

The Community Solution Education System

# Brand Standards & Guidelines

# Contents

## **01. Introduction**

About this Guide  
Core Messaging  
Our Name  
Our Community  
Who We Are

## **02. Our Logo**

Logo Usage  
Horizontal  
Stacked  
The Icon  
Clear Space  
Placement  
Co-branding  
Unacceptable Use

## **03. Brand Colors**

Primary Colors  
Secondary Colors

## **04. Brand Fonts**

Primary Font  
Secondary Font

## **05. Brand Graphics and Patterns**

Word Pattern  
Large Abstract Braid  
Small Braid Pattern

## **06. Brand In Use**

Business Card  
Letterhead  
Envelope  
Folder  
Email Signature  
PowerPoint Template  
Zoom Backgrounds  
Employee Badge

# 01. Introduction



## About this Guide

In this guide, we will explore the fundamental elements of our brand and delve into the vital role that branding plays in both visual and written communication. Every member of The Community Solution Education System plays an important role in bringing our brand identity to life and maintaining its integrity by applying it consistently throughout all communication. This document provides standards and guidelines on all the ways in which we can express The Community Solution's brand across all its communications.

For more information or assistance in interpreting these guidelines, please contact the Marketing Department at [marketing@tcsedsystem.edu](mailto:marketing@tcsedsystem.edu).

# What is our brand and why is it important?

A brand is much more than just a logo or a name; it is the soul of our organization, encapsulating its personality, values, and aspirations. Our brand is the promise we make to our community of universities, students, employees, and stakeholders, shaping their perception of who we are and what we stand for.

Branding crafts a consistent identity for our organization. In visual communication, branding enables us to create a cohesive and visually appealing aesthetic that resonates with our community. From the logo and color palette to typography and imagery, every element must align with our brand's essence, conveying our values, purpose, and promises effectively.

Equally crucial is the role of branding in written and verbal communication. Our brand voice is the personality that emanates from every word we choose. It sets the tone, style, and language of our communications, whether it be through marketing materials, website content, or social media posts. By defining our brand voice, we ensure consistency in messaging. By embracing the power of branding in both visual and written communication, we will strengthen The Community Solution's message of a more collaborative and cooperative future for higher education.

# Core Messaging

Clear, consistent messaging reinforces our brand and strengthens our reputation. Elements of this core messaging can be used to describe The Community Solution in various forms of written or verbal communication.

## What we say about The Community Solution

The Community Solution Education System is an integrated, nonprofit system of six colleges and universities that work collaboratively to advance institutional sustainability, increase student success, and enhance community impact. Founded in 2009, The Community Solution fosters strategic partnerships that emphasize economies of scale, academic innovation, risk mitigation, and resourceful business solutions, in order to maximize the educational experience of students.

Our colleges and universities are focused on positively impacting communities by building a diverse, culturally sensitive workforce in high-need fields. We work together to educate tomorrow's lawyers, health care providers, educators, social workers, psychologists, and more human-centered professionals.

## Radical Cooperation

The success of The Community Solution is fueled by radical cooperation—the coming together of educational expertise and operational knowledge across our community. Together, we create an ecosystem of support, innovation, and excellence that positively impacts students, faculty, and staff alike. Radical cooperation is not capitalized, but can be italicized for emphasis.

## Our Name

When writing about or referring to The Community Solution Education System in copy, please follow these rules:

### **Official Name and First Reference:**

The Community Solution Education System

### **Second Reference/Preferred Short Form:**

The Community Solution

### **Third Reference:**

the System

### **Additional Guidelines**

“The” is always capitalized when used as part of The Community Solution Education System.

“System” is always capitalized when referencing The Community Solution Education System.

“System-wide” maintains the hyphen.

Avoid using TCS or TCSES. These acronyms should only be used when space or character restrictions exist and do not allow for “the System” (file names, social media handles, video graphics, charts and graphs).

When describing or defining The Community Solution use the following synonyms: “organization”, “collective”, “consortium”, “community”, or “network”. Do NOT use “company” or “business”.

## Our Community

Use these guidelines when describing the elements that make up our System:

The Community Solution Education System represents the whole of our organization – the colleges and universities plus the professionals in our areas of expertise who support our colleges and universities.

### **We are one System.**

Use “colleges and universities” or “institutions” to reference the educational institutions that make up our System. Do not use “schools”.

Colleges and universities may be described as “part of The Community Solution” and “a member of The Community Solution”.

“Partner” may be used as a verb but should not be used to describe the colleges and universities within our System. Do NOT use “affiliate”.

“System Office” may be used to reference the community of individuals who are employed by The Community Solution in our areas of expertise to support our colleges and universities.

Our community is made up of institutions, community members, and students. We do NOT have “customers” or “clients”.

When describing the work the System Office does, do NOT say “services.” Instead use “areas of expertise”, “specialize in areas of expertise” or “System experts.”

# Brand Brief—Who We Are

## **Mission statement:**

To prepare innovative, engaged, purposeful agents of change who serve our global community.

## **Brand Promise**

*A brand promise sets expectations on what The Community Solution will deliver.*

United by a shared vision, The Community Solution works together to build strategic partnerships and leverage economies of scale so institutions can focus on their mission — educating students.

## **Brand Personality and Voice**

*Brand traits represent the unique personality, energy, and qualities that are associated with a brand, shaping how it is perceived by its stakeholders. Here are some key themes that should inform tone in your messaging and content choices.*

## **Relational**

Teamwork and collaboration are at the center of everything we do. We believe that the solution to many challenges lies in cooperative work.

