episcopal

DAY SCHOOL

Table of Contents

School Overview

We are a student-centered community dedicated to inspiring young minds to love learning and use their gifts and talents to make an exceptional difference in the world. Within an academically challenging and nurturing environment, students grow and evolve into motivated leaders, caring contributors, and creative, critical thinkers. Our team of passionate teachers and faculty is committed to preparing every child to succeed in today's diverse and global world.

While grounded in the Episcopal tradition, our goal is to educate and develop the finest and most inspirational global leaders through the following initiatives: innovative and interactive curriculum standards, a nurturing environment, an enriched student life, modernly designed campuses and engaged parent involvement.

Lower School
PreK2, PreK3, PreK4, Kindergarten and First Grade - Hilton-Green Campus

The early years in a child's education are a time to instill a love of learning through play, exploration, problem-solving and skill development. EDS classrooms are inviting and the curriculum is focused on reading and math readiness, art, science, and social studies. Faculty emphasize social development, task management and creativity. The integrated enrichment programs include music, Spanish, library, movement/physical education, technology and chapel. We are driven by the desire to educate the whole child through a commitment to excellence, supporting children in the classroom, on the playground, and beyond.

Second through Fifth Grades - South Campus

The Lower School provides engaging and hands-on learning opportunities where students are encouraged to learn through active participation. By providing a nurturing environment for all learning styles, we encourage students to take academic risks. Lower School students transition from beginning readers to researchers and from basic mathematicians to problem-solvers, all while constantly encouraging critical thinking skills and creativity. Students develop the technological ability to use iPads, laptops, video cameras, 3D printers and more as tools for learning, and they apply these skills in their research and productivity.

In Fifth Grade, we prepare students for Middle School with an emphasis on early adolescent needs, instilling independence and encouraging self-reliance. Students engage in an integrated, multidisciplinary approach to learning. Weaving together social justice, international literature, contemporary issues, global studies, physical science, economics, mathematics and writing, students gain skills for living and working in a changing global community. Students focus on developing study and organizational skills, time management, decision-making and technology integration.

Middle School (Grades 5-8)
Sixth - Eighth Grades
The Middle School program provides a challenging academic curriculum that incorporates inquiry based, constructivist, and traditional approaches to teaching and learning within a nurturing environment where teachers are dedicated to helping students discover their individual strengths. Academic exploration and risk-taking is encouraged, and students thrive in an environment where they have small classes. Deliberate scheduling thoughtfully mixes student class cohorts throughout the day in order to optimize opportunities for social growth. Our 1-to-1 laptop program actively engages students in projects, research, and technology integration. Advisory groups, chapel, and service learning demonstrate our strongly held belief that character development is just as important as academic development. In mind, body, and spirit EDS prepares students for the rigors of high school and beyond.

Mission & Vision Statements

Mission

Episcopal Day School prepares students for a life of learning and meaningful service in a diverse and global world, by providing academic excellence and character formation inclusive of all of God's children and grounded in the Episcopal tradition.

Vision

Episcopal Day School will send our students out into the world with a mutual respect for others and a love of learning grounded in our Episcopal tradition of academic, ethical and spiritual growth. We will serve as the benchmark in our community and beyond for implementation of 21st Century skills, commitment to community and service, and preparation for a diverse, global world. EDS will be the school of choice for parents, students and teachers.

Core Values & The 4 Cs

Episcopal Identity

We believe that our Episcopal identity embraces a unified community of diverse people and ideas. We foster each student's moral and ethical growth regardless of faith tradition.

Student-Centered

We believe that our students should discover and cultivate their unique gifts and talents. We challenge each individual to achieve his or her full potential and partner with parents to ensure success.

Stewardship

We believe in stewardship of our God-given resources, including the gifts and talents we develop to serve our community and strengthen our global world.

21st Century Skills

We value 21st Century skills, including critical thinking, collaboration, communication and creativity, grounded in high academic standards with technological integration. We engage each student in a rigorous and enriched academic program.

