

Learning Forward Brand Guide

Equity and excellence in teaching and learning.

Updated November 2020



THE PROFESSIONAL LEARNING ASSOCIATION

Learning Forward Brand Guide

The purpose of Learning Forward's Brand Guide is to ensure integrity and consistency of our brand and our name. Our brand guide includes our colors, typography, paper, design guidelines, etc.

Learning Forward needs every stakeholder to associate every one of our services and products – in whatever state of development they exist – with our organization. This also applies to the work of our many associated entities, including the affiliates, Learning Forward Academy, and learning networks such as the Coaches Academy.

We cannot afford to confuse anyone who knows us and anyone those stakeholders bring to us about what organization is in charge of a given service or product. We need Learning Forward's reputation to attach to any service we do, and conversely we need the happy consumers of that service to attach their loyalty to Learning Forward and not just to a single service/product.

Every touchpoint of our brand should be anchored by our foundational Brand Strategy. Captured here are strategic components that serve to define our ideal reputation.

Learning Forward Vision and Mission

OUR VISION

Equity and excellence in teaching and learning.

OUR MISSION

Learning Forward builds the capacity of leaders to establish and sustain highly effective professional learning.

Learning Forward Brand Story

In 1969, Ron Brandt organized a gathering of staff developers in Minneapolis to discuss the issues they faced in their relatively new field. Since that time – now 50 years ago – the gathering turned into a membership organization of more than 13,000 members.

Originally named the National Staff Development Council and rebranded as Learning Forward in 2010, the organization has evolved just as the field of professional learning has evolved.

Leaders of educator professional learning continue to look to Learning Forward for guidance on evidence-based practices and standards for high-quality professional learning that changes practice and improves student achievement.

Learning Forward strives to achieve a vision of equity and excellence in teaching and learning by building the capacity of leaders to establish and sustain highly effective professional learning.

As the only membership association solely focused on effective professional learning for K-12 educators, Learning Forward serves 40,000 members and subscribers and 32 affiliates while simultaneously influencing the broader education field. Learning Forward works at all levels of the education system.

Audience

TARGET AUDIENCE



Primary: The Decision Maker

Responsible for stewarding the instructional vision for her system, she identifies academic priorities, controls resources, and influences policy. She knows a robust professional learning system drives student outcomes and aids talent recruitment efforts. She's looking for a credible perspective and a solution that doesn't demand too much of her precious, limited time.

"I want a full-fledged system for improving our educators' practice."



Secondary: The Activator

Involved in the day-to-day planning, implementing, and assessment of professional learning, she treats her work as a science rather than a series of workshops. Having seen countless initiatives start with enthusiasm and fizzle out without benefit to students, she champions the role professional learning can play in building educator effectiveness. A trusted resource, she's able to influence upward and spread new practices widely.

"I need the latest knowledge and practices to support my people."



Beneficiary: The Teacher Leader

Having served for several years in the classroom, he's excited to refine his practice and support his colleagues both formally and informally. Trusted by his peers, he's known as a practical source for effective instructional strategies and professional learning ideas.

"I'm looking for guidance and resources to fuel productive collaboration."

Learning Forward Voice

THE LEARNING FORWARD VOICE

- Remains positive, avoiding negative statements when affirming language works just as well.
- Bridges the gap between academic research and practice by transforming complex ideas and language into clear and easy-to-understand prose.
- Is sensitive to the social and equitable concerns present in language.
- Is practitioner-oriented.
- Establishes our expertise while remaining a part of the audience group.
- Uses active voice whenever possible.
- Learning Forward's point of view on high-quality professional learning informs most communications.

Guiding Assumptions

1. Branding is about more than the logo.

Our brand is communicated most powerfully through consistency in our message and in our visual identity. Every action we take reflects our brand. The words we use reflect our brand. Our spherical branding workshop results provide us with powerful words and descriptors of who we are as an association.

2. Everyone follows the guidelines.

We commit to consistency. If anyone deviates, it weakens our brand. It is important that we hold ourselves responsible for shaping the brand by adhering to the guidelines. The Brand Guide guides decision about print and electronic communications, product design, and other representations of Learning Forward. Suggestions for expanding the guidelines or revising them may be submitted to Tracy for the Communications Team to consider.

3. The success of our branding is the responsibility of every one of us, staff, consultants, contractors, etc.

Every day we have opportunities to promote the success of our brand. We do it when we answer the phone, send e-mails, communicate with members, the field, vendors, publics, etc. The purpose statement is what we promote: Every educator engages in professional learning every day so every student achieves. What we do is described best in the tag line: the professional learning association. What we are as an international association of learning educators.

