



**CANNON FALLS
AREA SCHOOLS**



**BRANDING
GUIDELINES**

2022

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VISION

To inspire learners to reach their potential, now and in the future.

MISSION

Cannon Falls Area Schools, partnering with families and community, will provide a safe, nurturing, challenging, and inspiring environment to educate ALL individuals to be lifelong learners and responsible, productive citizens.

PURPOSE

Providing a strong education creates a strong community, and we want our community to be the best it can.

TAGLINE

A Great Community + A Great School = Endless Opportunities

ELEVATOR PITCH

The Cannon Falls Area Schools are committed to supporting the children of our community. We give them as many opportunities as possible to learn, grow, and find their success in life. With high-quality academic programs, sports, college credit and preparedness programs, and a wide range of extra-curricular activities - each student can find their place to get involved.



BRAND VOICE

Engaging. Welcoming. Fun.

Engaging - You have open, 2-way dialog with students, parents, and the community. You want that interaction.

Welcoming - Every student from every walk of life is welcome here. And you are proactive in making sure they know it.

Fun - Energetic and outgoing, you don't take yourself too seriously.

TARGET AUDIENCE

- People with kids in Cannon Falls, or within 20 miles.
- People who have kids from birth - 2yrs.
- Those with special needs, who may not get the services they need from online learning or homeschooling.
- Parents between the ages of 25-40.

POSITIONING STATEMENT

The Cannon Falls Area Schools have a few competitors it is at pace with - mostly Randolph, online learning, and homeschooling. Where Cannon Falls has an opportunity to shine is by offering up a wide-range of extra-curriculars and proven academic rigor. Which gives the students an involved social experience as well as excellent educational preparation.

AESTHETIC

The look and feel of the Cannon Falls Area Schools should be clean and uncomplicated, allowing information to be easily understood by all ages. Bold large headlines and sticking with the brand colors. While staying easy to read/understand - the look should feel young, energetic, and fun.

TYPOGRAPHY

For general, official school uses Work Sans Black should be used for headlines, and Work Sans Regular for body text. Sports headlines should be in College Font, with the body copy also in Work Sans Regular.

WORK SANS BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

0123456789

WORK SANS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

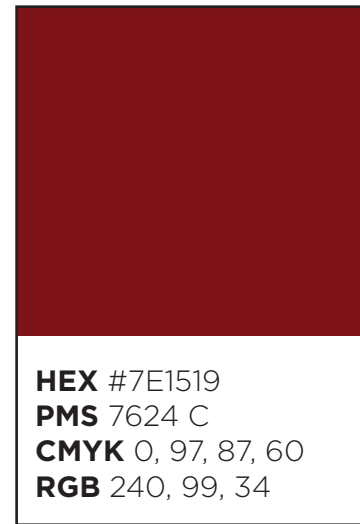
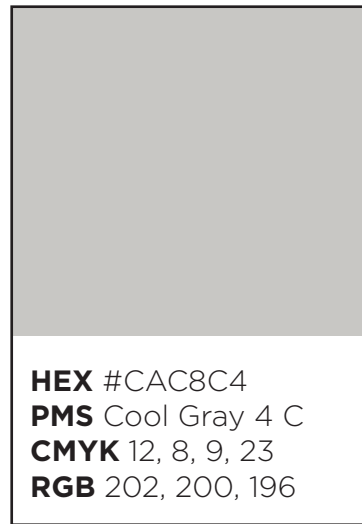
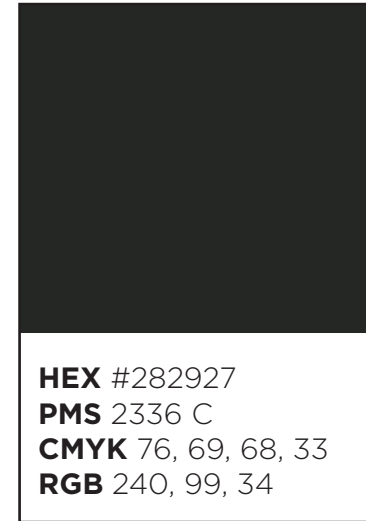
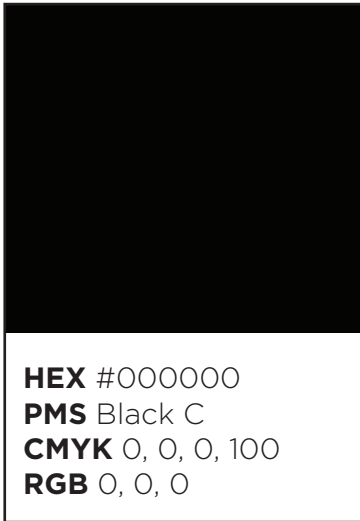
0123456789