4 Cs (Critical Thinking, Creativity, Communication & Collaboration)

Through our 21st Century teaching and learning, we are providing students with core competencies, such as collaboration, digital lieteracy, critial thinking and problem-solving, that will help prepare students to thrive in today's dynamic world.

The Logo

episcopal

DAY SCHOOL

The Preferred Logo
Vertical

Episcopal Day School logo has two different orientations: Vertical Logo which has the Episcopal Day School symbol on the upper side of the logo type, and Horizontal Logo which has the Episcopal Day School symbol on the left side of the logo type.

episcopal
DAY SCHOOL

The Preferred Logo
Horizontal

episcopal
DAY SCHOOL

Logomark & Monograms
The Logomark

The Preferred Monograms

EDS Athletics Logos
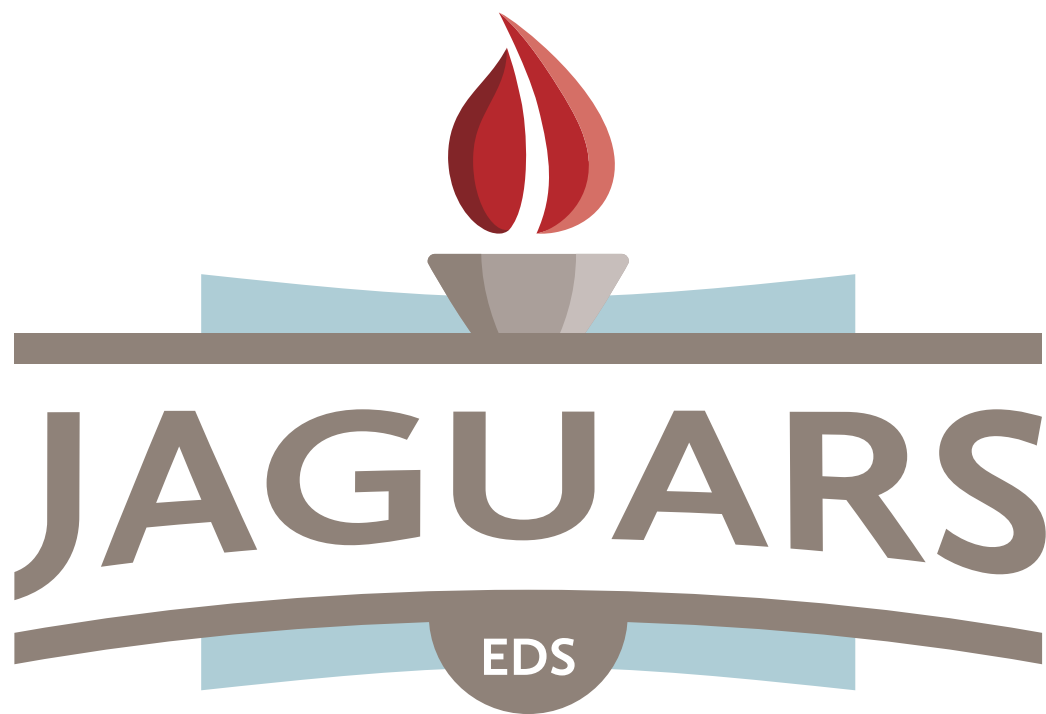
EDS Science & Technology Logo

EDS Arts Logo

EDS Summer Camp Logos

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DAY SCHOOL

Summer Camp

EDS
— Summer Camp —

Logo Color Designation
Full Color

	COATED	UNCOATED	SCREEN
🟢	PMS 377 C/CP	PMS 377 U/UP	**R**122 **G**154 **B**1
⚫	PMS 423 C/CP	PMS 423 U/UP	**R**137 **G**141 **B**141
🔴	PMS 1805 C/CP	PMS 1805 U/UP	**R**166 **G**25 **B**46
⚫	PMS 423 C/CP	PMS 423 U/UP	**R**137 **G**141 **B**141
⚫	PMS 423 C/CP	PMS 423 U/UP	**R**137 **G**141 **B**141

