



Discover Why.

Branding Manual

Brand Refresh

Evansville Day School is the only independent school in the tri-state area. Day School is self-governing and self reliant. This independence gives the professional educators at Evansville Day School the ability to tailor a curriculum to the needs of each individual student and allows for the free-flow of ideas and creativity unlike any other school in the area. Evansville Day School welcomes applicants from age 3 through grade 12 to discover why the unique Evansville Day School community is creating the future leaders of tomorrow who are resilient, balanced, globally-minded, entrepreneurial learners.



Why the change

The logo as it was, was two competing ideas fighting over the same space. The old-style serif font combined with the extended descender of the “s” shape gave the text portion a very classy and refined look. So, the text layout was the perfect foundation.

The eagle, though good for its own purposes, perhaps wasn’t the best choice when representing a premier education establishment such as Evansville Day School. So the Eagle was re-purposed for things such as school functions, sporting events, and school pride.

The icon. Through multiple ideas, iterations, and drafts upon drafts we created an icon that represents the front of the school, is unique to the school while also being timeless and identifiable. A two-dimensional building shape with the classic window cutout ended up being the perfect supplement to the text. The icon also needed to translate well no matter what surface it was on.

The result is new, refreshed branding complete with a stylized, memorable logo and meaningful tag line that adheres to the mission of Evansville Day School.

Previous



EVANSVILLE
DAY SCHOOL

New



EVANSVILLE
DAY SCHOOL

Independent • Bold • Rewarding

Discover Why.

Independent

As Evansville's only independent school, we have the freedom to design unique programs and experiences focused on what each student learns and, more importantly, what he or she becomes.

Bold

We provide an experience that is truly inclusive and centered on each student, rather than the outcomes of high-stakes testing. It is our promise to our parents and students to deliver a real-world, forward-thinking education.

Rewarding

Well established with over 70 years as the premier educational opportunity in the area, we proudly have 100% college placement, an average college scholarship over \$250,000 per student, and an alumni network made up of local and global leaders.



Discovering a new way to Learn

Evansville Day School is the only independent school in the tri-state area.

Day School is self-governing and self-reliant. This independence gives the professional educators at Evansville Day School the ability to tailor a curriculum to the needs of each individual student and allows for the free-flow of ideas and creativity unlike any other school in the area.



Creating the Palette

The Evansville Day School color palette is communicated by the complimentary gold and blue colors. These colors though soft in delivery portray a sense of elegance and distinction that is befitting of a premiere educational establishment such as Evansville Day School.

The colors do well to distinguish itself from other schools while maintaining a palette that is both energetic and prominent.



Gold

Blue

RGB	4-Color Process	RGB	4-Color Process
R - 168	C - 30%	R - 0	C - 100%
G - 153	M - 30%	G - 73	M - 72%
B - 110	Y - 60%	B - 144	Y - 0%
	K - 10%		K - 18%

The Colors

Full Color



One Color - White



One Color - Black



Proper Usage

When using the Evansville Day School logo, for flexibility's sake, multiple options are available for a variety of surfaces and backgrounds. Do not deviate from these options as any other iteration of the logo is considered incorrect and does not properly represent Evansville Day School.

Certain exceptions may be made for coloration and representation for events and other special circumstances pending approval.

These color rulings, of course, apply to other pre-approved iterations of logo layout for a wide variety of application.



Aa Bb Cc

Font 1 - Goudy

The primary font and foundation of the logo is the font Goudy. This Old-Style font creates a refined look with its alternating slender and thick stems, ascenders, and descenders while simultaneously maintaining a strong and bold presence.



Aa Bb Cc

Font 1 - Times New Roman *Italic*

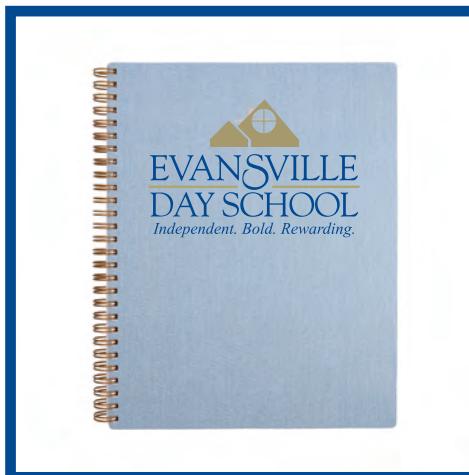
The secondary font that illustrates the branding statement of Day School is Times New Roman Italic. This modernized serif-font is multi-functional in that it conveys a classic refinement while being timeless and easy to read.

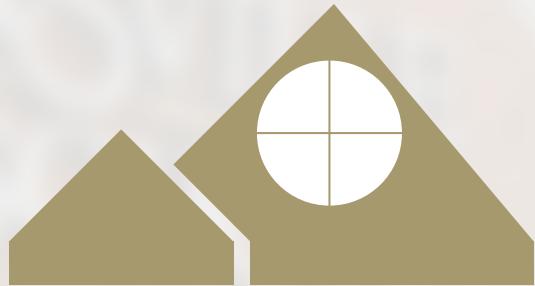
For consistency's sake - Size Proportion

Though the size of the text will vary depending on actual size of the logo application the secondary tagline text should always be 40% smaller than the main portion. Additionally, the "Discover Why." portion should be 60% smaller than the main text. This creates consistency with branding and usage.

Flexibility and Versatility

With multiple formats and color versions of the logo we have flexibility with where that logo can be placed. From cups, bags, shirts, hats, and more our new logo can be placed on virtually any surface and still be recognizable.





EVANSVILLE --- --- DAY SCHOOL

Independent. Bold. Rewarding.

Discover Why.