

UNION PARK SCHOOL

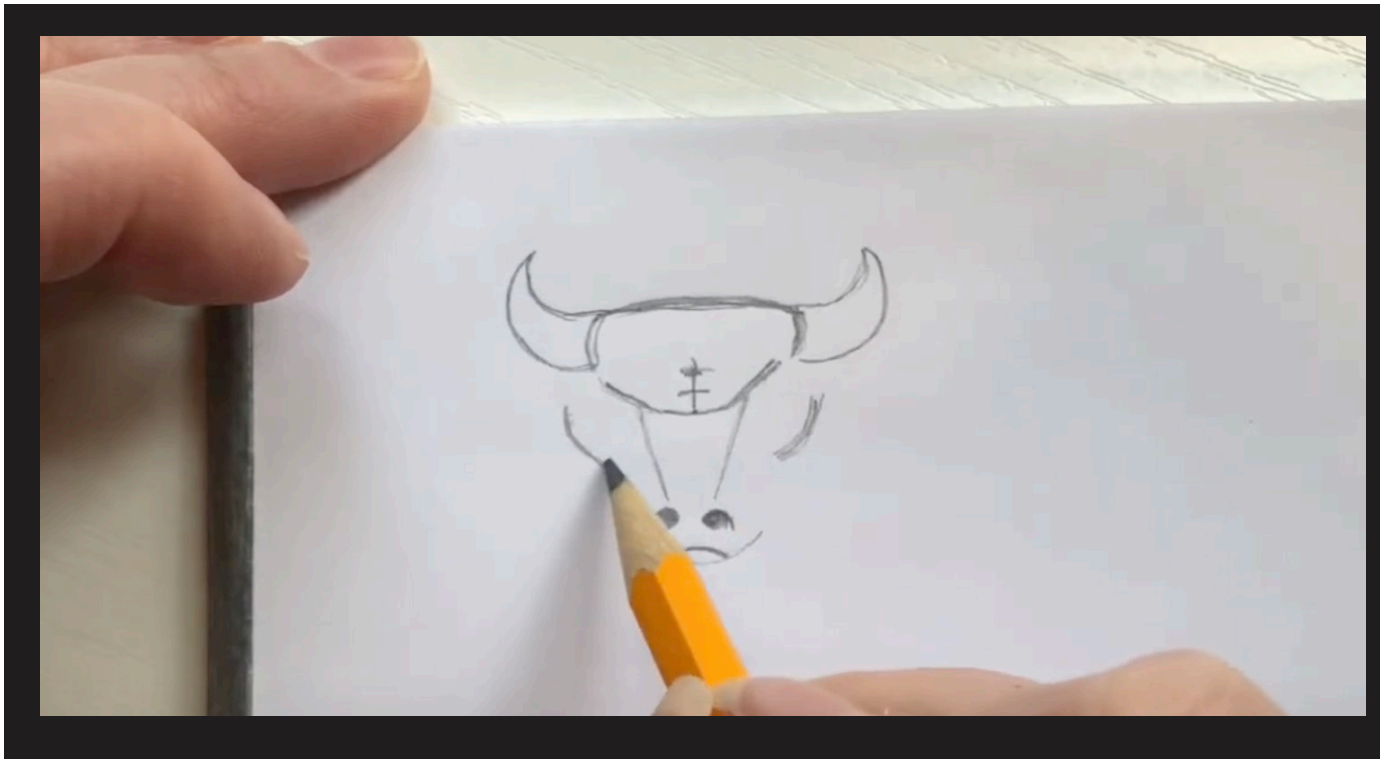
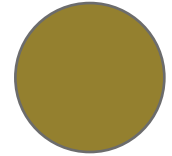
CASE STUDY



LINDSAY BECKMAN

OBJECTIVE: To create the branding for a new K-8 spanish immersion public school in Phoenix, AZ. Approach the process with key considerations for the name, colors, and logo to ensure it resonates with students of all ages, staff, and parents.

Logo options should be created with our students and staff in mind (so it should appeal to younger students and older grades, as well as staff and parents. The character should be friendly, but strong to create a sense of pride in the community.



LOGO VARIATIONS



UNION PARK SCHOOL STYLE GUIDE

Colors



Hex #040708
RGB 7, 9, 10
CMYK 76%, 67%, 66%, 86%



Hex #eeb220
RGB 238, 178, 32
CMYK 1%, 35%, 84%, 0%



Hex #d5ac29
RGB 213, 172, 41
CMYK 18%, 30%, 100%, 0%



Hex #94802f
RGB 148, 128, 47
CMYK 40%, 41%, 100%, 13%



MAIN COLOR PALETTE

ACCENT OPTIONS

Logos



Fonts

MONTERRAT
HEADING
SUBHEADING

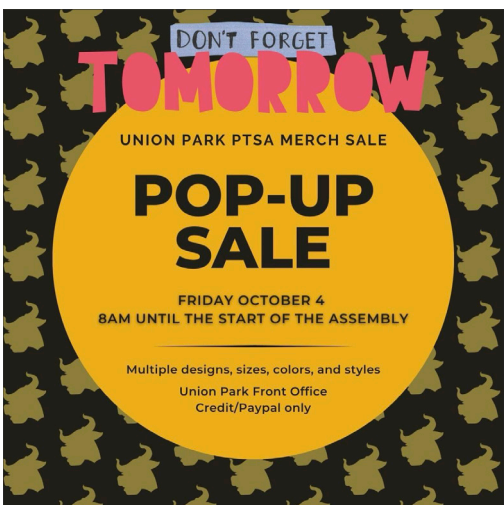
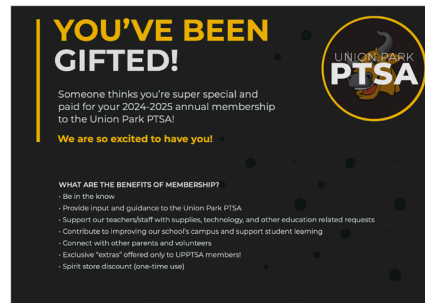
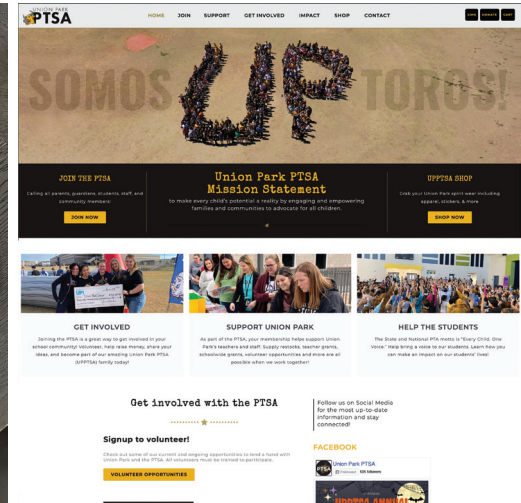
USE: REGULAR, MEDIUM, & SEMI BOLD
UPPERCASE EXCEPT BODY

OSWALD
HEADING
Subheading

LETTER SPACING: 20
ALL CAPS FOR HEADLINES

Additional fonts can be used for accent, headlines, or callouts to help with emphasis.
.Outside of Canva (I use cartoonist kooky (link below) and import it as a graphic)
<https://www.dafont.com/cartoonist-kooky.font>

EXAMPLES OF TOUCHPOINTS



Thank you

