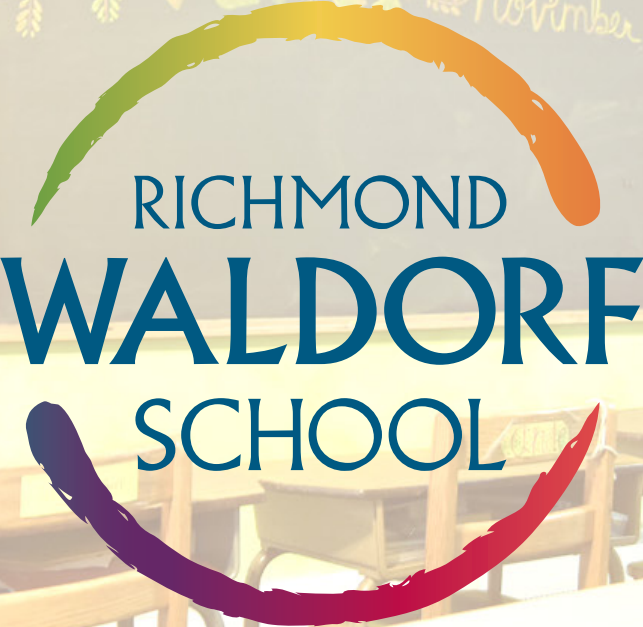


# BRAND GUIDELINES



Schedule

5:15  
Lesson  
Check  
Push  
ings  
ch-bday  
ith  
ndwork

November



# BRAND POSITIONING

**Tagline**     *Developing Fearless Learners*

**Our Mission**     Richmond Waldorf School provides a learning environment that promotes independent thinking, cultivates creativity, builds confidence, and develops practical skills. Our proven, holistic approach to education lays the foundation for a life full of meaning and purpose.

**Our Vision**     We embrace every opportunity to develop curious, confident, and capable individuals who can bring forth healthy change in the world.

# BRAND REFLECTIONS



**The circle** represents wholeness in body, soul, and spirit.

**The color blue** symbolizes trust, freedom, balance, and peace.

**The prismatic colors** create a rhythmic flow and feeling of movement, are welcoming, and are symbolic of inclusivity.

**The energy** of the circle moves clockwise to represent the rhythms within Waldorf culture (daily, weekly, seasonally, yearly, developmentally) and the continuous flow of learning and development within our teachers and students.

**The prismatic order** of colors moves counter-clockwise, symbolizing how Waldorf education is very different from mainstream education.

**The open circle** creates two opposite forces, which are actually complementary and interdependent of each other. These dualities are seen throughout nature and everyday life (light/dark, in breath/out breath, summer/winter).

**The design** has a feel of something created by hand, while the letters are crisp and modern with unique angles.

**The word Waldorf** extends beyond the circle in a sense of freedom. This same freedom is at the heart of what we want for our students—that a Waldorf education prepares them and allows them freedom (intellect, spirit, community).







# COLOR PALETTE

## Primary Color

<b>C=100</b>				<b>C=0</b>		
<b>M=31</b>	<b>R=0</b>			<b>M=0</b>	<b>R=65</b>	
<b>Y=8</b>	<b>G=89</b>	<b>Hex=</b>	<b>Pantone=</b>	<b>Y=0</b>	<b>G=64</b>	<b>Hex=</b>
<b>K=42</b>	<b>B=129</b>	<b>#005880</b>	<b>7469 U</b>	<b>K=90</b>	<b>B=66</b>	<b>#414042</b>

