

Weeks 19-22: Principles of Design

District Branding Guidelines

District branding guidelines are a set of rules and standards that a school district establishes to ensure consistent and professional use of its visual identity across all communications and materials. These guidelines help maintain a unified and recognizable image of the district to students, staff, families, and the community.

Key elements usually covered by district branding guidelines include:

Logo Usage

How and where to use the district logo, including size, placement, clear space, and acceptable variations (color, black and white, etc.).

Colors

The official district color palette with exact color codes (e.g., CMYK, RGB, HEX) for print and digital use to ensure consistency.

Typography

Approved fonts and typefaces for headings, body text, and other uses, including size and spacing recommendations.

Imagery and Graphics

Guidelines for photos, illustrations, icons, and other visual elements that align with the district's identity and values.

Tone and Voice

Direction on the style of writing and messaging that reflects the district's culture and mission.

Templates

Standardized layouts for common materials like newsletters, flyers, presentations, and social media posts.

Prohibited Uses

What not to do with logos, colors, fonts, or other branding elements to avoid misrepresentation.

Teacher:

Say “Our school district has a special look and style that helps everyone recognize who we are and what we stand for. District branding guidelines are like the rules that make sure this look stays the same and strong everywhere—whether it’s on posters, websites, or newsletters.

These rules tell us how to use the district’s logo (the symbol that represents our schools), what colors to use, and which fonts (letter styles) look best. For example, the district might use a blue and gold color scheme, so all the signs, flyers, and websites use those colors to match. Or the logo should always be placed in the top corner of a poster and never stretched or changed.

When we all use the same logo, colors, and fonts, it helps create a clear and consistent message, so

people know it's from our district. It's like wearing the same team jersey so everyone knows who you play for!

The guidelines also help us use words in a way that sounds positive and respectful, showing the great things about our schools and community. For example, instead of saying "We have problems," we might say "We're working together to make things better."

Following these rules helps everyone—from students and teachers to families and visitors—feel connected and proud of our district. It's like we're all part of the same team, sharing the same look and message."

Divide students into groups and give each group a copy of [School Branding Scavenger Hunt](#). Send students on a Scavenger Hunt around the building to complete the worksheet. Have each group take photos of what they find.

After each group completes the Scavenger Hunt, gather together and share their findings.

Elements of Design: Simple Ideas

Split students into groups and make one copy of [5 Elements of Design Flashcards](#) (double sided) and in groups discuss the different elements of design.

1. Color

Color is what we see when something is red, blue, green, or yellow. Colors can be bright like the sun or soft like the sky. Colors help us notice things and can make us feel happy or calm.

2. Shape

Shape is the form of something. It can be round like a ball, square like a box, or triangle like a slice of pizza. Shapes help us understand what things look like.

3. Line

A line is a mark that can be straight, wavy, or zigzag. Lines can show edges or create pictures. Think of drawing with a pencil—that's making lines!

4. Texture

Texture is how something feels or looks like it would feel. It can be smooth like glass, rough like sandpaper, or soft like a teddy bear. We can see or touch texture.

5. Space

Space is the area around or between things. It can be empty or full. Space helps us see where one thing ends and another begins.

Teacher:

Say "When we look around us, everything we see is made of special parts called the elements of design. These parts help us understand and enjoy pictures, art, and things we use every day.

First, there is **color**. Color is what makes things bright and beautiful. It can be red like an apple or blue

like the sky. Colors can make us feel happy, calm, or excited.

Next, there is **shape**. Shapes are the different forms things can take. Some shapes are round like a ball, some are square like a box, and some are pointy like a triangle. Shapes help us recognize objects.

Then, we have **line**. Lines are marks that can go straight, wavy, or zigzag. Lines can make pictures and show us where things start and end.

We also have **texture**. Texture is how things feel or look like they would feel. Some things are smooth like a shiny stone, others are rough like tree bark. We can touch or just look to understand texture.

Finally, there is **space**. Space is the empty or filled area around things. Space helps us see where one thing stops and another begins.

All these elements work together to make the world colorful and interesting. When we make art or look at pictures, noticing colors, shapes, lines, textures, and space helps us enjoy and understand what we see.”