

Month
2025

Prepared by
KP Collective

Version 1.00

Brand Guidelines

My CRE Buddy



**Valuing every voice,
Transforming
classrooms**

How to use this guide.

Brand consistency is important for a number of reasons, your brand separates you from your competitors and helps your customers understand who you are and what you do. This guide is a tool to help maintain the consistency of your brand identity. It contains the rules and guidelines for your brand, and how to apply the visual elements as you use your brand across different platforms.

Contents.

Brand DNA	01
Who We Are	08-15

Brabdmarks	02
Primary Logo	17
Secondary Logo	18
Size and Spacing	19

Brand Colours	03
Primary and Secondary Colours	21

Typography	04
Brand Typography	23
Typographic Hierarchy	24

Graphic Elements	25
Brand Pattern	26

Brand in Use	06
Print Collateral	28-29
Digital Collateral	30-31



01 —

Brand DNA



Our brand core, values,
personality and tone.

Who We Are

Mission Statement:

We empower educators to transform their curriculum into engaging, student-centered experiences. Through our innovative tools and tailored guidance, we provide feedback, modeling, and practical application strategies that inspire and equip learners to think critically, connect deeply, and become active contributors to society.

Vision Statement (Revised)

To revolutionize education by equipping every educator with the resources to reimagine teaching practices and create learning environments that are dynamic, empowering, and impactful. Our work fosters lifelong learners who drive meaningful change within themselves, their communities, and the world.

Brand Tone:

Our brand voice balances professional expertise with warm approachability, positioning My CRE Buddy as both an empowering coach and a trusted guide in culturally responsive education. We speak with the confidence of innovators while maintaining the practicality educators need, always focusing on actionable insights rather than theoretical frameworks. Our tone is consistently inclusive and culturally aware, celebrating diverse perspectives while avoiding deficit-based language. When communicating, we lead with energy and inspiration, using active voice and concrete examples to demonstrate how small shifts can create meaningful change. Across all channels – from social media's quick-hit inspiration to in-depth educational resources – we maintain a solution-focused approach that acknowledges educators' expertise while offering clear, practical pathways to transformation. Our writing embodies the bridge between vision and implementation, using accessible language that empowers rather than preaches, making complex concepts digestible without oversimplification. Through stories of impact, practical tips, and community insights, we cultivate a voice that's simultaneously professional and conversational, innovative yet grounded, passionate but never pushy. This carefully crafted balance allows us to connect authentically with educators while maintaining the credibility needed to drive meaningful change in educational practices.

TRANSFORMATIVE EMPOWERMENT
ACTIVE LEARNING LEADERSHIP
PRACTICAL INNOVATION
STUDENT-CENTERED IMPACT
COMMUNITY CATALYST
SUSTAINABLE GROWTH
COLLABORATIVE WISDOM

02-

Brandmarks



Our logo system
and how to use it.

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 colors.

Colour Variations

Color variations allow the logo to work in different contexts and with different background colors.

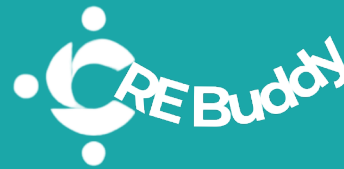


Secondary Logo

The secondary logo is used when there are space limitations. The secondary logo is supplied in positive and reversed formats and in brand colors.

Colour Variations

Colors variations allow the logo to work in different contexts and with different background colors.



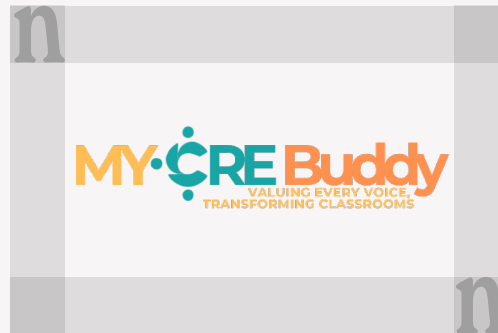
Size & Spacing

For best practice preserve the recommended clear space around the logo to maintain legibility. The clear space for the primary logo is equal to the height of the 'X' as a square. Clear space for the secondary logo is equal to the height of 'X' as a square.

