



BENCHMARK SCHOOL

BRAND GUIDELINES

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Central to the brand identity is the "mood" of Benchmark, which encompasses the emotion and theme our brand evokes. The Benchmark brand should always express: **CARE, SUPPORT, GROWTH, and EXPERTISE.**

Within our circle of attention, we secure a foundation and cultivate potential.

LOGOS & MARKS

LOGO

The Primary Logos, or Hero Marks for the overall identity. These mark should be employed across most collateral materials except for circumstances where the another logo lockup or mark is more appropriate. Whenever possible, use the centered or horizontal logos. In smaller applications, substitute for only the icon.

*To ensure consistency, never attempt to rebuild or realign any of the brand marks, primary or secondary. The lockups are custom vector graphics that should be grouped and pasted/ placed into a document.

LOGO - CENTERED



LOGO - HORIZONTAL



SMALL SCALE LOGO/ICON

The Small Scale Logo should only be used when spacing does not allow for the Primary Logo to fit comfortably & legibly on the collateral. This logo should be employed in the same manner as the Primary Logo, and the same design rules will apply. This marks can replace the Primary Logo only when the shape allows for a more flattering final piece or on digital applications where the Primary Logo loses legibility.



SCHOOL SEAL

The School Seal is the official seal of Benchmark School and is used primarily for legal documentation and highly formal occasions.

The Seal should be used in place of the Primary Logo, not alongside it.



BACKGROUND



NO BACKGROUND

SCHOOL MASCOT

The School Mascots are marks to be used when referencing Benchmark sports teams.

MASCOT - PRIMARY



NO BACKGROUND



BACKGROUND

MASCOT - SIDE PROFILE



NO BACKGROUND



BACKGROUND

ATHLETIC SEAL

The Athletic Seal is an additional mark used on gear and merch for Benchmark sports teams and athletic apparel.



BACKGROUND



NO BACKGROUND

ALUMNI & PARENTS ASSOCIATION MARKS

The Alumni Association and Parents Association marks are additional branding elements for parent and alumni communications.