## **Distinctive**

We are an innovator in higher education with a model that allows for greater flexibility, creativity, and evolution.

## **Influential**

By working in cooperation toward a shared mission, we create real, positive outcomes for our students, our schools, and our communities.

## **Accomplished**

Since our founding in 2009, The Community Solution has achieved incredible milestones for our institutions and grown to educate more than 13,000 students annually.

## **Energetic**

We are fueled by the desire to make a lasting impact and improve outcomes for our educational communities.

## **Progressive**

We work together to find modern solutions in an ever-changing higher education landscape.

## **Altruistic**

Our colleges and universities are focused on positively impacting communities by building a diverse, culturally sensitive workforce in high-need fields.

## **Brand Essence**

*The brand essence is the “heart and soul” of the brand. We can sum up what The Community Solution stands for with a few values. Our community’s core values are what motivate the decisions made and the work we do at The Community Solution. These values support primary messages and can be used, where appropriate, to reinforce the brand positioning.*

### **Cooperation**

We believe that education is a positive public good, and together, we can do more for students, educational communities, and society at large.

### **Inquisitiveness**

The spirit to keep seeking, learning, and experimenting is vital to our community’s success.

### **Drive**

We have the determination to keep working until we find the best solution to any problem.

### **Resourcefulness**

We are a community of problem solvers. We operate efficiently and value our ability to make something extremely high quality without unlimited resources at our disposal.

### **Perseverance**

We are motivated and inspired to create substantial, long-lasting solutions in higher education, and work continuously and tenaciously in that pursuit.



# 02. Our Logo

# Logo Usage

## Horizontal

Our logo is the primary visual expression that we use to identify ourselves. It is comprised of the icon and the wordmark together. We must be careful to use our logo correctly and consistently. It should be primarily used in full color on a white background.

### Full color

Icon



Wordmark

**The Community Solution**  
EDUCATION SYSTEM

### Black

Icon



Wordmark

**The Community Solution**  
EDUCATION SYSTEM

# Logo on Dark Background

## Horizontal

It's also important that the vibrant colors in our logo stand out on both black and white, allowing it to stand apart from our college and university logos because it represents our entire community of brands.

### Color Icon with White Wordmark

Icon

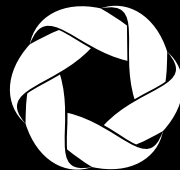


Wordmark

**The Community Solution**  
EDUCATION SYSTEM

### Reverse White

Icon



Wordmark

**The Community Solution**  
EDUCATION SYSTEM

# Logo Usage

## Stacked

This version of our logo can be used on larger pieces where we have more space for the vertical orientation. It is comprised of the icon situated on top of the wordmark. We must be careful to use our logo correctly and consistently. It should be primarily used in full color on a white background.

### Full color



Icon

The Community Solution  
EDUCATION SYSTEM

Wordmark

### Black



Icon

The Community Solution  
EDUCATION SYSTEM

Wordmark

# Logo on Dark Background

## Stacked

This version of our logo can be used on larger pieces where we have more space for the vertical orientation. It is comprised of the icon situated on top of the wordmark. It's also important that the vibrant colors in our logo stand out on both black and white, allowing it to stand apart from our college and university logos because it represents our entire community of brands.

Full color

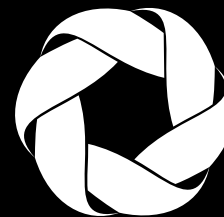


Icon

**The Community Solution**  
EDUCATION SYSTEM

Wordmark

Black



Icon

**The Community Solution**  
EDUCATION SYSTEM

Wordmark

# The Icon

## The Community Solution Braid

Our logo incorporates an icon that is woven into itself, becoming more supported and stable because its parts are mutually reinforcing one another to make the whole stronger, like our model. We call it the braid.