The official description of Learning Forward to include in press releases, communications, external information, etc. is:

About Learning Forward

Learning Forward's purpose is ensuring that every educator engages in effective professional learning every day so every student achieves. Learning Forward is a nonprofit international association of learning educators focused on increasing student achievement through more effective professional development. To learn more about the impact of high-quality professional learning, visit www.learningforward.org.

Guiding Assumptions

4. We are always Learning Forward in text; learningforward in the logo, web site, and e-mail addresses; and NEVER LF, not even internally.

We made considered decision not to be a string of letters that had no meaning. We wanted a strong name that conveys our purpose. Sure, it may be tedious at times to continue to write out the name, however we have every reason to be proud of our name. Let's use it with pride. See the section on Written Communication Style Reminders for instructions on creating a Learning Forward macro in Microsoft Word.

5. Brand guides in each office serve as lead consultants for brand consistency.

Direct questions about style or identity to the Communications Team who regularly reviews print and electronic products for brand consistency and recommends changes to ensure brand integrity.

6. Craft your story.

Powerful brands convey emotion, integrity, confidence, consistency, etc. We want our brand to stand for all of that and more. Each of us has a story about how special this association is and what it has accomplished. Work on telling your story more often to more members and vendors. Keep the traditions alive and our history living as a part of who we have become.

7. Everyone is special.

Customer service at Learning Forward has been a point of pride for decades. We can take it to new heights. We want those who see our brand know that they have reached the source of the most useful information; that they are valued and will be treated as honored guests or special members; we call them by their names; we share what is new at Learning Forward even if they don't ask so that we make them feel appreciated and special; we can make someone's day brighter every day.

The Learning Forward Logo

Our official logo has three elements: 1) Our name, 2) the orange dot spray artwork, and 3) our tagline.

The Learning Forward logo must be used on websites, printed documents, emails, social media, and other materials available to Learning Forward members, employees, and/or the general public.

The tagline must not be removed or separated from the word mark.

The logo reproduces best when placed on a solid white or solid black background.



For one color print, the logo should appear in PMS 3005.



For black and white print, the logo should be reproduced in grayscale.



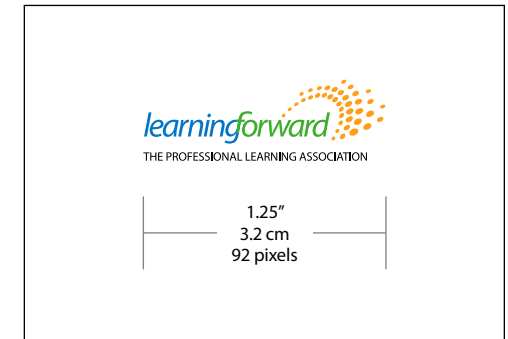
For black and white print on black or gray backgrounds, the logo should be reproduced in solid white.



The Learning Forward Logo

MINIMUM LOGO SIZE

The Learning Forward logo must be a minimum of 1.25 inches across (3.2 centimeters) for print materials. For digital materials, the minimum dimensions are 92 pixels across. Establishing a minimum size for reproduction helps to maintain the integrity of our logo. These minimum sizes apply to all uses of the logo.



SAFE AREA AROUND THE LEARNING FORWARD LOGO

To ensure that the logo stands alone, it must be surrounded by a generous amount of space, free of distracting elements. The formula for this space, called the safe area, is 1X. The "X" dimension is equal to the height of letter "f" in forward to the baseline of the tagline. This is the minimum space required between the logo and any other text, design elements, or page edges.



The Learning Forward Logo

EXAMPLES OF INCORRECT USAGE

To preserve the integrity of the Learning Forward logo, it must stand alone, be clear and distinct, and never be altered. Any variation from the authorized logo will weaken the visual impact and effectiveness of our brand.

A Do not distort the logo.



B Do not change the color of the logo.



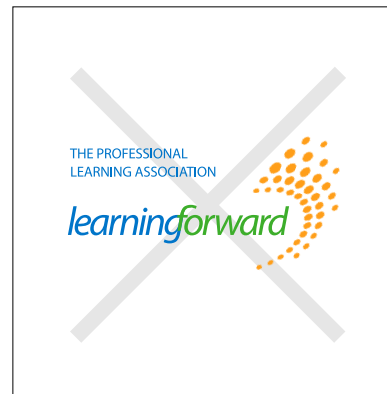
C Do not use the logo as part of a sentence or phrase



D Do not change the logo font.



E Do not rearrange the placement of the name tagline, or color spray



F Do not change the wording within the logo.