COLLEGE FONT REGULAR

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO
PP QQ RR SS TT UU VV WW XX YY ZZ**

0123456789

COLOR PALETTE



IMAGES

Images used throughout should be of actual students, facilities, clubs, sports, and staff. Real people, real places - but the photos should be of good quality. Well-lit, in-focus, and good subjects. To help project the youthfulness and energy of the school, the photos should be filled with action shots of people smiling, moving, and doing activities/sports.



*These are just stock photos, used to convey the general feeling of the photos to be used.
If at all possible, photos should be of actual Cannon Falls Area School people/places.*

LOGO VARIATIONS

Primary Logo

This logo should be the primary public facing logo for the schools. It carries brand recognition with the CF but then it also clearly states the name to alleviate any confusion about what the CF might be representing to those unfamiliar with the schools.



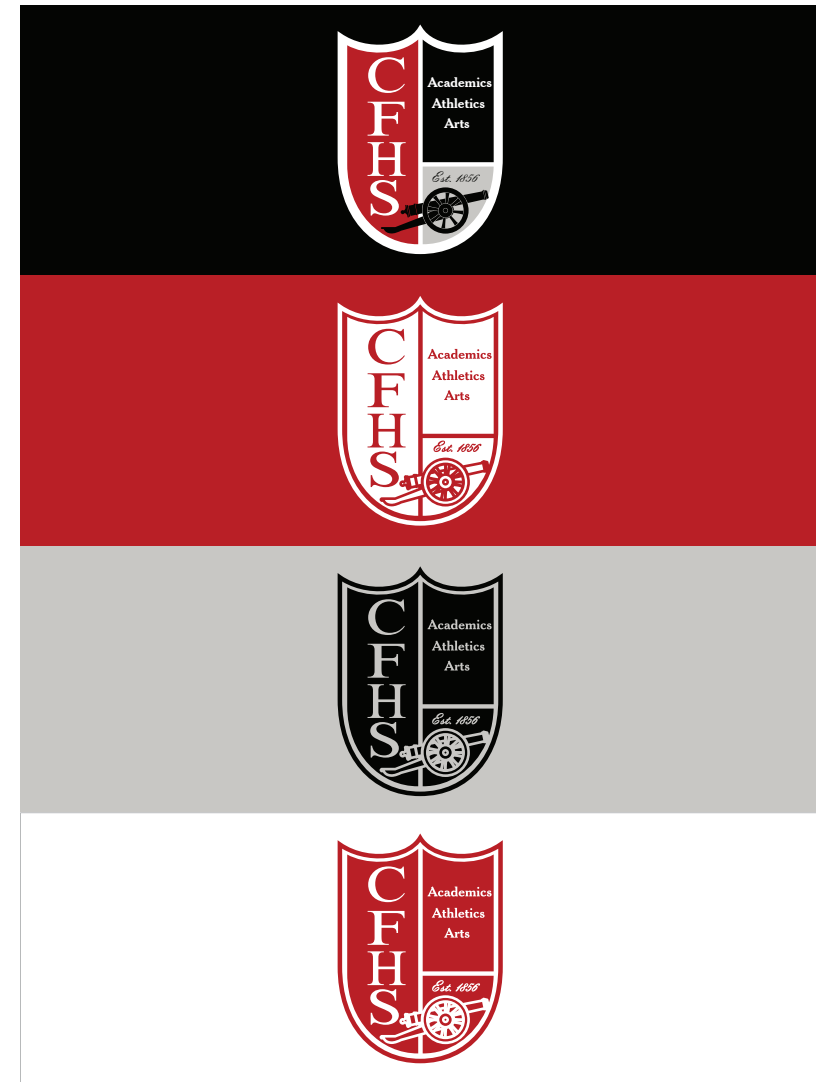
CF Only Logo

This logo can be used when there is sufficient context that anyone looking at it knows what it represents - for example, on the school gym floor.



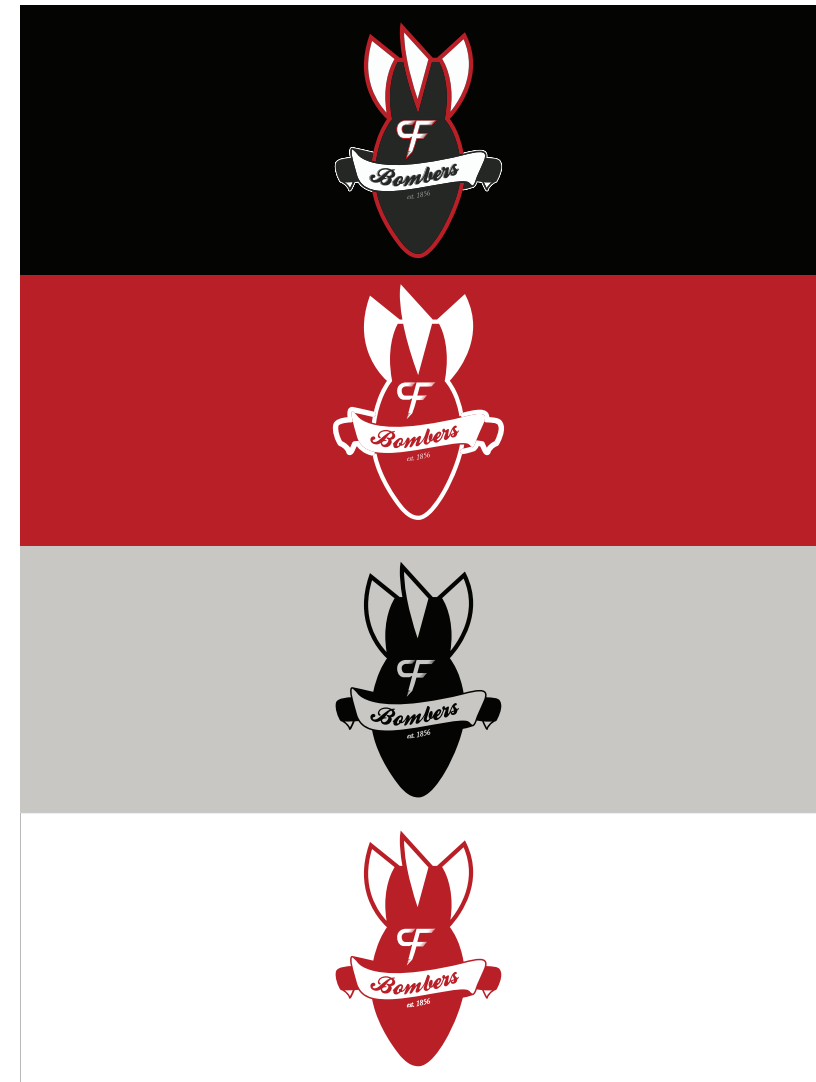
Shield Logo

This logo can be used to represent High School Academics.



Bomb Logo

This logo is to be used to represent school athletics.



BRAND VISUALIZATION