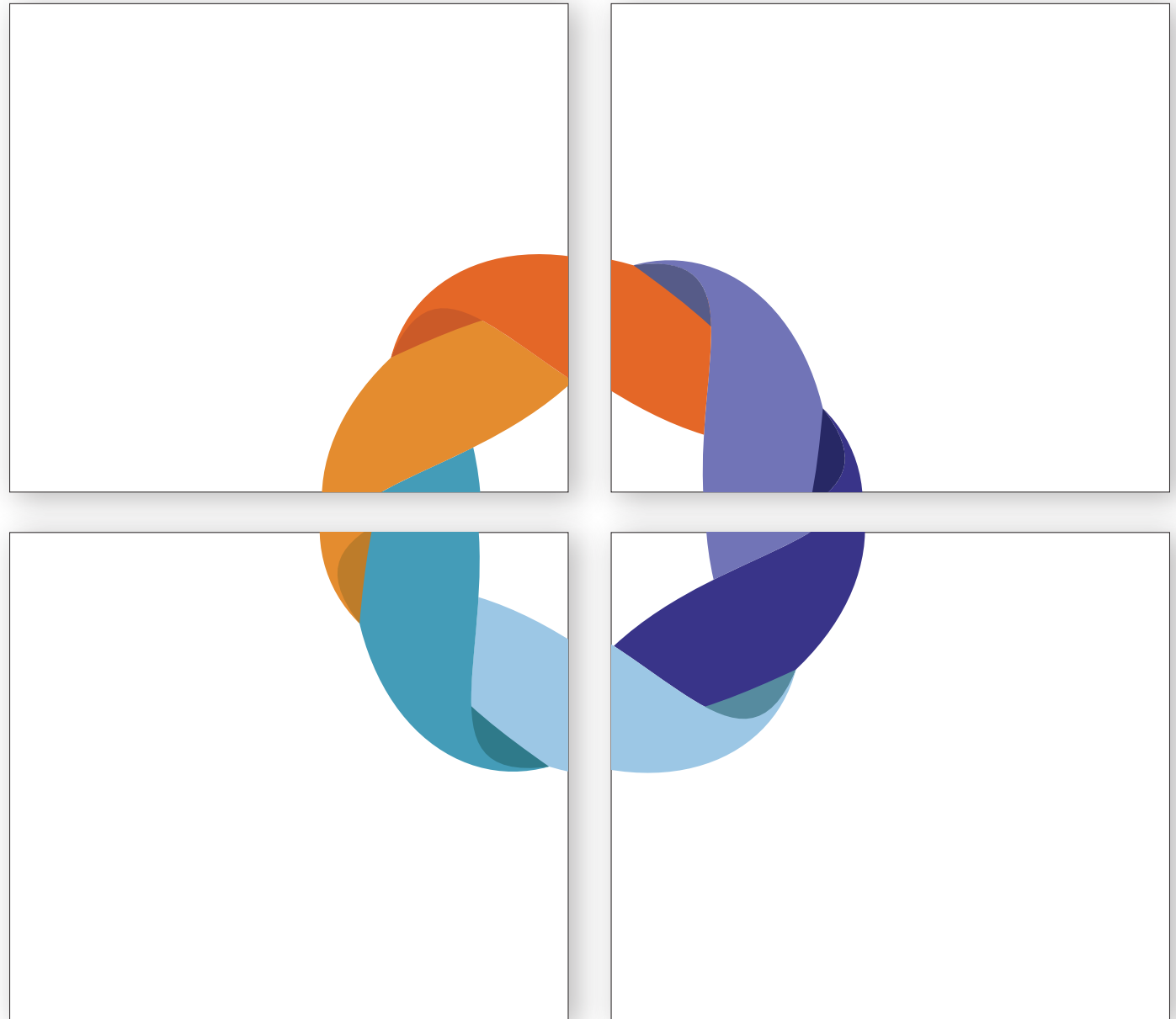
The braid applies color theory and meaning to represent The Community Solution's traits and values through a vibrant color palette. This color story can be relevant to and inclusive of all our institutions long term, without concern of evolving brands or relationships.



# The Icon

## The Braid as a Graphic

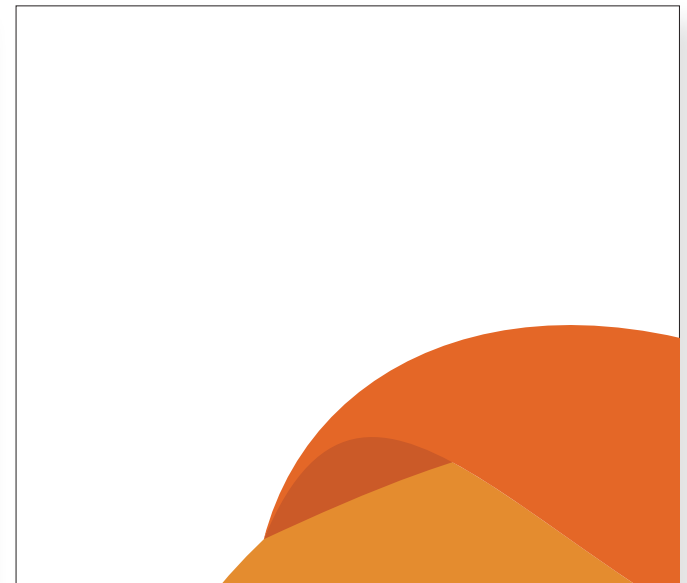
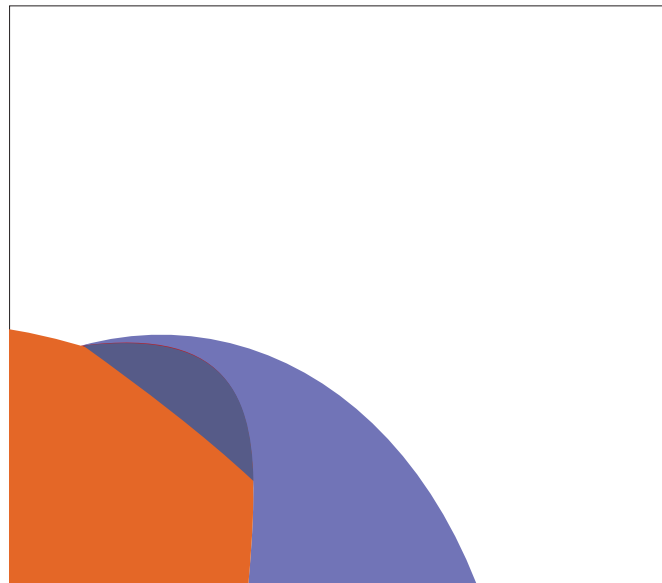
The Community Solution braid can be used as an enlarged graphic on branded collateral. It should be used off to the corner and show no more than three brand colors as once. The braid should not be skewed, pulled apart, or altered to fit into a space.