The Learning Forward Logo

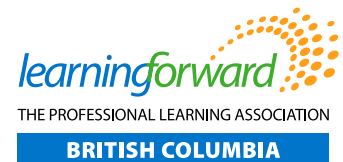
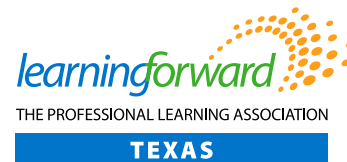
PROGRAM LOGOS

Program logos use the standard Learning Forward logo with the program underneath in 9 pt. Myriad bold, all caps, PMS 3005 blue, with +100 spacing. Below are some samples.



AFFILIATE LOGOS

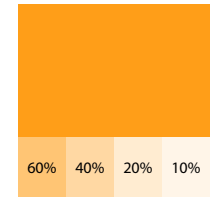
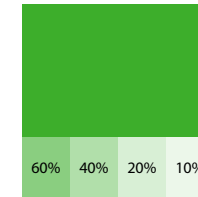
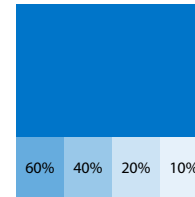
Affiliates logos use the standard Learning Forward logo with the affiliate state or country underneath reversed to white in a PMS 3005 blue color bar. Below are some samples.



Logo Color Palette

PRIMARY COLOR PALETTE

The color palettes (primary and secondary) are to be used when designing specifically for Learning Forward brand as a whole.



PANTONE	PMS 3005	PMS 361	PMS 1375
CMYK	C100 M46 Y2 K0	C75 M0 Y100 K0	C0 M50 Y100 K0
RGB	0 132 201	30 181 58	249 155 12
HEX	#0084C9	#1EB53A	#F99B0C

SECONDARY COLOR PALETTE

Here are some supplemental colors that you might consider in the palette.



PANTONE	PMS 278	PMS 7462	PMS 2758	PMS 367	PMS 7732	PMS 1235
CMYK	C43 M18 Y0 K0	C100 M60 Y0 K25	C100 M93 Y30 K29	C50 M5 Y95 K0	C80 M5 Y100 K40	C0 M30 Y100 K0
RGB	139 184 234	0 80 143	0 30 97	142 190 70	2 116 48	253 185 19
HEX	#8BB8EA	#00508F	#001E61	#8EBE46	#027430	#FDB913

Photography and Video Style

Use actual pictures of Learning Forward staff and customers when possible, especially in the context of our events and completed work. These photos should:

- Be well-lit and framed.
- Show people and scenes emulating our work, especially collaborative and active work.
- Use imagery that has the power to affect one's social and emotional well being. Use only moments that are flattering to the subjects.
- Align emotional tone of images to match the content.
- Ensure that stock photo subjects resemble our customers in dress and setting.
- Avoid scenes of people sitting and passively learning.
- Feature diverse people and groups of people. Within and across photos, it is vitally important to include people of varied races, ethnicities, ages, physical abilities, hairstyles, etc.
- Use photos that portray a range of student learning environments and reflect current practices.
- Ensure photo subjects have given permission for their photos to be used.

Patterns

LEARNING FORWARD DOT SPRAY

The Learning Forward dot spray can be used as a background image with 10-20% transparency, within our color palette, on white or black or a background color from our color palette.

Must be centered so the full spray is visible. Do not use at odd angles or have partially visible.



Typography

Myriad Pro is the primary brand typeface and must be used whenever possible. To complement the Myriad Pro family, we are also using the serif font Adobe Garamond Pro. These fonts can be used together in professionally prepared printed documents, signage, etc.

For online applications, such as web page text or HTML e-mails, Verdana can be used instead of Myriad Pro.

The main typefaces used from the Myriad Pro family are shown below.

MYRIAD PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Other fonts are permissible for less formal communications, however those that are representations of Learning Forward use the official typography.

Typography

To complement the Myriad Pro family, we are also using the serif font Adobe Garamond Pro. These fonts can be used together in professionally prepared printed documents, signage, etc.

The main typefaces used from the Adobe Garamond Pro family are shown below.

ADOBE GARAMOND PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND PRO SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Other fonts are permissible for less formal communications, however those that are representations of Learning Forward use the official typography.

Email Signatures

Use the format below for all emails coming from anyone with a Learning Forward email address, including non-staff representatives of the brand.

Full name [bold]

Job Title

Learning Forward [bold]

The Professional Learning Association

Phone #

learningforward.org [linked]

EXAMPLE:

Tracy Crow

Chief Strategy Officer

Learning Forward

The Professional Learning Association

614-284-7062

www.learningforward.org

Written Style

Written Communication Style Reminders

Listed here is a brief selection of Learning Forward style reminders and terminology tips.