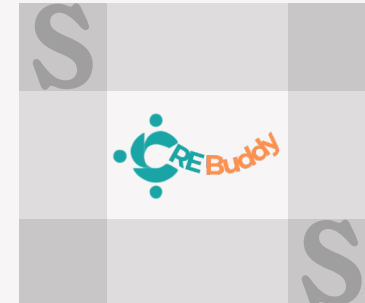
Minimum Sizing

Primary Logo 120px wide digital,
30mm wide print

Secondary Logo 40px wide digital,
10mm wide print



Responsive Scaling



Responsive Scaling



03 —

Brand Colors



Our brand colours and
how to use them.

Color Palette

Color is one of the first touch-points of a brand, and to maintain the look and feel a consistent color palette should be used.

Secondary Color Palette

The secondary color palette gives the brand more flexibility while still maintaining consistency. Use this palette to compliment the primary color palette.

RGB 100, 58, 32.2
CMYK 0, 42, 68, 0
HEX#ff9452

RGB 10.6, 65.5, 65.9
CMYK 84, 1, 0, 34
HEX#1BA7A8

RGB 100, 74.9, 33.3
CMYK 0, 25, 67, 0
HEX#FFBF55

RGB 100, 83.9, 60
CMYK 0, 16, 40, 0
HEX#FFD699

RGB 100, 47.8, 47.8
CMYK 0, 52, 52, 0
HEX#FF7A7A

RGB 40, 78, 78.4
CMYK 49, 0, 0, 22
HEX#66C7C8

RGB 29, 52.9, 53.7
CMYK 46, 1, 0, 46
HEX#4A8789

RGB 47.8, 80, 92.9
CMYK 49, 14, 0, 7
HEX#7ACCED

RGB 100, 70.2, 40
CMYK 0, 30, 60, 0
HEX#FFB366

04—

Typography



Our brand type and
typographic hierarchy.

Brand Typography

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.

Logo Typeface

Montserrat Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Headings

Montserrat Semi-Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Body Copy

Open Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Accent

Montserrat Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Typographic Hierarchy

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. Use columns for text displayed on pages a5 and larger, using a 5mm gutter. Colour can be incorporated based on collateral.

Font: Montserrat Medium
Size: 32pt
Leading (Line Height): 40pt (1.25)
Tracking: -15 (-0.015em)

Font: Montserrat Bold
Size: 48pt
Leading (Line Height): 56pt (1.17)
Tracking: -20 (-0.02em)

Font: Open Sans Regular
Size: 16pt
Leading (Line Height): 24pt (1.5)
Tracking: 0

Font: Montserrat Light
Size: 14pt
Leading (Line Height): 20pt (1.43)
Tracking: +10 (0.01em)

Font: Montserrat Bold
Size: 48pt
Leading (Line Height): 56pt (1.17)
Tracking: -20 (-0.02em)

Subheading here

Attention Grabbing Headline Here

Elluptinctempos et officabo. Ut et ut et velicaten quibusa volentis et mos untis sum quibus exeritiis molores sincil in nusdae offic temoluptatem expliquiatur mil ipsaped ipicide imosandaes aut faccae inum ut pos autae voluptas estium doluptati ut qui cum lanthem volore volorio qui cusam dendanda aut inctiatibusa diorecus ipsum, quodi reic te eatibus torerup tatiatis molorum re ditiis dellor apita corum re, sendipit voloresciur as pa nonsequunt fugitiis eveniaspe et

Quote or accent here

Button Style

05 —

Graphic Elements



Brand pattern,
illustration and icons.

Brand Pattern

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.



06 —

Brand in Use



How our brand works
in the real world.

Print Collateral

Your branded prints should aim to tie in with the following examples and mock-ups.

For best results

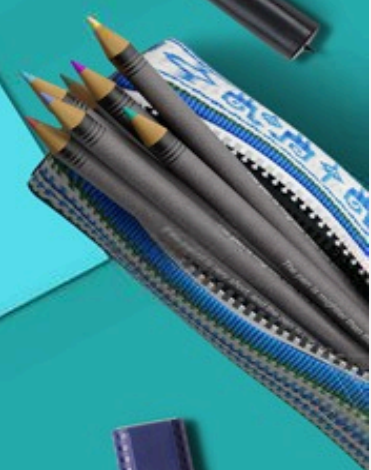
Print in CMYK or Pantone
Test print for colour consistency

Things to avoid

X Print from a RGB document
X Print from a low resolution document



MY:CRE Buddy
VALUING EVERY VOICE.
TRANSFORMING CLASSROOMS



Digital Collateral

Your digital collateral should aim to tie in with the following examples and mock-ups. Note that variations of the logos are used in different formats to optimise the size and legibility.