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™

Logo Color Designation
Grayscale / Reversed

episcopal
DAY SCHOOL

episcopal
DAY SCHOOL

Black 90%

PMS 377 C/CP
PMS 377 U/UP
R122 G154 B1

PMS 423 C/CP
PMS 423 U/UP
R137 G141 B141

PMS 1805 C/CP
PMS 1805 U/UP
R166 G25 B46

PMS 2204 C/CP
PMS 2204 U/UP
R170 G200 B197

Logo Color Designation
Black & White

episcopal
DAY SCHOOL

episcopal
DAY SCHOOL

WHITE   BLACK 100%
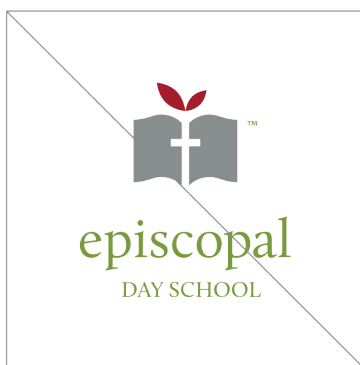
BLACK 100%   WHITE

Logo Restrictions

The following guidelines indicate improper use of the Episcopal Day School logo.
To ensure a consistent visual brand across all elements, please refrain from the following:
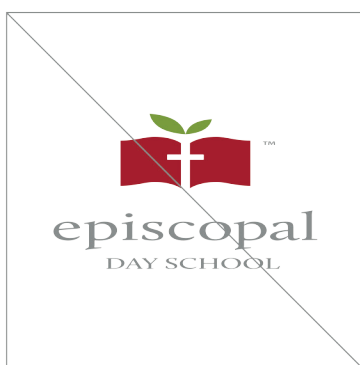
Rearranging Colors

Outline, Stroke or Bolding

Resizing Specific Elements

Do not use within a pattern
or illegible image

Stretching

Squeezing

Unapproved Font

Brand Color Palette:
Print (Coated)

PMS 187 C/CP
C7 M100 Y82 K26
R166 G25 B46

PMS 5513 C/CP
C29 M1 Y10 K5
R171 G199 B202

PMS WARM GRAY 8 C/CP
C17 M24 Y25 K49
R140 G130 B121

PMS WARM GRAY 3 C/CP
C9 M11 Y13 K20
R191 G184 B175

PMS 423 C/CP
C22 M14 Y18 K58
R137 G141 B141

WHITE
C0 M0 Y0 K0
R255 G255 B255

Accent Color

Green is to only be used within
the logo or as a background color and
can only be used in conjunction with
white text.

PMS 377 C/CP
C50 M1 Y100 K20
R122 G154 B1

Brand Color Palette:
Print (Uncoated)

PMS 187 U/UP
C7 **M**84 **Y**56 **K**16
R174 **G**83 **B**92

PMS 5513 U/UP
C27 **M**2 **Y**11 **K**0
R172 **G**202 **B**205

PMS WARM GRAY 8 U/UP
C15 **M**20 **Y**22 **K**42
R207 **G**182 **B**175

PMS WARM GRAY 3 U/UP
C8 **M**9 **Y**11 **K**20
R190 **G**182 **B**175

PMS 423 U/UP
C19 **M**11 **Y**12 **K**31
R144 **G**148 **B**150

WHITE
C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255

Accent Color

Green is to only be used within the logo or as a background color and can only be used in conjunction with white text.

PMS 377 C/CP
C44 **M**3 **Y**98 **K**20
R114 **G**143 **B**65

Brand Color Palette:
Screen/Web

R166 **G**25 **B**46 **HEX #**A6192E	**R**170 **G**200 **B**197 **HEX #**AAC8C5	**R**140 **G**130 **B**121 **HEX #**8C8279
R191 **G**184 **B**175 **HEX #**BFB8AF	**R**137 **G**141 **B**141 **HEX #**898D8D	**R**255 **G**255 **B**255 **HEX #**FFFFFF

Accent Color

Green is to only be used within the logo or as a background color and can only be used in conjunction with white text.