STYLE

Use just one space after a period. Two spaces are no longer necessary.

In bulleted lists, use either periods at the end of full sentences, or semicolons at the end of phrases, with a period on the last item in the list.

We use hyphens, not periods, in phone numbers.

We use a serial comma – that is, in a series of three or more items in a sentence, place a comma before the conjunction that precedes the final item in the list. Example: I went to the store to buy bread, milk, and bananas.

Quotation marks are rarely necessary around phrases you want to “highlight.” In fact, they can be quite “irritating.” Or, depending on your “perspective,” “hilarious.” (Note the use of punctuation inside quotation marks.)

We do not use courtesy titles anywhere – no Dr., Mrs., Mr. Use the last name on second reference to a person’s name. We also do not list degrees after names.

Capitalize job titles when they precede a person’s name; do not when the title follows the name. Example: President and CEO Denise Glyn Borders or Denise Glyn Borders, president and CEO of Learning Forward.

We avoid excessive capitalization. Unless a phrase is a formal name, don’t capitalize it. Negative example: She was a member of the Professional Development Committee, her Math Learning Team, and the Instructional Coaches Cadre.

Written Style

TERMINOLOGY

We use professional development and professional learning widely across our materials.

While we prefer professional learning, we know that professional development is more appropriate for some audiences, such as policy makers.

We rarely use staff development, training, or inservice.

Because we promote learning that is continuous and ongoing, professional development or professional learning can usually stand alone to describe whatever experience we are describing in writing. When possible, we avoid professional development program, professional learning activity, professional development event, etc. Professional development is a noun as well as an adjective.

The only sanctioned use of PD rather than professional development is in headings or subheadings on the web site. In all other but the most informal settings, write out the words.

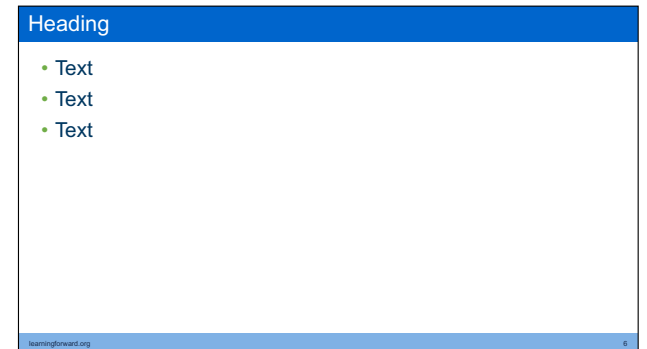
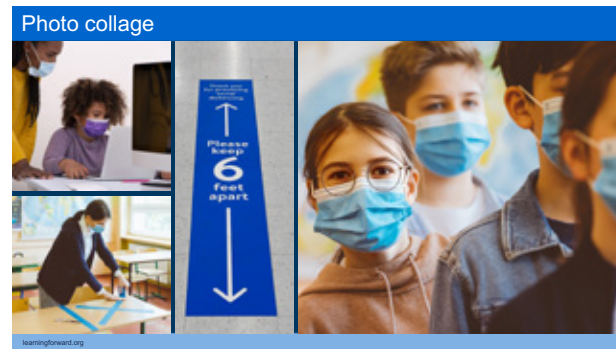
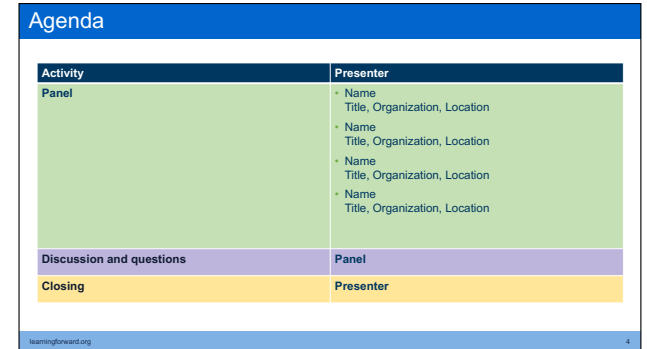
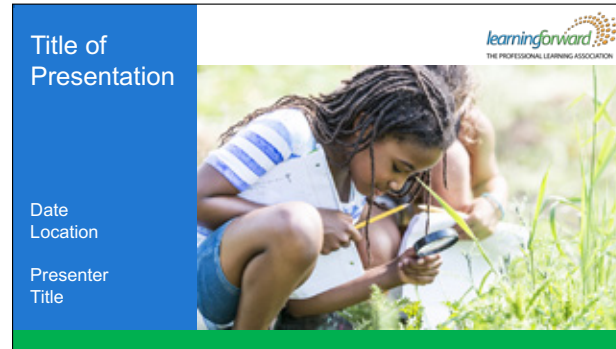
LEARNING FORWARD MACRO FOR MICROSOFT WORD

In Microsoft Word, go to INSERT and scroll down to AutoText. Move to the right where it repeats "AutoText" and a dialog box will appear. Click on the tab that says "AutoText." Look at the box under the sentence: *To accept the AutoComplete tip, press Return.* Enter Learning Forward in the text box and click ADD. Then go to bottom of dialog box and click on OK.