ALUMNI ASSOCIATION

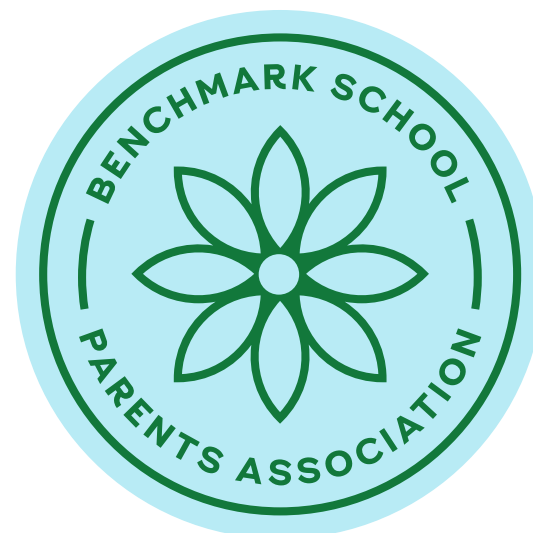


BACKGROUND

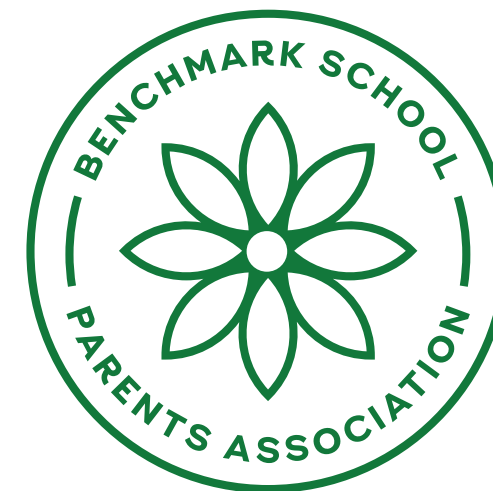


NO BACKGROUND

PARENTS ASSOCIATION



BACKGROUND



NO BACKGROUND

CAMP LOGO

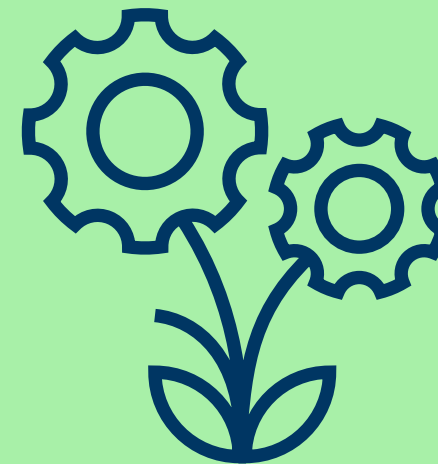
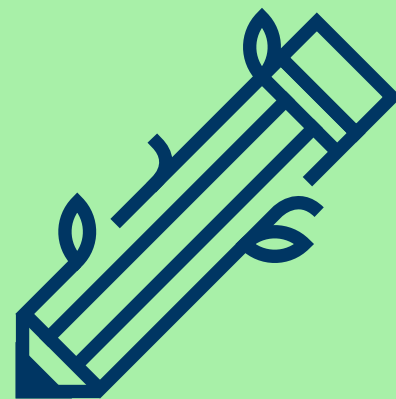
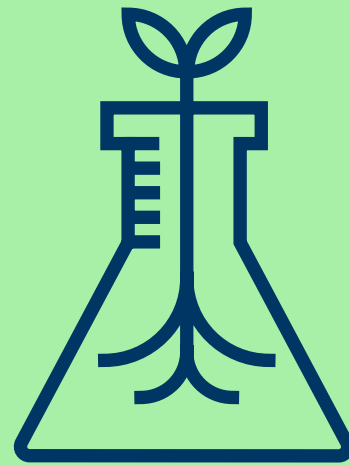
The Camp Logo should be employed across Benchmark Camp collateral materials.



**BENCHMARK
CAMP**

ICONS

The set icons are additional marks to be paired with messaging in Benchmark collateral such as the Magazine or Website. Implementation should include a selection that relates to the subject matter at hand.



LOGO USAGE

INCORRECT LOGO USAGE

These examples illustrate some potential misuses of the logo. The limitations of logo usage are vital to preserving the integrity of the brand. Keep in mind that any alteration of the logo, apart from proportionate scaling and other specified layout adaptation, is considered incorrect usage, and has the potential to negatively impact the brand.

These guidelines apply to all versions of the logo and all other marks.



**BENCHMARK
SCHOOL**

Do not stretch or distort.



**BENCHMARK
SCHOOL**

Do not rotate.



**BENCHMARK
SCHOOL**

Do not substitute with a font
or manually typeset.



**BENCHMARK
SCHOOL**

Do not crop.



**BENCHMARK
SCHOOL**

Do not use a low quality
image or screenshot.

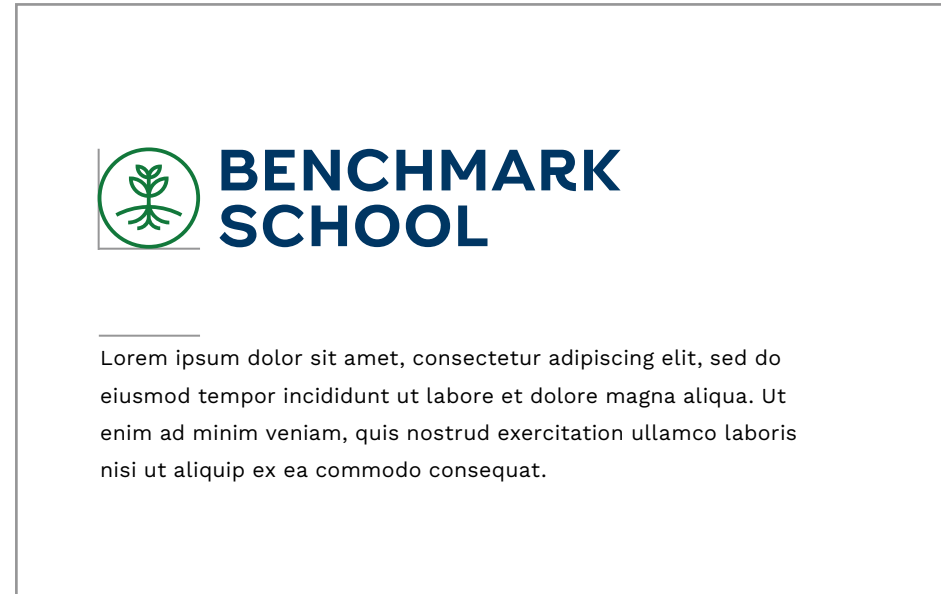


**BENCHMARK
SCHOOL**

Do not attempt to manually
match brand colors.

LOGO PLACEMENT

Logo should always be at least .25" or .5" away from other elements. The logo should never bleed off of a page, and should never be set too tightly to an adjacent form, or the edge of a piece of paper.



