

THE ^{Winter} 2024 BRANDING PACKAGE



Introduction

Welcome to LEARN! This document serves as a guide to ensure consistency and coherence in our brand representation across all channels. Following these guidelines will help maintain a strong and unified brand image.

Vision Statement

To ensure that each child has access to high-quality public education and opportunities through equitable systems of education, support, and service.

Mission Statement

As a regional educational service center, we

- pursue equitable and just systems of education,
- build the skills and knowledge of the educational community, and
- design innovative, efficient, and effective programs, services, and solutions.

We are committed to forging a better future for each learner.

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860.434.4800
www.learn.k12.ct.us
communications@learn.k12.ct.us

A blue wave-like border at the bottom of the page, mirroring the one at the top.

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Messaging

Please include the LEARN logo and the LEARN web address on all documents and materials.



Magnet School & School-based Programs Attribution

Magnet schools and school-based programs should include the LEARN logo and the following text on all documents and materials:

Insert name of school/program is part of LEARN's Family of Schools.

Logo

Please put the LEARN logo on all documents and materials, preferably on the left. The logo can be found via [LEARN Employee Quicklinks](#).



Colors

When applying color to documents and materials, please use the following:



Primary Color: Blue
RGB: 0/66/130
#004282



Secondary Color: Teal
RGB: 39/189/190
#27bdbe

*The primary color is the dominant color.
The secondary color may be used in combination to draw attention.*

Fonts

When possible, please use:

- Palatino Linotype for titles and headers
- Arial for standard text