For best results

- Use collateral in RGB
- Optimise size for web
- Include alt description tags where possible

Things to avoid

- X Use collateral in CMYK
- X Use collateral at print resolution for web

MYCREBUDDY

MY CRE Buddy
INSPIRE EVERY EDUCATOR
TRANSFORMING CLASSROOMS

**REIMAGINE TEACHING.
INSPIRE LEARNING**

*HELPING EDUCATORS CREATE ENGAGING, STUDENT-CENTERED
LEARNING EXPERIENCES WITH REAL, HANDS-ON SUPPORT.*

**ARE YOU AN EDUCATOR LOOKING TO
MAKE LEARNING MORE ENGAGING?**
At My CRE Buddy, we know that great teaching is
more than just content—it's about connection,
engagement, and impact. But applying new strategies
in the classroom can feel overwhelming. That's why
we're here!

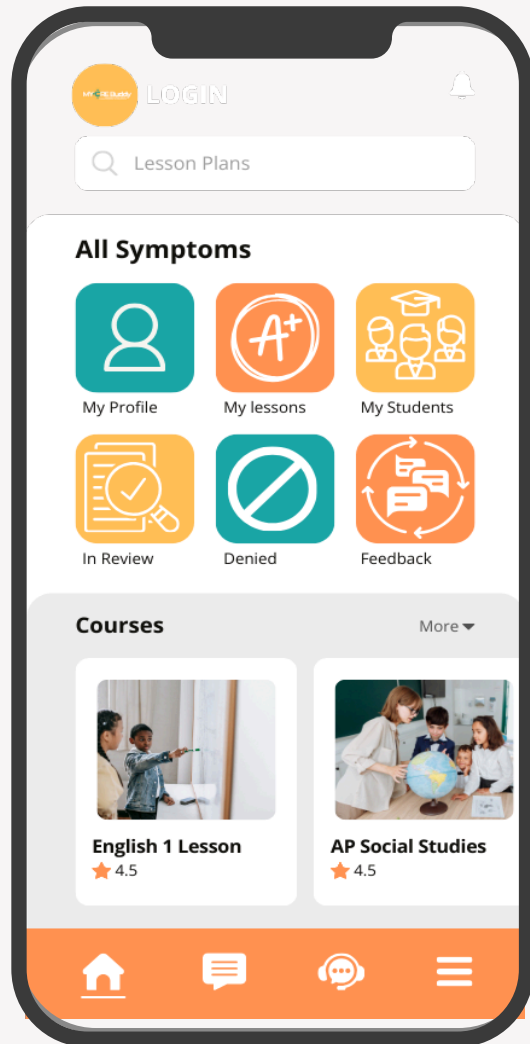
WHAT WE OFFER:

- Lesson Feedback & Transformation – We help you refine your lessons to make them more interactive, meaningful, and impactful.
- Real-World Application Strategies – Get hands-on guidance on how to apply new teaching methods effectively.
- Interactive Modeling & Support – See best practices in action and bring them to life in your classroom.

09/23/2024
Topic: What should students learn in school?

**Your teaching is powerful.
Let's make it even more
impactful. Join My CRE Buddy
today!**


MYCREBUDDY
Your teaching is powerful. Let's make it
even more impactful. Join My CRE
Buddy today!



Brand Purpose (The "Why")

At My CRE Buddy, we believe that education should be engaging, empowering, and relevant to students' lived experiences. However, many educators struggle with applying new teaching strategies effectively in their classrooms. That's why we exist—to bridge the gap between theory and practice. Our purpose is to equip educators with the personalized support, tools, and hands-on feedback they need to create student-centered learning experiences that inspire curiosity, critical thinking, and meaningful change.

Brand Story

Where it started:

More than six years ago, our founder co-developed the Culturally Responsive Education Scorecard, a tool that helped educators assess their curriculum. However, it became clear that teachers needed more than just a scoring system—they needed hands-on support in transforming their lessons into engaging, student-driven learning experiences.

The idea for My CRE Buddy was born when our founder was invited to a think tank in Canada, where a company was struggling to ensure their literacy content wasn't reinforcing harmful narratives. The realization? Educators and content creators needed more than a checklist—they needed mentorship, feedback, and lesson modeling to make real change in their classrooms.

