

Brand Presentation_T

he Museum School of East Dallas

KP Charter Collective

Date:09/2025

What Is a Logo?

A logo is not a communication. It's an identification. It is the period at the end of a sentence, not the sentence itself.

So, what makes a good logo?

A logo shouldn't communicate your entire brand story, or even what you do. It's a way for your customer to identify you and simply needs to adhere to the following rules.

Simplicity

It shouldn't be over complicated, and should work well in different contexts.

Distinctiveness

Your logo should stand out in a way that lets your customers remember you.

Suitability

It should be appropriate for your industry and target audience.

Branding on the other hand...

A Brand Identity is the visual elements in their entirety that tell the story of your business in an engaging and meaningful way.

Our Project Objective

The objective of the Museum School of East Dallas project is to establish a dynamic, museum-based charter school that integrates hands-on, experiential learning with rigorous academic instruction. Our goal is to create a unique educational environment where students connect core subjects to real-world experiences through partnerships with local museums, cultural institutions, and community organizations. By blending inquiry-based learning with immersive field experiences, the school will cultivate curiosity, critical thinking, and a lifelong love of learning.

CHOSEN DIRECTION

A Living Museum of Learning

Our creative direction draws inspiration from the vibrant spirit of East Dallas and the idea of school as a living museum—where curiosity, color, and culture coexist.

This palette brings together warmth, intellect, and imagination. Each hue tells a story of exploration and belonging, creating a visual narrative that feels both scholarly and spirited.

Key Considerations:

- **1. Curated, Not Cliché:** Our visual identity celebrates the art of learning—crafted with intention, layered with meaning, and grounded in authenticity.
- **2. Joy in Every Detail:** Vivid color and clean contrast bring playful energy to every touchpoint, inviting students and families into a space that feels dynamic and alive.
- **3. Students as Exhibits:** Every learner is a masterpiece. Their voices, work, and discoveries form the living gallery that defines The Museum School experience.

Curiosity in Action — Hands-on exploration and “aha!” moments define the Museum School experience, turning curiosity into lasting knowledge.



Everyday Discovery — Even ordinary spaces like hallways become vibrant backdrops for learning, creativity, and student voice.

- **Sky Gallery (#8ECAE6)** – Calm reflection and openness, the soft backdrop for imagination.
- **Discovery Teal (#219EBC)** – Creative curiosity. Represents energy, innovation, and exploration.
- **Archway Navy (#023047)** – Structure, stability, and wisdom. The architectural backbone of our brand.
- **Marigold Light (#FFB703)** – Illumination and insight. The color of “aha” moments and joyful learning.
- **Museum Amber (#FB8500)** – Warmth, enthusiasm, and connection. Inviting creativity that radiates confidence.

Learning as Exhibition — Student work is celebrated like gallery pieces, reinforcing pride, ownership, and the value of every child’s perspective.

Logo & Brandmarks

Primary Logo

The primary logo is used for most collateral unless there are size or space limitations.

The primary logo is supplied in positive and reversed formats and in brand colours.

Key Points

- It should be used on most collateral, including print, digital, and signage, unless space restrictions require the secondary logo.
- Available in positive and reversed formats to ensure legibility across light and dark backgrounds.

Fonts Used

Font name - Font Foundry



Vertical Logo



Monogram





Brand Identity

Main Color Palette

Color is one of the first touchpoints of a brand, setting the tone for how it is perceived and remembered. To maintain a cohesive and recognizable identity, a consistent color palette should always be used. The Museum School of East Dallas palette blends authority with creativity, balancing trust and professionalism with vibrancy and joy. These colors work together across print, digital, and environmental applications to create a unified brand experience.

Your full color palette will be included in your brand guidelines.

Gallery Teal

Color Me Blue

Artifact Gold

Exhibit Coral

Neutral Stone

Typography & Type Hierarchy

Brand typefaces should be used in all print and digital collateral to keep the brand looking consistent across all platforms. Please note, use the logo typeface sparingly.

Key Points

Use the recommended hierarchy for consistency and best practice legibility. Give the text and elements plenty of evenly spaced room between for a lighter layout feel.

SUB HEADING TEXT

Sebino Reg.
[Envanto]

Main Heading

Sebino Bold
[Envanto]

Elictect quam fugia volorpos earibus arum id
quatemp eleneturibus milluptatia doluptatet
eossimagnam nobisqui offic tet plibus, si
doloritatis

Glacial
Indifference
[Adobe]

Quote or key pullout text

Sebino Black Italic
[Envanto]

BUTTON

Glacial Indifference
[Adobe]

Illustration, Icons & Graphic Elements

Illustration and icons can be used at large or small scale in both print and digital collateral. The icon style should be maintained to keep the brand looking consistent.