# The Icon

## The Braid as a Graphic

The Community Solution braid can be used as an enlarged graphic on branded collateral. It should be used off to the corner and show no more than three brand colors at once. The braid should not be skewed, pulled apart, or altered to fit into a space.





# Clear Space

## Horizontal

To ensure the right amount of breathing space around the horizontal logo, the following process should be applied: take the capital letter "T" from the bottom of the wordmark and duplicate it four times.



## Stacked

To ensure the right amount of breathing space around the vertical logo, the following process should be applied: take the lowercase letter "h" from the top of the wordmark and duplicate it three times.



# Placement

When it comes to logo placement, we have a few options listed on this page. Wherever possible, place the logo centered in the bottom of the layout. However, you might need to give the rest of the content more space, thus moving the logo elsewhere. In this scenario, here are a few examples on how to work with it:

## 1. Portrait

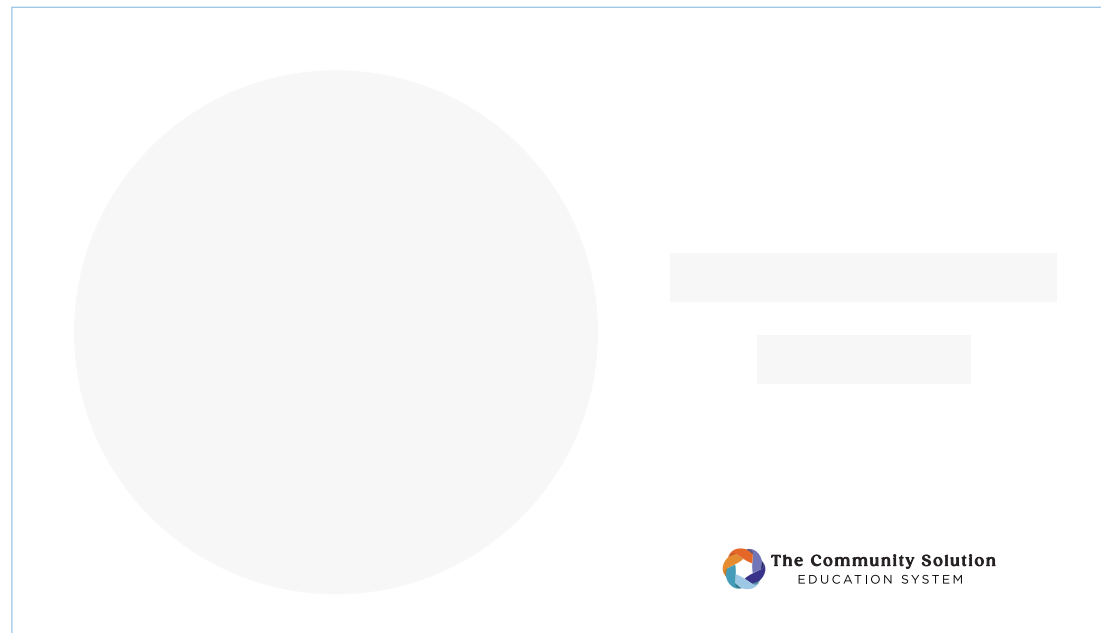
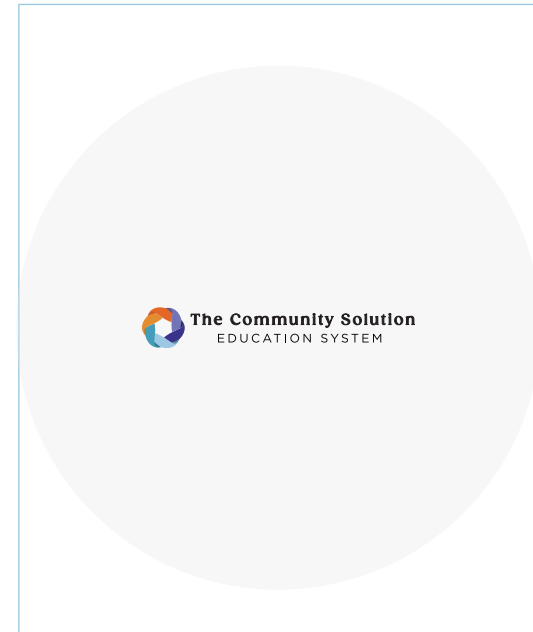
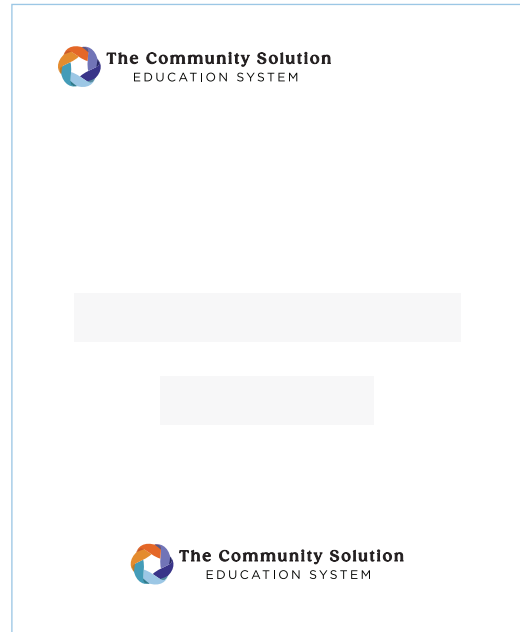
Our default option would be to place our logo in top-left or bottom-center of the layout.

