

OUR BRAND IDEA

A stronger board–
superintendent partnership.

Tagline

Informed Boards. Stronger Schools.

Descriptor · Rallying line

School board governance made clear.
One team. One set of facts.

1. Message

Every page, email and demo leads back to the partnership. Never set the board against the superintendent.

PILLAR 1

Shared facts

Both sides see the same budget, policy and results facts, with sources.

PILLAR 2

Clear roles

Guidance stays at the governance level. The board oversees; the superintendent leads.

PILLAR 3

Lasting trust

Fewer surprises and fair, goal-based evaluations build lasting trust.

TO SUPERINTENDENTS

An informed board is your strongest partner.

TO BOARD MEMBERS

Be the informed partner your district needs.

20-SECOND PITCH

"Great districts run on a strong board–superintendent partnership. SchoolBoard IQ gives both the same clear, sourced facts, so they govern together."

2. Logo



- **The mark:** a board seated together, one in brick: one team
- **Use:** primary on light · reversed on evergreen · icon when tight
- **Clear space** = mark height · **minimum** 120px (1.25 in)
- **Don't** stretch, recolor, add effects or split off "IQ"
- **Write it** "SchoolBoard IQ" (one word, capital B)

3. Color

Evergreen

#173B35 · Primary: logo, headlines, dark bands

Brick

#A8452A · Accent: "IQ", main buttons

Brass

#D4A24C · Accent on evergreen only

Sage

#DCE6DF · Soft bands and cards

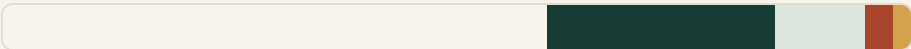
Paper

#F7F4EC · Page background

Ink · Muted

#1E2623 body text · #5B6661 captions

Rough balance on any page



Paper 60% · Evergreen 25% · Sage 10% · Brick and brass 5%. All text pairs meet WCAG AA contrast.

4. Type

Aa Headlines

Source Serif 4, Semibold. Sentence case. Fallback: Georgia.

Aa Body text

Public Sans, Regular to Bold. Fallback: Arial. Body 16px or larger on screen.

5. Voice

A **trusted chief of staff**: plain words, point first. Mention AI once; the board decides.

Say	Not
Board Advisor	Agents, AI agents
Shows its sources	Citations, RAG
Options, trade-offs	Verdicts
Help, explain	Automate, replace

6. Imagery



- **"Circle people"** drawn from the logo's shapes
- **Real photos** of boards and superintendents together
- **Never** robots, glowing brains or "AI" gradients

7. Offer at a glance

Every package serves the whole board and superintendent.

Bronze

8 areas · shared foundation

\$9,500

Silver

16 areas · recommended

\$12,500

Gold

All 24 areas

\$14,500