The next time you type "Lear..." it will pop up with an auto fill suggestion of Learning Forward. Hit enter/return and it will insert Learning Forward into your text and then you can continue to type. This should work for all Microsoft Office products.

PowerPoint Templates

For staff presentations, there are a variety of standard templates. Some examples are depicted on the following pages. The slide templates are available in both Keynote and PowerPoint and can be found in the staff FTP box.



PowerPoint Templates

Discussion and Questions



learningforward.org

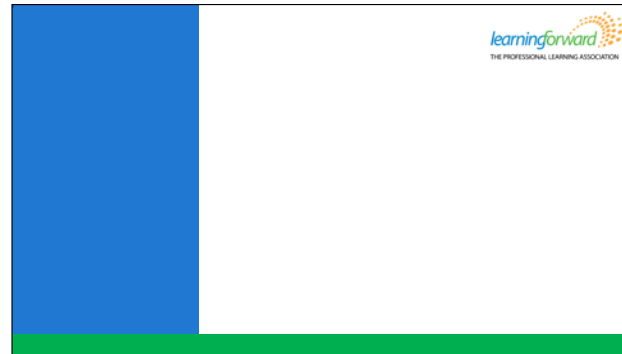
7

Online resources

- Look for follow-up resources, including a recording of this webinar and slides
- Read latest issue of *The Learning Professional*
- Check out the [Learning Forward blog](#)
- Remember to check our [COVID-19 online resource page](#) and [COVID-19 online community](#)

learningforward.org

8



Stationery and Support Collateral

Learning Forward uses both print (two color and four color) and electronic (four color) stationery. Electronic letterhead and fax coversheets are stored in the Staff FTP box and has been sent to each staff member who requested it. Joel Reynolds has the generic letterhead for their respective offices. The following list of letterhead is available. Requests for additional print letterhead are handled by Joel. See samples at the end of this section.

- Personalized printed letterhead in four-color for staff who requested it
- Personalized electronic letterhead in four-color for staff who requested it. It is easy to provide this for other staff members who want it.
- Generic office #10, one-color envelopes for each office (Business, Executive, Publications, Strategic Initiatives)
- Business Office #10, one-color envelopes with windows for Business Office
- Non-personalized single-fold note cards in four-color with logo for all offices
- Non-personalized no-fold note card in four-color with logo for all offices
- Generic baronial envelopes for note card with each office address
- Standard fax cover sheet for each office
- Business cards for all staff who requested them, senior consultants, and Board of Trustees (using Dallas contact information)

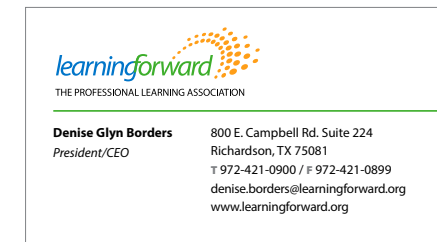
Stationery and Support Collateral

LETTERHEAD AND #10 ENVELOPE

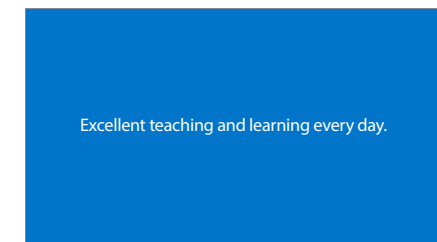


BUSINESS CARD

FRONT:



BACK:



Stationery and Support Collateral

NOTECARDS



NO-FOLD NOTE CARD




BARONIAL NOTE CARD ENVELOPE



SINGLE-FOLD NOTE CARD

Stationery and Support Collateral

FAX COVER LETTER



THE PROFESSIONAL LEARNING ASSOCIATION

Fax Cover Sheet Date: _____

Send To: _____ **From:** _____

Office Number: _____ Office Number: 972-421-0900

Fax Number: _____ Fax Number: 972-421-0899 / fax

Total Pages Including Cover: _____

Comments: _____

Excellent teaching and learning every day.
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www.learningforward.org