



EDUCATORS RISING

There's power in teaching

Educators Rising BRAND CHEAT SHEET and LOGO REQUEST FORM

MESSAGING

Our Name: Educators Rising

When possible, spell Educators Rising out in full. It's our name, and we want people to know it! If necessary, Educators Rising can be shortened to EdRising. (This is the only short version of the name that we use.)

DO USE:

Educators Rising
EdRising (if necessary)

DON'T USE:

Educator's Rising
ED Rising
ER
Other shortened or altered
versions of the name

Tagline

There's power in teaching

Membership/Chapter Language

- ▶ **Chapters:** To refer to the individual schools that have Educators Rising members.
- ▶ **Network:** To refer to the overall organization. Our network is what every individual, school, and chapter joins.
- ▶ **Teacher leaders:** To refer to the teachers leading courses, internships, and community engagement at the local chapter level. Our teachers (you!) are leaders who are making an impact. ("Teacher leaders" replaces the use of "advisors" or "sponsors.")
- ▶ **Rising educators or Members:** These terms can be used interchangeably to describe individuals in the network. You might introduce a student by saying, "This is one of our rising educators" or "This is one of our members."

VISUAL ELEMENTS

Do's and Don'ts

The examples on this page illustrate misuse of the logo that can dilute the strength of our brand. As a rule, always reproduce the logo using the appropriate master digital file and do not modify or alter it in any way.

- ✓ **Do** use the full-color logo whenever possible, along with a white background color, since these best represent our brand.
- ✓ **Do** have enough blank space around the logo to set it apart from other elements on the page.
- ✓ **Do** make sure the logo always appears large enough to be easily read.
- ✓ **Do** use Arial as your font when developing materials, including all Word documents, emails, PowerPoint presentations, signs, banners, etc.
- ✓ **Do** use our core colors (red, black, and white) as the primary colors in your materials.
- ✗ **Don't** put the logo on any clothing. Instead, check out our online store at store.educatorsrising.org for official gear!
- ✗ **Don't** modify or alter the logo in any way. (See examples below.)



DO NOT STRETCH OR CHANGE THE PROPORTIONS



DO NOT CHANGE THE COLORS IN THE LOGO



DO NOT ROTATE THE LOGO



DO NOT ADD DROP SHADOWS OR OTHER EFFECTS



DO NOT REARRANGE THE ELEMENTS OF THE LOGO



DO NOT PLACE THE LOGO ON BUSY BACKGROUNDS

Downloadable Templates

In an effort to create brand consistency and make things easier for you, we've developed templates with the Educators Rising logo. The template library includes:

- ▶ Letterhead
- ▶ Certificates
- ▶ Promotional materials
- ▶ PowerPoint
- ▶ Press release

Templates can be downloaded in the Resources section of the Teacher Leader Community at educatorsrising.org/virtualcampus.

LOGO REQUEST PROCESS

If you need the Educators Rising logo to create additional materials, please submit a request using the Educators Rising Logo Request Form on the next page.

Logos may be requested by individuals or organizations that are affiliated with the Educators Rising network or by media outlets.

Logos may be used for printed and digital materials, such as websites, social media, banners, brochures, handouts, posters, conference signage, programs, and flyers. **The trademarked official Educators Rising logo and the Educators Rising name may not be used on any clothing.** The Educators Rising logo and name may not be used on accessories or items that are re-sold.



USING THE EDUCATORS RISING LOGO MEANS YOU AGREE TO ABIDE BY THE VISUAL ELEMENT GUIDELINES OUTLINED IN THE FULL VERSION OF THE [Educators Rising Brand Guidelines](#).

GET HELP!

Have questions? We're here to help! Please contact **Allie Strandmark**, Brand Manager, at allie@educatorsrising.org or 812-269-6621.



**EDUCATORS
RISING**
There's power in teaching

OFFICIAL LOGO AGREEMENT

ACCEPTABLE USE POLICY

Educators Rising has registered all of its designating emblems, logos, and insignia. State, regional, and local Educators Rising affiliates are permitted to use the trademarked official Educators Rising logo and the Educators Rising name on printed materials, promotional items, and displays with the important exception that they **may not be used on clothing**. The trademarked official Educators Rising logo and the Educators Rising name **may not be used on items that are re-sold**.

The Educators Rising logo must be used in accordance with the design specifications provided in the **Educators Rising Brand Guidelines**. By signing below and by use of an Educators Rising logo on promotional materials produced, you have consented to the terms as stated above and agree to abide by the copyrighted laws.

Return this signed form to Educators Rising at brand@educatorsrising.org. Logo requests are processed within two to three business days.

School or Organization Name: _____

Your Name: _____

Your Signature: _____

Date: _____

Are you a:

- Educators Rising teacher leader
- Educators Rising State/Regional Coordinator
- Other — please explain: _____

Logo Needed:

- Educators Rising Logo
- Educators Rising Affiliate Logo: _____

File Format Needed: _____

Email Address to Send Artwork: _____

How the logo will be used:

Questions? Contact Educators Rising at brand@educatorsrising.org or 800-766-1156.