## Text Color

## Secondary Colors

					
<b>C=65</b>	<b>C=6</b>	<b>C=7</b>	<b>C=8</b>	<b>C=5</b>	<b>C=71</b>
<b>M=20</b>	<b>M=18</b>	<b>M=62</b>	<b>M=86</b>	<b>M=100</b>	<b>M=100</b>
<b>Y=100</b>	<b>Y=82</b>	<b>Y=85</b>	<b>Y=73</b>	<b>Y=55</b>	<b>Y=55</b>
<b>K=0</b>	<b>K=0</b>	<b>K=0</b>	<b>K=0</b>	<b>K=20</b>	<b>K=11</b>
<b>R=108</b>	<b>R=240</b>	<b>R=229</b>	<b>R=223</b>	<b>R=187</b>	<b>R=101</b>
<b>G=160</b>	<b>G=202</b>	<b>G=124</b>	<b>G=75</b>	<b>G=15</b>	<b>G=39</b>
<b>B=67</b>	<b>B=76</b>	<b>B=62</b>	<b>B=73</b>	<b>B=70</b>	<b>B=103</b>
<b>Hex=</b> <b>#6CA043</b>	<b>Hex=</b> <b>#F0CA4C</b>	<b>Hex=</b> <b>#E57C3E</b>	<b>Hex=</b> <b>#DF4B49</b>	<b>Hex=</b> <b>#BB0F46</b>	<b>Hex=</b> <b>#652767</b>

<b>CMYK=Print</b> (letters, flyers, anything printed)	<b>RGB=Screen</b> (PowerPoint, e-mail newsletter)	<b>Hex=Website</b> (website design)
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# LOGO STYLES

See **RESOURCES** on page 15 for download information.

The Richmond Waldorf School logo is the most immediate representation of our school, our people, and our brand to the world. It is a valuable asset that must be used consistently in the proper, approved styles.

The preferred logo style for most print and online material is 4 Color, followed by 1 Color or Reversed. Lastly, use 90% Black only when the first 3 styles are not an option.

The following are **acceptable** ways of reproducing the Richmond Waldorf School logo.



*4 Color (Preferred Use)*



*1 Color*



*Reversed*



*90% Black (Least Preferred)*

The following are **unacceptable** ways of reproducing the Richmond Waldorf School logo.



*Do not reproduce in a tint or a screen.*



*Do not change the colors. Use approved logo files only.*



*Do not add effects, including a drop shadow, bevel, or glow.*



*Do not use 1-Color style on a dark background.*

# LOGO SPECIFICATIONS

Ensure the logo has a **clear space** all the way around, at least the size of the “O” in “WALDORF”.  
Ensure legibility and clarity; never reproduce logo smaller than **minimum size**.

*Clear space*



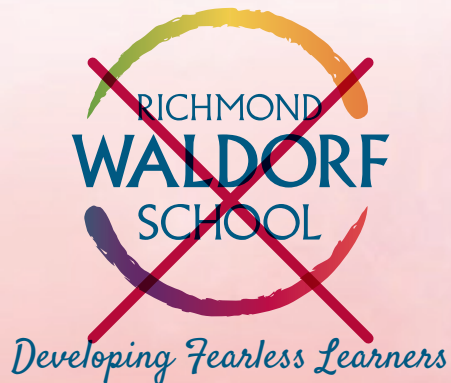
*Minimum size*



# TAGLINE SPECIFICATIONS

## *Developing Fearless Learners*

- The tagline is used in advertisements and promotional material to enhance and complement the intended message
- The tagline is not a part of the logo; do not combine the two graphics together
- Do not stack the tagline—it must fit on one line or do not use
- Do not add punctuation (eg, period, exclamation point)
- The font used for the tagline is Satisfy (see Resources page within this document for download information)



Example of correct tagline usage  
within an advertisement:

*Developing Fearless Learners*

Open House: October 8 | November 19 | January 21

We embrace every opportunity to develop curious, confident, and capable individuals who can bring forth healthy change in the world.

Pre-K through 8th grade | [RichmondWaldorf.com](http://RichmondWaldorf.com)

# LOGO USAGE

When using the logo on illustrations or photographic backgrounds, ensure the legibility and integrity of the logo are not diminished.