Key Points

- Icons and illustrations can be used at both large and small scales for print and digital collateral.
- The consistent illustration style ensures brand recognition and visual unity.
- Use icons to enhance clarity and storytelling in communication materials.
- Always maintain the brand's approved color palette when applying illustrations and icons.
- Icons should remain simple, modern, and legible, even when scaled down.
- Do not mix icon styles from outside sources, as this may dilute the brand's identity.



Graphic Elements



Brand Patterns

Pattern can be used across print and digital collateral as a way to give the brand some more depth. It adds to your audience's experience and reinforces your visual identity.

Key Points

- Patterns add depth and texture to the brand's visual identity.
- Can be used across print and digital collateral for consistency.
- Helps create a memorable and engaging audience experience.
- Works best as a supporting element, not overpowering the primary logo or content.
- Should always align with the brand's color palette and design style.
- Reinforces brand recognition by providing a distinctive visual backdrop.



Pattern 01



Pattern 02

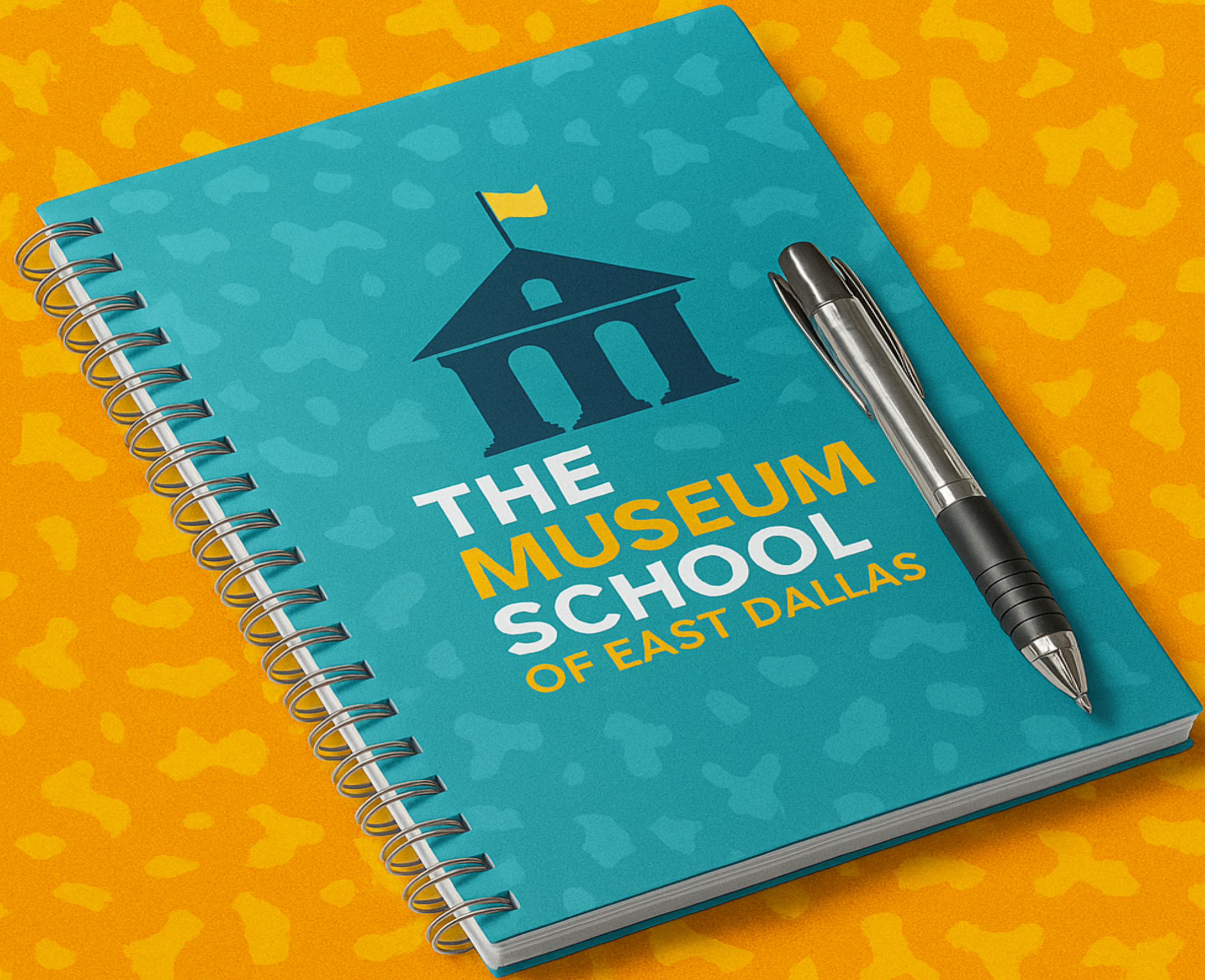
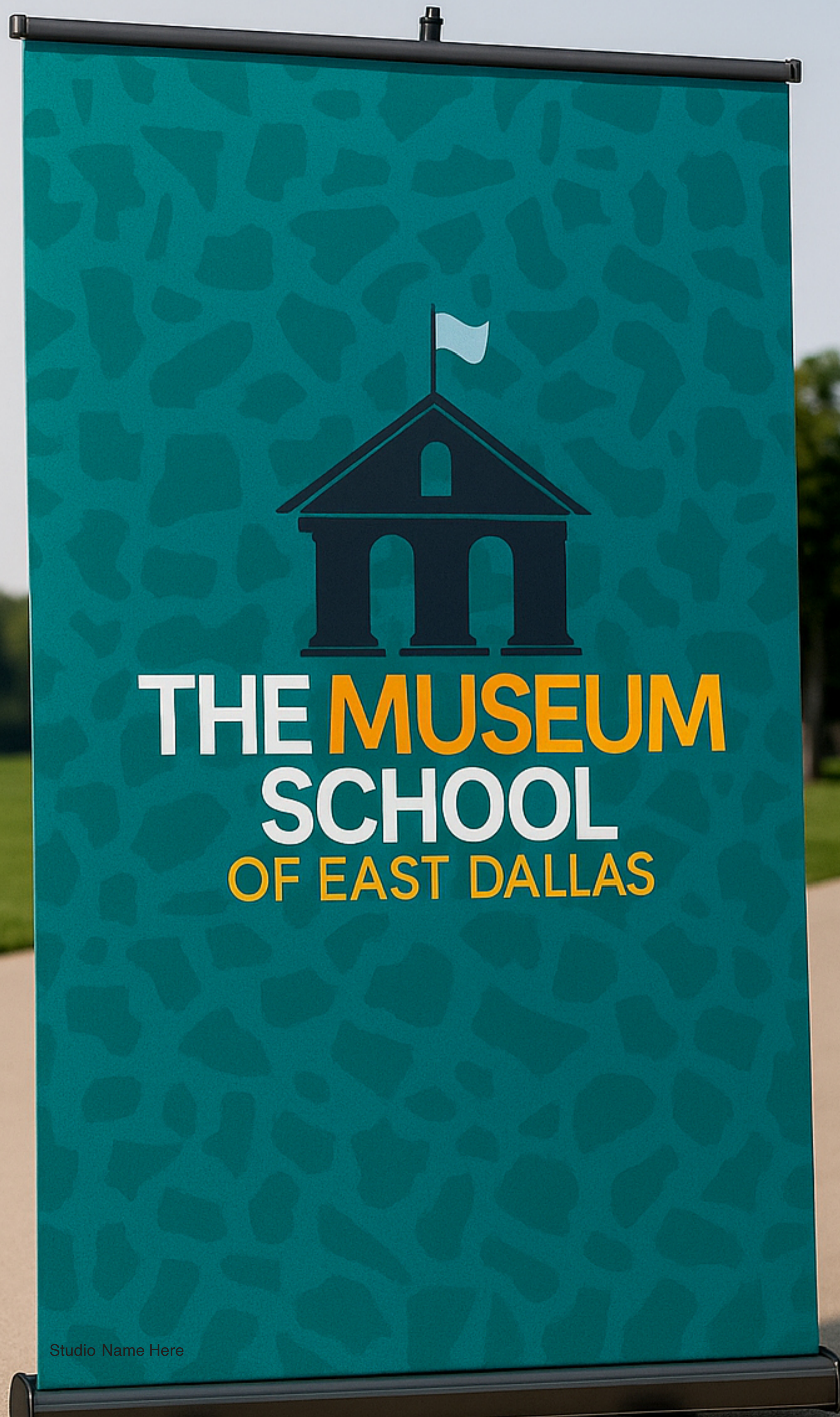


Pattern 03



Brand in Use







THE MUSEUM
SCHOOL
OF EAST DALLAS

THE MUSEUM
SCHOOL
OF EAST DALLAS

THE MUSEUM
SCHOOL
OF EAST DALLAS



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Thank you.

Let's tell your story.