## 2. Landscape

When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom-right corner of the layout.

## 3. Video or Animation

When working with animated and masked compositions, we prefer to combine our tagline and logo in the center to give them maximum visibility.



# Co-branding

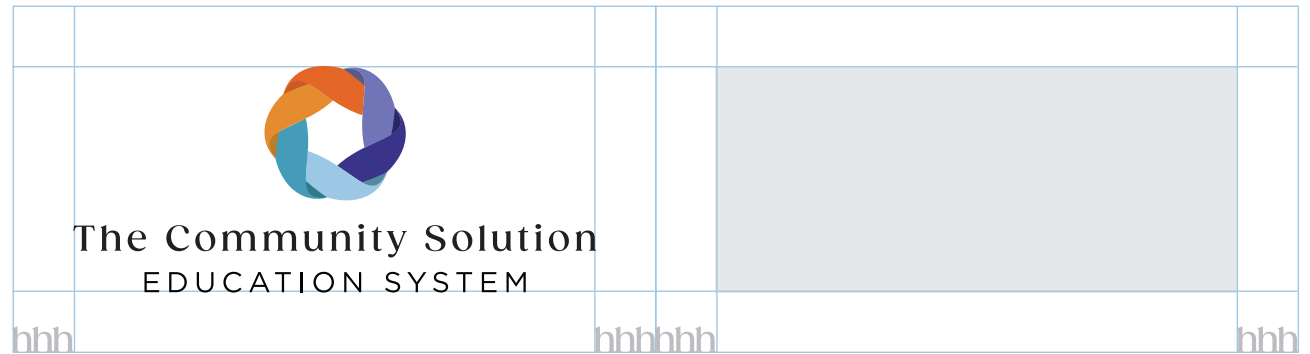
## Logo Lockups

When combining The Community Solution logo with other institutional logos, in what we call a “lockup”, it’s important that both logos are equally balanced and have enough space between them. To ensure enough space in the lockup, they should be separated by eight capital letter “T”s in the horizontal logo, or three lowercase “h”s in the stacked logo.

### Horizontal



### Stacked



# Co-branding

## System Lockups

When combining The Community Solution logo with all institutional logos, in what we call the “System lockup”, it’s important that all logos are equally balanced. There are two lockups, a long horizontal option and a stacked option.

### Horizontal

The Community Solution logo should always be at the far left of the horizontal lockup and order of institutional logos should not be altered. This lockup should be used where space is limited.

### Stacked

The Community Solution logo should always be at the bottom of the stacked lockup. The order of institutional logos should not be altered.

## Horizontal



## Stacked



# Unacceptable Use

1. Do not flip the icon
2. Do not distort horizontally or vertically
3. Do not add a drop shadow
4. Do not change relationship of the elements
5. Do not outline any part
6. Do not use color logo on a color background
7. Do not box
8. Do not change typeface



# 03. Brand Colors

# Colors

Our brand applies color theory and meaning to represent The Community Solution's traits and values through a vibrant color palette. This color story can be relevant to and inclusive of all our institutions long term, without concern of evolving brands or relationships. Correct and consistent use of our colors will enhance our brand presence and foster familiarity.

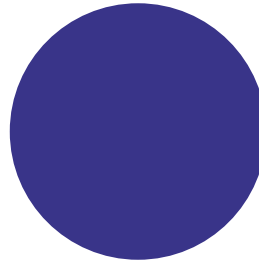
## Primary Colors

These colors are used first and most frequently in collateral.

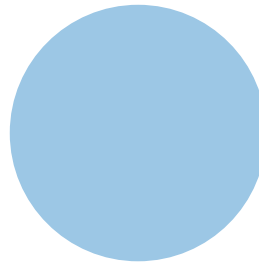
## Secondary Colors

These colors are used more sparingly and act as accents to primary colors.

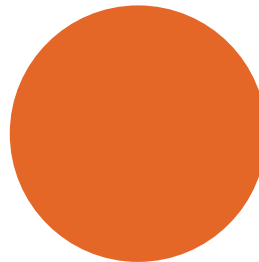
### Primary



PMS 7672 C  
#3A3588  
94, 96, 9, 2  
58, 53, 136

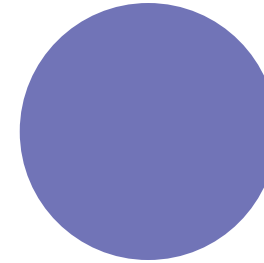


PMS 291 C  
#9CC8E4  
37, 10, 3, 0  
156, 200, 228

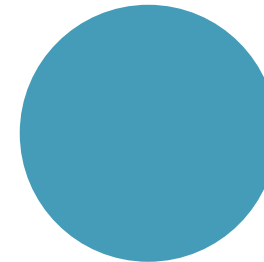


PMS 1595 C  
#E26627  
7, 73, 99, 0  
226, 102, 39

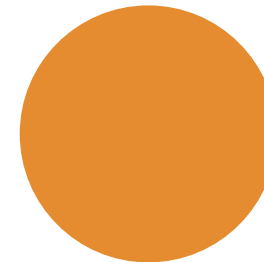
### Secondary



PMS 7456 C  
#7175B7  
61, 56, 0, 0  
113, 117, 183



PMS 7459 C  
#489DB9  
70, 24, 20, 0  
72, 157, 185



PMS 7413 C  
#E28C2F  
9, 52, 94, 0  
226, 140, 47

# 04. Brand Fonts



## Primary Font: Gazpacho

Our primary typeface is Gazpacho. This uniquely soft-rounded serif font helps convey our brand personality. It provides a sophisticated yet updated look while pairing well with many sans-serif fonts. It should be used in large type like headlines and section headers.