SEEDLING WITHOUT BORDER USAGE: SOCIAL MEDIA

The seedling is a custom vector icon that is a part of the main logo suite and seals. It should always be used in its circular border within the provided logo lockups or as an icon to preserve the integrity of the brand, except in specific instances with the approval of the Director of Marketing and Communications.

Examples of where the seedling is allowed to be used on its own are as follows: social media avatars and custom designed brand collateral.

SOCIAL MEDIA



benchmark.school

Benchmark School

Independent school in Media, PA celebrating more than 50 years of helping bright young students in grades 1-8 who learn differently.

www.benchmarkschool.org/

2107 N Providence Rd, Media, Pennsylvania



Benchmark School

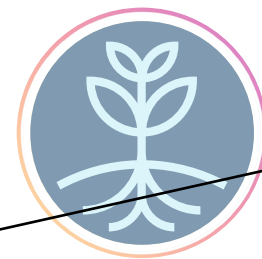
★ 4.8 (26) • Elementary School

Open now • 8:00 AM - 4:00 PM

Contact Us

www.benchmarkschool.org

When the seedling is alone, there should always be a good balance of negative space surrounding it



benchmark.school

Benchmark School

Independent school in Media, PA celebrating more than 50 years of helping bright young students in grades 1-8 who learn differently.

www.benchmarkschool.org/

2107 N Providence Rd, Media, Pennsylvania



Benchmark School

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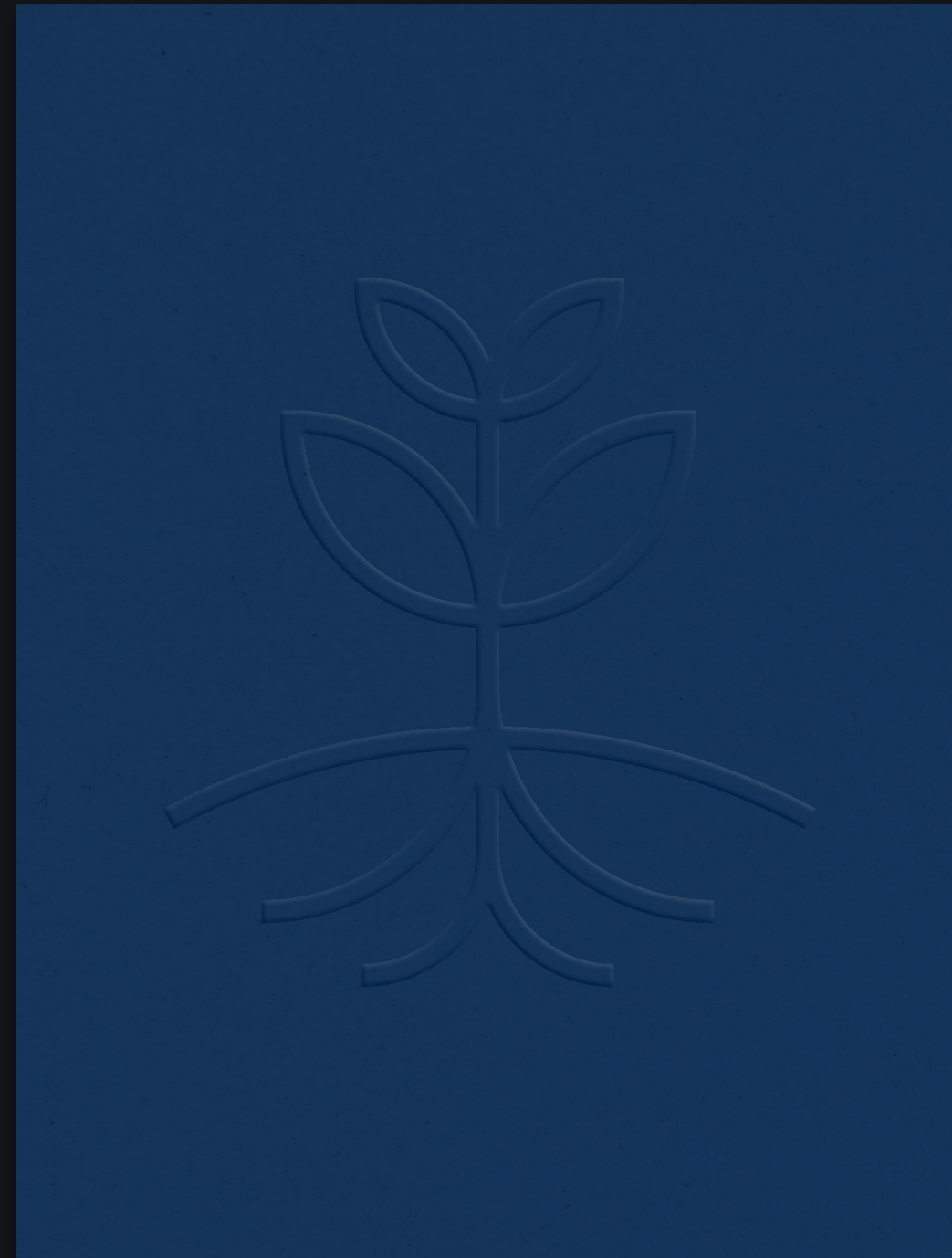
www.benchmarkschool.org