## *Correct Usage:*

- Reversed (white) version on dark area of photo
- 1-Color version on light area of photo
- 4-Color version on light area of photo
- Correct clear space surrounds logo
- Logo is prominent but does not compete with or detract from photo or message





# LOGO USAGE (CONT'D)

## *Incorrect Usage:*

- ① Reversed (white) logo on light background
- ② 4-Color logo on dark background
- ③ 1-Color logo on dark background
- ④ Logo too large/prominent
- ⑤ Logo too small
- ⑥ Not enough clear space surrounding logo; too close to the edge



# TYPOGRAPHY

**Franklin Gothic Heavy**  
Powerful headlines, categories,  
call-outs

## Preferred Font

### Franklin Gothic

Clean, modern, easy to read, and includes a large font family. This typeface allows the message to be clear without distracting from imagery.

Franklin Gothic Book  
*Franklin Gothic Book Italic*  
Franklin Gothic Medium  
*Franklin Gothic Medium Italic*

**Franklin Gothic Demi**  
***Franklin Gothic Demi Italic***  
**Franklin Gothic Heavy**  
***Franklin Gothic Heavy Italic***

**Franklin Gothic Demi**  
Subheaders, categories,  
titles

Franklin Gothic Book  
General copy, recommended  
size 10-12pt

## Header & Quotation Font

### Satisfy Regular

Cursive is almost a lost art, but not in Waldorf education! This typeface is welcoming, easy to read, and gives a feeling of thoughtful elegance.

*The need for imagination, a sense of truth, and a feeling of  
responsibility—these three forces are the very nerve of education.*  
- Rudolf Steiner

*Satisfy*  
Headers, subheaders, categories,  
quotations

#### IMPORTANT:

**Mac users**, download the free font family Libre Franklin in place of Franklin Gothic.  
**RWS volunteers** who are unable to install fonts on their computers, use Franklin Gothic only; do not substitute another font for the cursive font, Satisfy. Leave out completely and use only Franklin Gothic.

See **RESOURCES** on page 15  
for download information.

# TYPOGRAPHY (CONT'D)

## Bullets

- When creating lists, use a round bullet
- Bullet should be blue (see color palette)
- If applicable, bullet should be Libre Franklin Bold

Leading for bullets should be greater than leading for paragraph lines.

## Leading

Leading refers to the vertical distance between lines of type. If the leading is too tight or too loose, readability may be compromised. Be aware of how the document feels and adjust leading as needed.

11pt font  
14pt leading

Leading refers to the vertical distance between lines of type. If the leading is too tight or too loose, readability may be compromised. Be aware of how the document feels and adjust leading as needed.

11pt font **TOO TIGHT**  
12pt leading

Leading refers to the vertical distance between lines of type. If the leading is too tight or too loose, readability may be compromised. Be aware of how the document feels and adjust leading as needed.

11pt font **TOO LOOSE**  
19pt leading

*Leading refers to the vertical distance between lines of type. If the leading is too tight or too loose, readability may be compromised. Be aware of how the document feels and adjust leading as needed.*

15pt font **TOO TIGHT**  
16pt leading

# TEMPLATES


It is important to maintain consistency across all internal and external communications for Richmond Waldorf School.

The following templates are provided for use:

- Letterhead (Microsoft Word - Windows)
- Letterhead (Pages - Mac)
- Presentation Slides (Microsoft PowerPoint - Windows)
- Presentation Slides (Keynote - Mac)
- E-mail Template (Constant Contact)

See **RESOURCES** on page 15 for download information.

## Letterhead



*Vision, Mission, & Values*

**Vision**  
We embrace every opportunity to develop curious, confident, and capable individuals who can bring forth healthy change in the world.


**Mission**  
Richmond Waldorf School provides a learning environment that promotes independent thinking, cultivates creativity, builds confidence, and develops practical skills. Our proven, holistic approach to education lays the foundation for a life full of meaning and purpose.