Light.  
Regular.  
Medium.  
**Bold.**  
**Black.**

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

123456789

## Secondary Font: Avenir

Our secondary typeface is Avenir. This clean san-serif font is ideal for large amounts of text, detailed information and where space is limited. It provides simple and maximum readability on print and digital mediums, while pairing well with all other institutional brand fonts. It should be used in H2-copy.

Light. *Light Oblique.*

Book. *Book Oblique.*

Medium. *Medium Oblique.*

Heavy. *Heavy Oblique.*

**Black. *Black Oblique.***

Aa

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

# 05. Brand Graphics and Patterns

Word  
Pattern

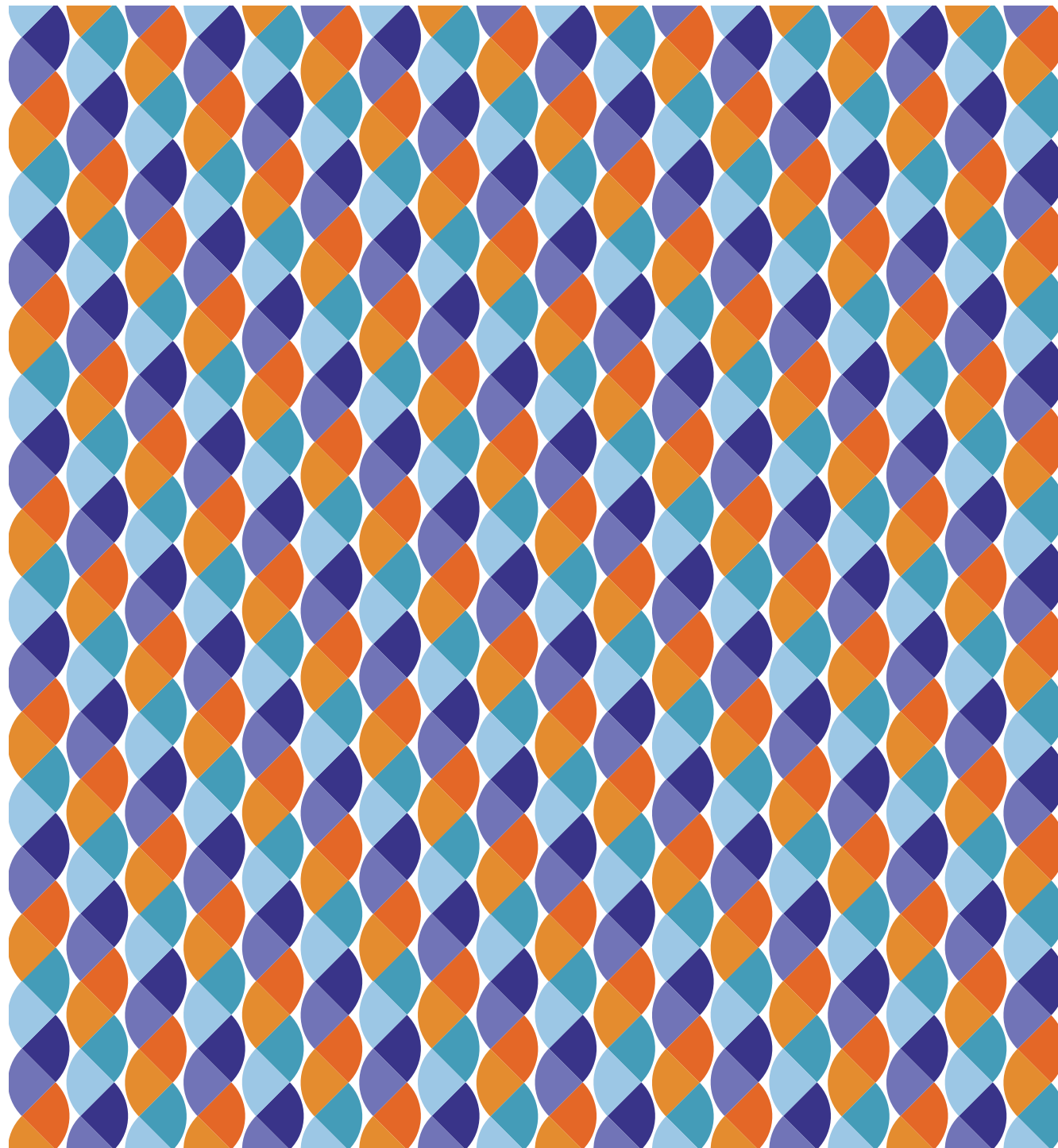
STUDENT SUCCESS  
COMMUNITY IMPACT  
SHARED MISSION  
**NONPROFIT**  
RADICAL COOPERATION  
GLOBAL  
ENGAGEMENT  
**STUDENT FOCUSED**  
TRANSFORMATIONAL  
HIGHER EDUCATION  
EXPERTISE  
INNOVATIVE

STUDENT SUCCESS  
**COMMUNITY IMPACT**  
SHARED MISSION  
**NONPROFIT**  
RADICAL COOPERATION  
GLOBAL  
ENGAGEMENT  
**STUDENT FOCUSED**  
TRANSFORMATIONAL  
HIGHER EDUCATION  
EXPERTISE  
**INNOVATIVE**