SEEDLING WITHOUT BORDER USAGE: BRAND COLLATERAL

The seedling is a custom vector icon that is a part of the main logo suite and seals. It should always be used in its circular border within the provided logo lockups or as an icon to preserve the integrity of the brand, except in specific instances with the approval of the Director of Marketing and Communications.

Examples of where the seedling is allowed to be used on its own are as follows: social media avatars and custom designed brand collateral.

BRAND COLLATERAL

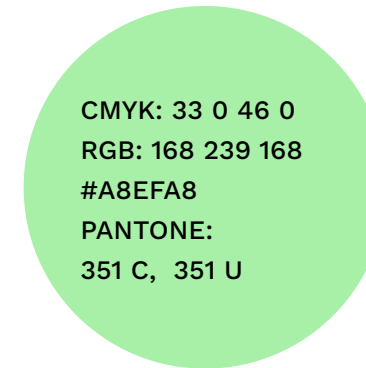
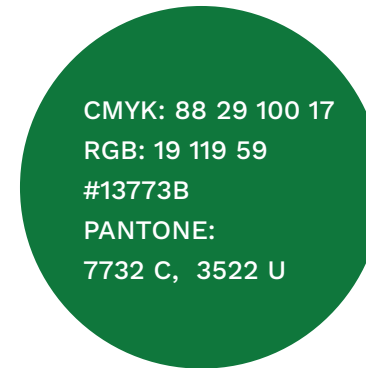
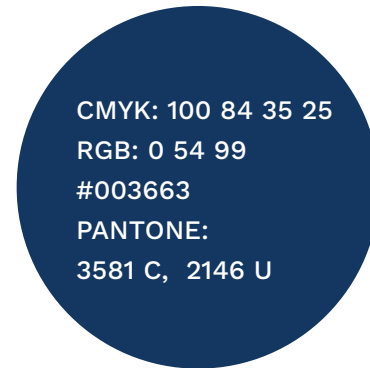


COLOR PALETTE

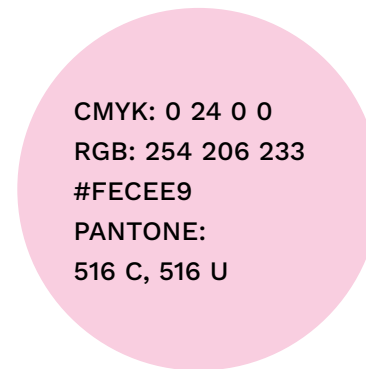
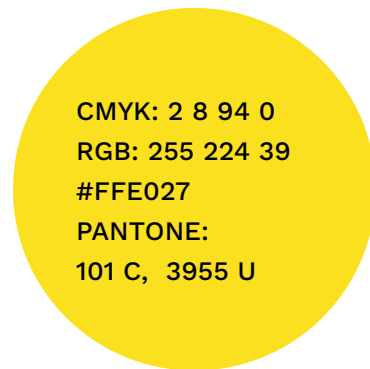
COLORS

The primary palette is used most often, typically for logos, type, and background. The secondary palette is used sparingly as a bold pop of color for emphasis, or when a broader assortment of colors are needed for larger scale collateral items (Magazine, Website, etc.)

PRIMARY PALETTE



SECONDARY PALETTE



COLOR PAIRING

There needs to be enough contrast between the text/logo and background to ensure legibility. These are examples of colors that work well together.



TYPOGRAPHY

TYPOGRAPHY

The Benchmark School brand fonts are Capo in Medium weight set in all caps and Work Sans in the following weights. They are both used independently as well as in tandem in a number of different applications, with Capo primarily used for headlines or CTA, and Work Sans used for large blocks of text or fine print. Consider the text alignment, line spacing and tracking carefully together with consistent methods of emphasis and hierarchy.

[Purchase Capo →](#)

[Download Work Sans →](#)

CAPO

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Work Sans

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHIC ALTERNATIVES FOR WEB USE

Capo should be used for word processing and graphic design. When this font is not available, Montserrat may be used as an alternative. Work Sans is a Google Font and should be available on all platforms for both graphic design and web usage.