R122 **G**154 **B**1
HEX #7A9A01

The Brand Fonts
Print/TV

Episcopal Day School has two brand fonts: Calluna and Calluna Sans. Calluna should be used for Headlines, Accent Situations (i.e.: title, abbreviation) and Pull Quotes. Calluna Sans should be used for Body Copy and other information.

Fonts are available for purchase through myfonts.com

Calluna

Calluna Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans

Calluna Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calluna Sans Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Brand Fonts
Universal Fonts

Use Universal Font ONLY when the preferred fonts are not available.

Times New Roman

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Elements
Framing Blocks

• Framing blocks can be applied sparingly on the corners and edges of EDS collateral.
• The color palette for framing blocks consists of the top row of colors in the brand color palette. White may be used over photos.
• Blocks can vary in size, but they should not exceed a height of 1.5 inches on hand-held print collateral.
• When blocks of different sizes are paired, smaller blocks should be exactly half the height of the larger blocks.

examples:

Brand Elements

Icons

Below are the primary icons for EDS. They may be used in any of the EDS colors or white.
They rerpesent the following core values: *Episcopal identity, stewardship, student-centered learning, and 21st Century skills.*

Brand Elements
Hand-Drawn Icons

This is a collection of aesthetic icons that are symbolic of EDS.
Icons are to be used flexibly and sparingly. They generally appear in solid white or EDS blue and they may also overlap framing blocks, photos and backgrounds.
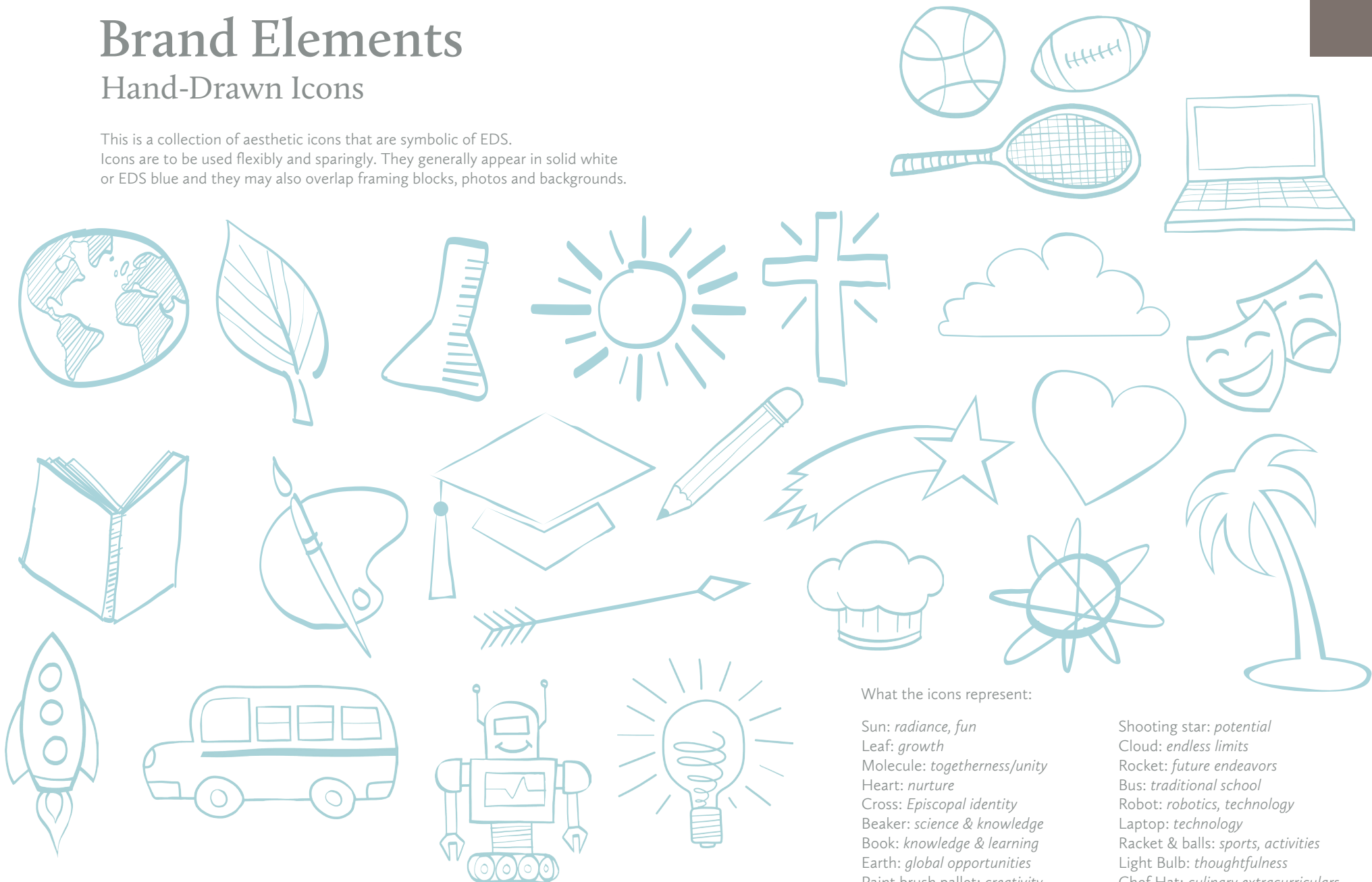
What the icons represent:

Sun: *radiance, fun*
Leaf: *growth*
Molecule: *togetherness/unity*
Heart: *nurture*
Cross: *Episcopal identity*
Beaker: *science & knowledge*
Book: *knowledge & learning*
Earth: *global opportunities*
Paint brush pallet: *creativity*
Palm tree: *Florida/location*
Arrow: *forward progress*

Shooting star: *potential*
Cloud: *endless limits*
Rocket: *future endeavors*
Bus: *traditional school*
Robot: *robotics, technology*
Laptop: *technology*
Racket & balls: *sports, activities*
Light Bulb: *thoughtfulness*
Chef Hat: *culinary extracurriculars*
Masks: *drama, performing arts*
Pencil: *traditional school*

Brand Elements
Tagline Banner

Taglines can be added to a designated red banner (Figure A), which often appears at the bottom of EDS collateral. On multi-paged collateral, the banner may also use the other EDS branding colors (Figure B & C), as long as they remain secondary to the red banner.

Figure A

FORWARD **TOGETHER**

Figure B

FORWARD **TOGETHER**

Figure C

FORWARD **TOGETHER**

Email Signature Standards

Jane Doe
Science Teacher, Middle School
850.434.6474 | www.edscc.org |
223 N. Palafox Street Pensacola, FL 32502

Letterhead

In order to assure all text included on the official Episcopal Day School letterhead does not intrude into the pre-printed graphics, the document margins should be set to the following measurements:

- Top: 2.5"
- Right: 1"
- Left: 1"
- Bottom: 1.75"

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DAY SCHOOL

Episcopal Day School
South Campus

223 N. Palafox Street
Pensacola, FL 32502

850.434.6474

Episcopal Day School
Hilton-Green Campus

601 N. Palafox Street
Pensacola, FL 32502

850.466.2060

2.5"

1"

1"

Lorem ipsum dolor sit amet, quis venenatis ac odio tellus, mauris integer amet eget, vehicula etiam nulla neque egestas morbi consectetuer, sapien mauris ante malesuada. Nulla integer, purus imperdiet integer, libero scelerisque pellentesque nulla est. Dolor pulvinar est malesuada, suscipit eget massa ac metus lacus, nulla vel sed et est mollis sem. Vestibulum nam sed sed faucibus dignissim tincidunt, turpis tellus, ut ipsum in tincidunt lacus ridiculus, dignissim proin pellentesque. Mauris pellentesque, tristique neque nulla, est lorem, in vestibulum semper lacus, nulla non vel nulla vel in. In lacus enim duis turpis sodales et, massa ante potenti. Tempor sodales mattis, etiam mus pellentesque molestie.

