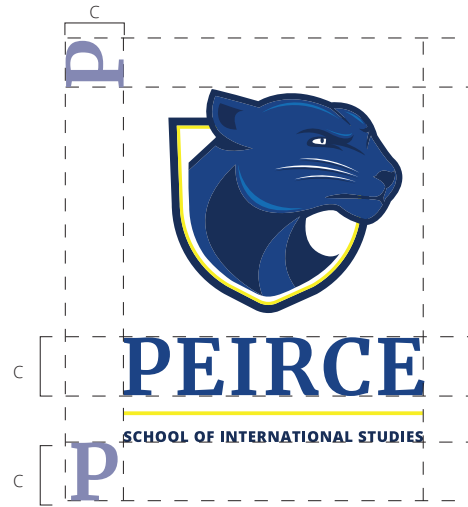
2 COLOR PRINTING ONLY

The Peirce Blue Bar

This is to be used exclusively for when the brand needs to be printed in a two-color situation (t-shirts, signage, etc.).

Clear Zones

A clear zone is a specific amount of empty space that must be maintained around our logo. When using our logo, you will need to follow the minimum size guidelines.



CLEAR SPACE

These diagrams show how our clear zones are constructed on our logos. No type or graphics may appear within these zones. When visual elements are too close to the logo, it can create hierarchical confusion.

CLEAR SPACE OF SUB-BRAND

The same clear space used on the main logo lockup should also be used for the sub-brand lockups. No type or graphics may appear within this zone. When visual elements are too close to the logo, it can create hierarchical confusion.

Minimum Size

The following rules are in place to ensure legibility and accurate reproduction in all sizes and applications.



MINIMUM SIZE

The size listed here is the minimum size our logos can appear in any configuration. There is no maximum size for our logo lockups.

To ensure that the master logo remains clear and legible, please avoid scaling the vertical logo smaller than 1 inch by 1 inch and the horizontal logo smaller than 1.25 inches wide.

Incorrect Usage of Logo

To help you avoid improperly using the Peirce logo, we've compiled this list of common mistakes that might occur in layout. Please reference this list to help us maintain visual consistency across all Peirce branding.

- 1 **Do not** rearrange the logo elements beyond the approved layouts.
- 2 **Do not** change the colors of the logo beyond the approved colors.
- 3 **Do not** alter or substitute the typefaces used in the logo.
- 4 **Do not** change positions or overlap logo elements.
- 5 **Do not** stretch, condense or change the dimensions of the logo.
- 6 **Do not** change the proportions of elements within the logo.
- 7 **Do not** add elements to the lockup.
- 8 **Do not** put the logo on a complex or patterned background.



1



2



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Color Palette

Our color palette is dynamic and contemporary. It most heavily relies upon our primary color, Dark Blue, while secondary and extended colors add variation to our look.

PEIRCE DARK BLUE	C 100 M 87 Y 38 K 31	R 25 G 46 B 88	HEX# 192E58
PEIRCE BLUE	C 100 M 86 Y 18 K 5	R 32 G 66 B 132	HEX# 204284
PEIRCE LIGHT BLUE	C 88 M 56 Y 2 K 0	R 24 G 108 B 178	HEX# 186CB2
PEIRCE YELLOW	C 3 M 0 Y 92 K 0	R 255 G 239 B 36	HEX# FFEF24
PEIRCE MINT GREEN	C 61 M 2 Y 50 K 0	R 96 G 190 B 155	HEX# 60BE9B
PEIRCE RED	C 8 M 94 Y 98 K 1	R 221 G 50 B 41	HEX# DD3229

Typography

Our typography system is made up of two fonts.

The primary typeface, Open Sans, should be used on most communications. This typeface can be used in three variations of bold, regular, and light.

The secondary typeface, Merriweather, should be reserved for special usage, such as the tagline, or when a complimentary typeface is needed to be paired with the primary typeface.

PRIMARY TYPEFACE

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE

Merriweather Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Merriweather Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans and Merriweather are each Google fonts, and can be downloaded at no cost from fonts.google.com.



4 BRAND IN ACTION

OVERVIEW

On the following pages, you will see our brand elements put together and brought to life in a variety of contexts. You are encouraged to use this section as a reference for how the Peirce brand is to be presented in a number of ways.

Brand In Action



Brand In Action