[Download Montserrat →](#)

ALTERNATIVE BRAND FONTS

Please defer to this basic font which should be available on all platforms. Montserrat should be sized up two points.

CAPO MEDIUM - 22PT
MONTSERRAT BOLD - 24PT

EMAIL SIGNATURES

Since email clients do not allow usage of the brand typefaces, Montserrat may be used as a substitute in the headlines of your email signatures.

Montserrat Bold, 11pt, all caps
Work Sans SemiBold, 9.5pt
Work Sans Regular, 9.5pt
-
Work Sans SemiBold, 9.5pt
Work Sans Regular, 9.5pt
Work Sans Regular, 9.5pt
Work Sans Regular, 9.5pt, all caps



ALYCE CALLISON
Director of Marketing and Communications
she/her/hers
-
Benchmark School
2107 N. Providence Road
Media, PA
610-565-3741, EXT. 151 | www.benchmarkschool.org



SUGGESTED TYPOGRAPHIC HIERARCHY

These are suggested typographic designs based on the brand fonts.

EXAMPLE A

Capo Medium
40pt size

HEADING

Capo Medium
22pt size

SUBHEADING

Work Sans Regular
12pt size
22pt leading

Welcome to Benchmark School! Benchmark School is a community of diverse learners, and our innovative approach responds to students' academic and executive functioning needs. Benchmark students become competent and confident self-advocates, prepared to take the next leap in their educational journey.

Work Sans Regular
20pt size

"Being here helped me build confidence" -Lorem

Good leading / letterspacing,
even rag with no hyphens,
nice line length

EXAMPLE B

Capo Medium
36 pt size

HEADING

Work Sans SemiBold
16pt size
23pt leading

The Benchmark Approach is a unique way of teaching children with dyslexia, executive functioning issues, and other language-based learning differences.

Work Sans Regular
12pt size
22pt leading


Developed and refined over decades of research and hands-on experience, the Benchmark Approach teaches children how to be critical, analytical thinkers.

Good leading / letterspacing,
even rag with no hyphens,
nice line length


TYPE LAYOUT EXAMPLES

Examples of typesetting and layout including logo, icons and photo.

Care and support.
Research and expertise.



THIS IS HOW WE GROW.




GROW YOUR OWN WAY



The Benchmark Approach is intentional, reflective, supportive, and teaches the whole child. Our approach meets children where they are, and creates personalized instruction for each student.




CARE + EXPERTISE = ACHIEVEMENT



LOWER SCHOOL OPEN HOUSE

January 23rd | 7:00 - 8:30 PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.



HOW YOU LEARN IS HOW YOU GROW





AT THE ROOT OF ANY CHALLENGE IS OPPORTUNITY



BENCHMARK SCHOOL

WEB

HEADLINES AND BUTTONS

The following examples illustrate the recommended way of setting headlines with live text, and buttons when necessary.

THE BENCHMARK APPROACH

— 36pt size
15pt tracking
45pt leading

HOW WE ENABLE STUDENT SUCCESS

— 20pt size
15pt tracking
27pt leading

Students who learn differently need a program tailored to the way they learn best. At Benchmark School, our exclusive approach goes beyond basic reading programs to reach the whole child. When our graduates leave Benchmark School, they are confident and competent learners who know their learning styles intimately, and can advocate for their own success.

[Learn More](#)  — 14pt size

THE BENCHMARK APPROACH

HOW WE ENABLE STUDENT SUCCESS

Students who learn differently need a program tailored to the way they learn best. At Benchmark School, our exclusive approach goes beyond basic reading programs to reach the whole child. When our graduates leave Benchmark School, they are confident and competent learners who know their learning styles intimately, and can advocate for their own success.

[Learn More](#)

BENCHMARK CAMP

— 36pt size
15pt tracking

A Summer Experience Like No Other →

— 20pt size

LOWER AND MIDDLE SCHOOL OPEN HOUSES

— 26pt size
15pt tracking
36 pt leading

[Inquire Now](#)  — 14pt size

MESSAGING

MESSAGING

Messaging to use throughout collateral and branded materials.

AT THE ROOT OF ANY CHALLENGE IS OPPORTUNITY.

GROW YOUR OWN WAY.

**CARE AND SUPPORT.
RESEARCH AND EXPERTISE.
THIS IS HOW WE GROW.**

HOW YOU LEARN IS HOW YOU GROW.

**CARE + EXPERTISE = ACHIEVEMENT
CARE + EXPERTISE = GROWTH**



THANK YOU.

Prepared By

THE HEADS OF STATE

Philadelphia, PA

theheadsofstate.com