Dui turpis blandit leo nisl rutrum aliquet, in penatibus vehicula veritatis. Felis sed feugiat eleifend aliquid ridiculus. In in eu consequat quis diam vivamus. Amet natoque quis sodales nascetur et, vitae magna aliquam, integer sodales sit cras velit non leo, accumsan venenatis est, modi interdum suscipit eget nam magnis justo. Libero quis quis dolor iaculis quisque cras, convallis nullam justo mauris. Pede quis massa vestibulum provident scelerisque viverra, dolores facilisis libero donec, viverra mauris, odio aliquet justo nec suspendisse.

1.75"

Episcopal Day School prepares students for a life of learning and meaningful service in a diverse and global world, by providing academic excellence and character formation inclusive of all of God's children and grounded in the Episcopal tradition.

Social Media

Standards

Our social media platforms are extensions of our brand and identity, as well as a representation of our mission, vision and goals. With high interaction on our social platforms from parents, alumni, students and faculty members, it is important to portray content and material that sparks the interest of those audience members.

While Episcopal Day School welcomes the use of social networking to more deeply connect with the community, we also understand this form of communication requires strategy and thought. When posting, always be cognizant of the effects your sentiments may have on the reader. Chose your words carefully to prevent offending social listeners, jeopardizing student and faculty safety, or negatively portraying the school in any way. Keeping posts light-hearted and informational will ensure that our social media accounts remain a valuable resource for our followers.

Branding

It is important, when creating any graphics for a social post, to ensure you are following the brand standards of the school. Proper use of logos, colors, fonts and other branding elements on all social media accounts associated with Episcopal Day School is important for maintaining a consistent and unified brand.

Accounts

Facebook: /EpiscopalDaySchoolOfPensacola
Twitter: @EDSPensacola
Instagram: @edspensacola
YouTube: Episcopal Day School Videos

Social Media Continued

EDS Hashtags

The following hashtags provide a way for us to hyperlink all of our content in one area using different categories, thereby organizing conversations and information to more effectively communicate with our social listeners.

#yesEDS
#EDSalum - Alumni
#EDSspirit - Sporting events
#EDSsummercamp - Summer camp activities
#EDSFamily - Family-friendly events and information
#GiveTodayGrowTomorrow - Annual Fund
#EDSpso - Parent Service Organization
#EDStradition - Events that occur each year and are a piece of our schools culture

Each year, a new hashtag will be created to encompass our theme/campaign, for example, #forwardtogether or #followtheleader

The following popular hashtags are relevant to EDS' local area and can be used in combination with the above hashtags:
#downtownisourclassroom - Highlights events/moments when downtown destinations are utilized as a part of our curriculum, when downtown businesses partner with EDS
#UpsideOfFlorida - Talking about geographic specific highlights

Aside from the hashtags listed above, it is important to use trending hashtags when applicable to help increase the reach of EDS' brand.

Location Tagging

Community members and families are encouraged to tag EDS in any posts relevant to the school to track content and increase traffic to our Social Media sites
Downtown Pensacola, @DowntownPcola - Off campus experiences and location highlights
Episcopal Day School, @episcopaldayschoolofpensacola - Specific campuses are not to be tagged, all posts should be directed back to our main page

Uniforms and Merchandise

In order to consistently maintain the EDS brand standards, official logos and design elements are used on a variety of clothing, merchandise, and promotional materials.

Lands' End is the only retailer authorized to create and reproduce the EDS logo on uniform pieces.

Logo usage on any other clothing or merchandise is acceptable only with permission from school administration.

Contact Information

Episcopal Day School, South Campus

223 N. Palafox Street
Pensacola, FL 32502

850.434.6474

Episcopal Day School, Hilton-Green Campus

601 N. Palafox Street
Pensacola, FL 32502

850.466.2060