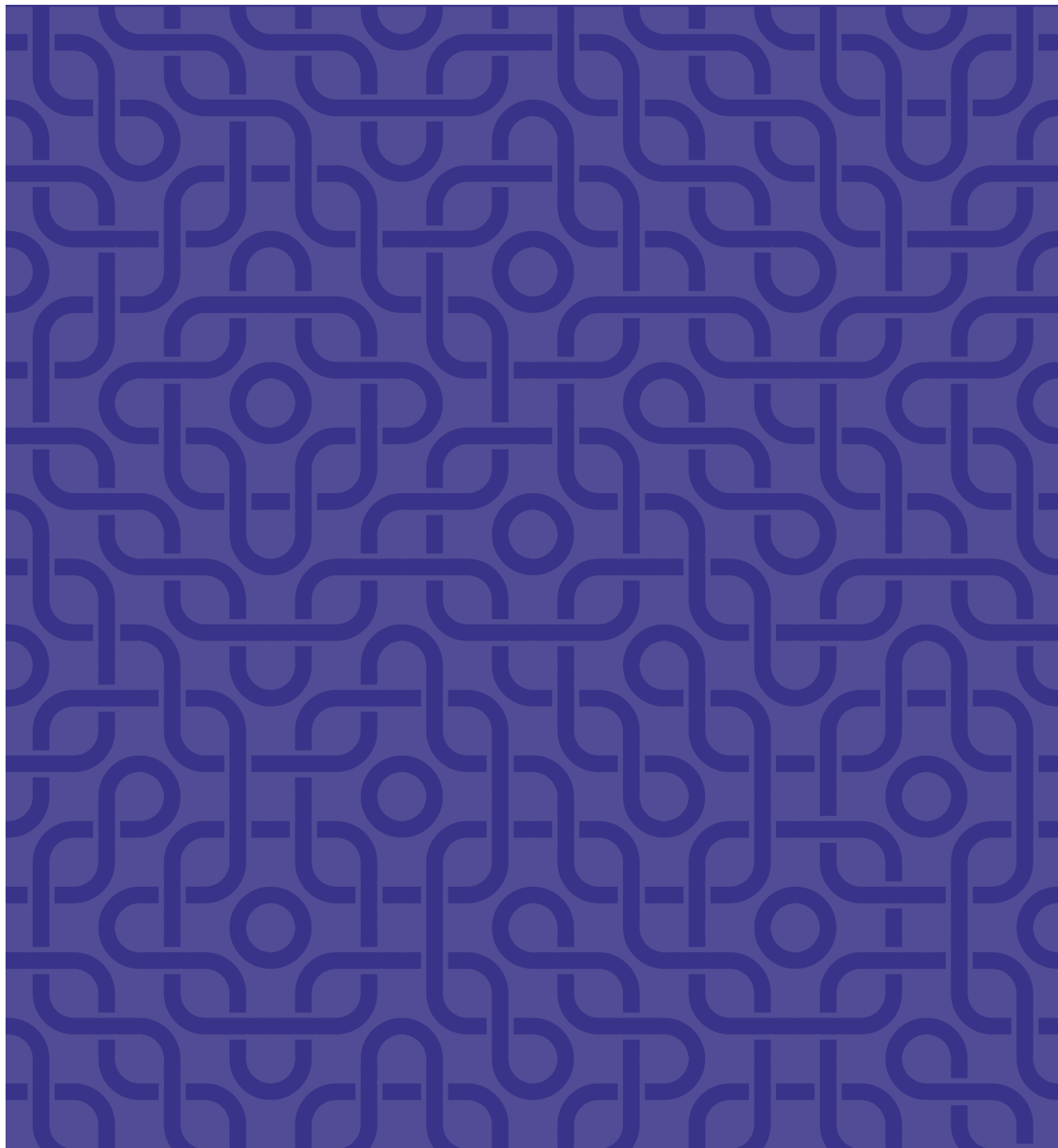
# Large Abstract Braid



# Small Braid Pattern 1



## Small Braid Pattern 2



# 06. Brand Use



# Business Card

## Front

Name: 12 pt font

Title & credentials: 8.8 pt font

Contact details: 8.8 pt font

## Back

The entire System lockup on a white background.



The front of the business card features a decorative graphic in the top left corner consisting of overlapping curved shapes in shades of blue and purple. A QR code is positioned on the left side. The contact information is aligned to the right.

**Jane M. Doe, Ph.D.**  
Associate Director, Marketing

888.888.8888  
@drjanemdoe  
janemdoe@tcsedsystem.edu



The back of the business card displays a grid of logos for partner institutions. The logos are arranged in two rows. The bottom of the card features the logo and name for The Community Solution Education System.

TheChicagoSchool<sup>®</sup> Pacific Oaks COLLEGE & CHILDREN'S SCHOOL THE COLLEGES OF LAW

Jaybrook KHSC UNIVERSITY of Western States

 The Community Solution  
EDUCATION SYSTEM

# Letterhead

## Header

Horizontal Logo left and one of System office's addresses right.

## Footer

The Community Solution website and Chicago office number in right corner.



203 N. LaSalle Street, Suite 1900  
Chicago, IL 60601

[www.tcsedsystem.edu](http://www.tcsedsystem.edu) 312.379.1699

# Envelope

Horizontal Logo left and one of the System office's addresses directly below, left aligned with "Education System" in the logo.