What we do today:

My CRE Buddy provides educators with:

- Personalized curriculum feedback that helps them refine their lessons.
- Practical application strategies that move beyond theory.
- Modeled lessons and hands-on guidance to bring best practices to life.
- A support system that empowers educators to create learning experiences that inspire students.

We're here to help teachers do what they do best—better.

Brand Personality

My CRE Buddy is approachable, empowering, and insightful. We communicate with warmth, clarity, and encouragement, always focusing on practical impact rather than vague concepts.

Our Brand Voice Is:

- Encouraging: We uplift educators and celebrate their progress.
- Practical: We provide actionable, real-world solutions.
- Conversational: We speak to educators like a trusted colleague, not a lecturer.
- Empowering: We help teachers feel confident in applying what they learn.
- Forward-Thinking: We challenge outdated methods and encourage innovation.

Tone in Different Situations:

- Website & Marketing Materials – Inspirational, clear, and inviting.
- Educator Resources & Curriculum Feedback – Supportive, constructive, and detailed.
- Social Media & Community Engagement – Friendly, conversational, and engaging
- Professional Development & Partnerships – Thoughtful, insightful, and innovative.
-

Brand Positioning Statement

For educators who want to create more engaging, student-driven lessons, My CRE Buddy is the support system that provides practical feedback, real-world modeling, and personalized strategies to make learning more impactful.

Unlike traditional professional development that is theoretical and disconnected from daily teaching work alongside educators to refine, model, and enhance their curriculum in ways that truly resonate with their students.

Key Messaging Pillars

Our messaging is built around these four key ideas, which shape everything we communicate

1. Practical Support for Educators

- We offer real, hands-on solutions, not just theories or generic advice.
- Our tools and feedback are immediately actionable in any classroom setting.

2. Engagement-Driven Learning

- Learning should spark curiosity and critical thinking.
- We help educators design lessons that feel relevant and dynamic for students.

3. Empowering Teachers to Lead Change

- We believe educators should feel confident in their teaching approach.
- Our work helps teachers implement meaningful strategies that truly work.

4. A Supportive Community for Educators

- Teaching isn't meant to be done in isolation.
- We foster a collaborative space where educators exchange ideas, get feedback, and grow together.

Audience Profiles

Primary Audience: K-12 Educators

Who They Are: Classroom teachers, instructional coaches, and curriculum designers.

Their Needs:

- They want to make lessons more engaging but struggle with applying new teaching strategies effectively.
- They are overwhelmed with generic PD (professional development) sessions that don't translate into daily classroom practices.
- They need concrete, personalized feedback and modeling to feel confident implementing changes.

Secondary Audience: School Administrators & District Leaders

Who They Are: Principals, superintendents, instructional coordinators.

Their Needs:

- They seek proven, research-backed tools to enhance their schools' curriculum.
- They want to equip teachers with practical resources to improve engagement and learning outcomes.
- They need solutions that fit within existing professional development programs but offer more hands-on support.

Tertiary Audience: Parents & Education Advocates

Who They Are: Parents involved in curriculum discussions, nonprofit education groups.

Their Needs:

- They want educational content that reflects and empowers students.
- They seek better engagement strategies to support their children's learning.

Brand Differentiation

- Hands-On Support, Not Just Theory – Unlike traditional PD workshops, we provide practical lesson modeling and personalized feedback.
- Educators First – We were founded by educators, for educators, so we understand the daily realities of the classroom.
- Immediate Application – Our strategies are designed for real-world use, making them instantly impactful.
- Built for the Future – We help teachers move beyond outdated teaching methods and create student-driven, inquiry-based learning experiences.

Content & Communication Guidelines

Do's (What We Prioritize)

- Keep it practical – Always provide actionable steps, not just concepts.
- Use approachable language – Avoid jargon and keep it conversational.
- Stay student-centered – Frame everything around what benefits the student.
- Encourage reflection & application – Challenge educators to rethink and refine their teaching.
- Be uplifting – Celebrate teachers' wins and progress

Don'ts (What We Avoid)

- Avoid overly academic language – Keep things clear and engaging.
- Don't be prescriptive – Offer strategies, not rigid rules.
- Avoid negativity – Focus on solutions, not just problems.
- No one-size-fits-all approaches – Acknowledge that every classroom is different.

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VALUING EVERY VOICE,
TRANSFORMING CLASSROOMS

Thank you.

Prepared by
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