**Values**

- We believe that students thrive when exposed to a hands-on, integrated curriculum that is developmentally appropriate and grounded in artistic and practical work.
- We believe that all students must develop intellectual curiosity, social sensitivity and physical stamina in order to meet their full potentials.
- We believe that students who are exposed to world cultures through story and sensory experience will become thoughtful, clear-thinking adults who understand and take an interest in the world and its people.
- We believe in the importance of a safe, inclusive learning environment where the interests and strengths of all students are honored and encouraged.
- We believe that schools should awaken social responsibility, service to community and stewardship of the earth.
- We believe that open, clear and direct communication is critical for maintaining a supportive and productive educational community.
- We believe that effective teachers are committed to building long-term relationships with students, while demonstrating enthusiasm and honest striving in the world.
- We believe that cooperation and collaboration between parents and teachers play a vital role in helping students meet their full potential.
- We believe that strong schools rely on initiative and commitment from all members of the community.
- We believe in the power of the human spirit to invoke positive change in the world.

1000 Westover Hills Boulevard | Richmond, Virginia 23225 | (804) 377-8024 | RichmondWaldorf.com

## Presentation Slides



**PowerPoint Template**  
*An easy guide for a beautiful PowerPoint presentation*

September 20, 2016

**Section Title**


**Why do we have consistency organization?**

**When is it appropriate to use the template?**

- This template, along with the Word template, are for all internal and external communications.

**Can the colors and fonts be changed?**

- To maintain consistent brand recognition, the template should be used as designed.



## E-mail Template




*The Messenger*  
Your weekly source of school news and information

September 14, 2016

**In This Issue**

- Early Childhood Orientation
- Upcoming PA Meeting
- The Meaning of Michaelmas
- Messenger Submissions
- Welcome New Friends!
- Hot Lunch
- Parent Directory
- Martinmas Lantern Walk
- Our New Website Calendar
- Gratitudes

View all upcoming events:



**Early Childhood Orientation**  
*Updates and information.*

Early Childhood Orientation will be held September 21, from 6:00-7:30 pm in the Oak Classroom. Due to a church activity on the evening of the EC Orientation we ask that you park in the gravel parking lot on the other side of the playground. Enter the gravel parking lot on the side of the building facing 49th Street. Thank you!

**Upcoming PA Meeting**  
*Learn more about how to get involved.*

The first PA meeting of the year is scheduled for Tuesday, October 4th. Please join other parents to discuss plans for the coming year in the 6th grade classroom from 6:00-7:30. PA meetings are held the first Tuesday of the month. There will be childcare provided during meetings.

**The Meaning of Michaelmas**  
*Courage to tame the dragon.*



On Friday, September 30th, Richmond Waldorf School will celebrate Michaelmas with a pageant performed for the community by the students in the grades, a community lunch, and a "Feats of Strength" field day for the grades students. The season of Michaelmas is also felt in our classrooms, from Early Childhood to grade 8, in the songs, verses and artistic activities that characterize this time of the year. Because Michaelmas is not commonly celebrated or well known in this country, we'd like to share a little bit about the nature and

# PRINTING SPECIFICATIONS

## *Paper Choice*

- Uncoated, matte paper for printed material
- Choose recycled paper when possible
- This paper type has a natural feel and aligns with our values
- Consistent paper choice maintains brand recognition and brand identity

## *Ink Colors*

- Print all colors in CMYK; however, instruct the printer to match the blue used in the logo letters to Pantone 7469 U. This gives the printer a color guide so the print materials will be more consistent

# BRANDED MERCHANDISE

As individuals who are responsible for creating Richmond Waldorf School clothing and premium items, you are uniquely positioned to ensure that the brand is consistent and impactful across all items distributed. Here are a few things to keep in mind when creating Richmond Waldorf School branded items:

- Use the official Richmond Waldorf School logo; download information provided on the Resources page of this guide. Using the wrong file format or too low of a resolution could result in poor print quality
- Never allow a vendor to manipulate or alter the Richmond Waldorf School logo

*Sticker*



*T-shirts*



# RESOURCES

**These resources are available for download:**

- Brand Guidelines
- Official Logo Files
- Templates
- Font Families

**Resources are password-protected and located here:**

<http://richmondwaldorf.com/our-brand/>

**Contact our Administrative Specialist for password access:**

LaToya Good  
lgood@richmondwaldorf.com  
(804) 377-8024