**The Community Solution**  
EDUCATION SYSTEM

203 N. LaSalle Street, Suite 1900  
Chicago, IL 60601

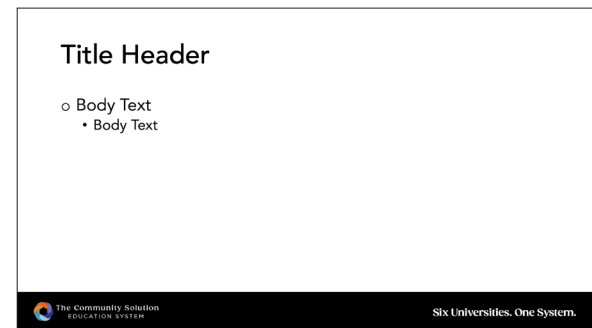
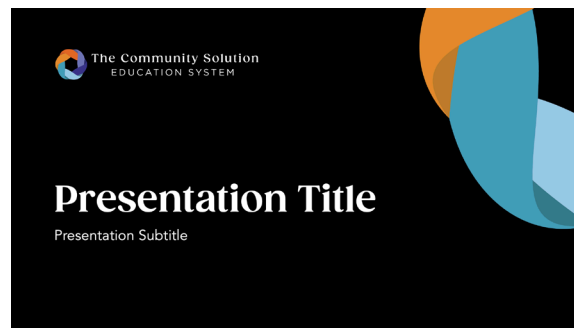
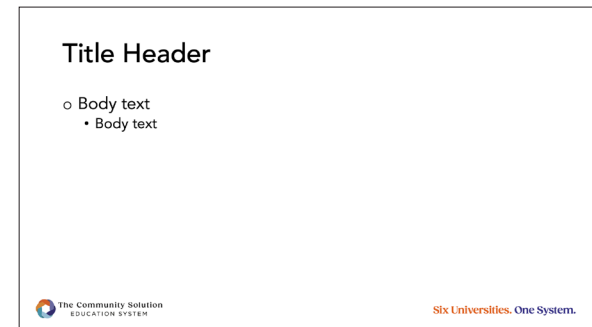
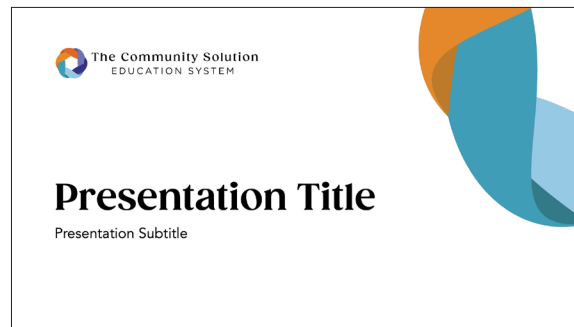
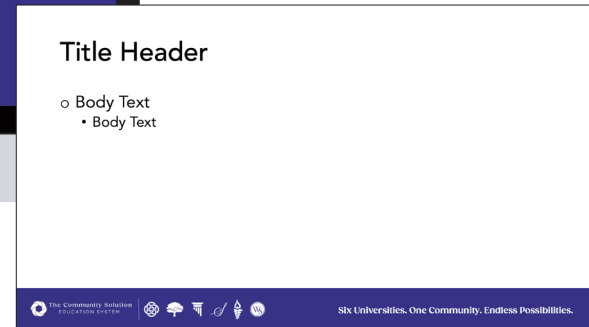
# Folder

Stacked logo center with braid graphic from bottom left corner.

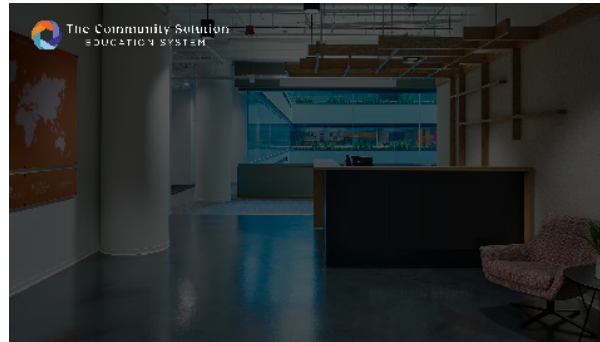
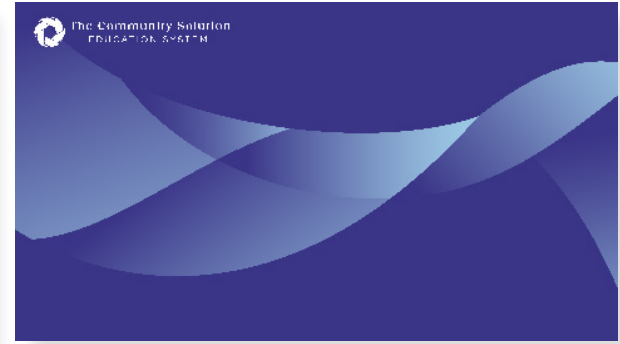




# PowerPoint Templates



# Zoom Backgrounds



# Employee Badge



  
The Community Solution  
EDUCATION SYSTEM

Jane M. Doe, Ph.D.  
Associate Director,  
Marketing



  
The Community Solution  
EDUCATION SYSTEM

Jane M. Doe, Ph.D.  
Associate Director,  
Marketing





Thank you.