



CORVALLIS HIGH SCHOOL REBRANDING

Introduction

My name is Jeremy Reukauf and I am the father of two Corvallis High School students, Addison and Vivian Reukauf. I am also a student in the graphic design program at Oregon State University. For a class project, we had to pick a business or organization that we felt could benefit from a rebrand. I chose CHS because of my personal ties to your amazing school and because I thought there was a huge potential to show how special and unique this school is.

Currently, three different Spartan logos represent the school today. They are the traditional male Spartan, the simplified Spartan helmet with triangles in the plume, and a new logo that is currently only present on your website. The first two have done a great job representing CHS in the past but now look outdated and they are very similar to many other school's Spartan logos. The newest logo is more modern but it could be redesigned to better represent the strength of the student body.

The colors of your school are Columbia Blue and White. Columbia Blue can vary widely so it is important to define a specific color so there is consistency with the brand.

In the following pages I will explain where my inspirations came from and why I made the decision I did during the process of the rebrand. I am willing to give you all of the print ready designs if you would like. If you have any questions or if you would like to discuss this project further please do not hesitate to contact me at reukauf@msn.com.





Brand Audit

Thorough research is the key to any successful rebrand. Understanding the institution and who they serve is of central importance. During the audit of Corvallis High School, it was found that you are doing a great job with your written messaging. Where improvement is needed is with your visual identity system. The use of your colors and logo needs to be consistent. CHS's logo could better represent how unique the high school is. You institution could benefit from a style or branding guide that you and your athletic departments could follow so you maintain a coherent and professional image.



Your rivals, the Crescent Valley Raiders, have a weak messaging system but their overall visual branding is much stronger. They use their logo consistently so there is never a doubt of who they are.



LOGO(S)

There are currently three logos that are being used that represent Corvallis High School. The inconsistency is confusing. The oldest logo looks outdated and is male and does not represent the student body.



WEBSITE

Overall, the website is designed well and easy to navigate. It is using the same template as their rival's, Crescent Valley. I believe that all Corvallis School District sites use this template because it is provided by the district. The slide-show doesn't have a real function. It doesn't link to anywhere on the site.



APPAREL

The logo inconsistency can be seen on the apparel. The helmets are not facing the same direction. The school colors are not consistent.



EMAILS

The emails that are sent are text only and void of any branding with the exception of the occasional email signature with a picture of the Spartan's statue. They are very information heavy but are not targeted based on customer type. They also don't direct readers back to the website. Instead, all of the information is listed in a very long email. They don't have any clear calls-to-action.

RESEARCH



Spartan Mascots

The Spartan logo is very popular with schools and universities. The logo for San José State University is very similar to one of your current logos. Also, the male Spartan turned to the side is prevalent through my research. This is why it was decided to do a front facing helmet. A front facing helmet would also address the issue of profile logos pointing the wrong direction.





Case study by Lukasz Ruszel

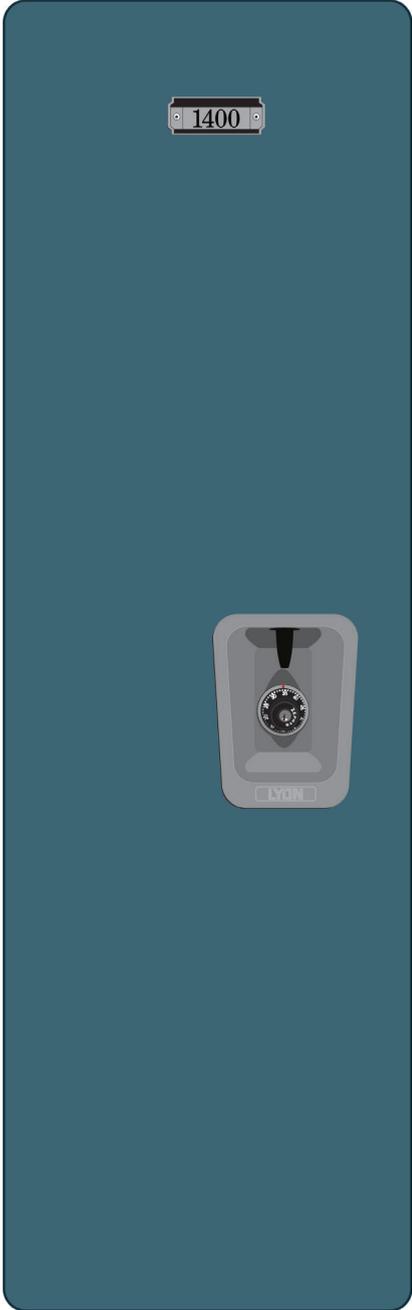
PROCESS HIGHLIGHTS

Mood Board

Creating a mood board helps designers show their clients what they are visualizing for a rebranding project. It is a collection of images, text, colors, shapes, fonts, and designs. For Corvallis High School, the mood board was made into the shape of a Lyon's locker. The number on the outside of the locker is 1400 for your actual address. The inside of the locker is decorated with images that helped in the rebranding process.

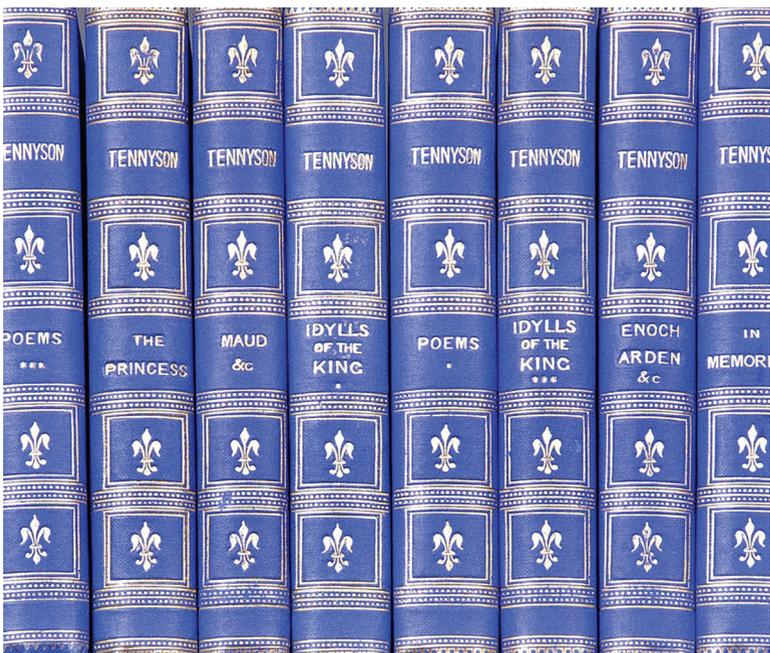


IMAGERY - Athena is the Greek goddess of wisdom and battle. She also represents the arts and democracy. This statue symbolizes the academics and the athletics of your school.



Color

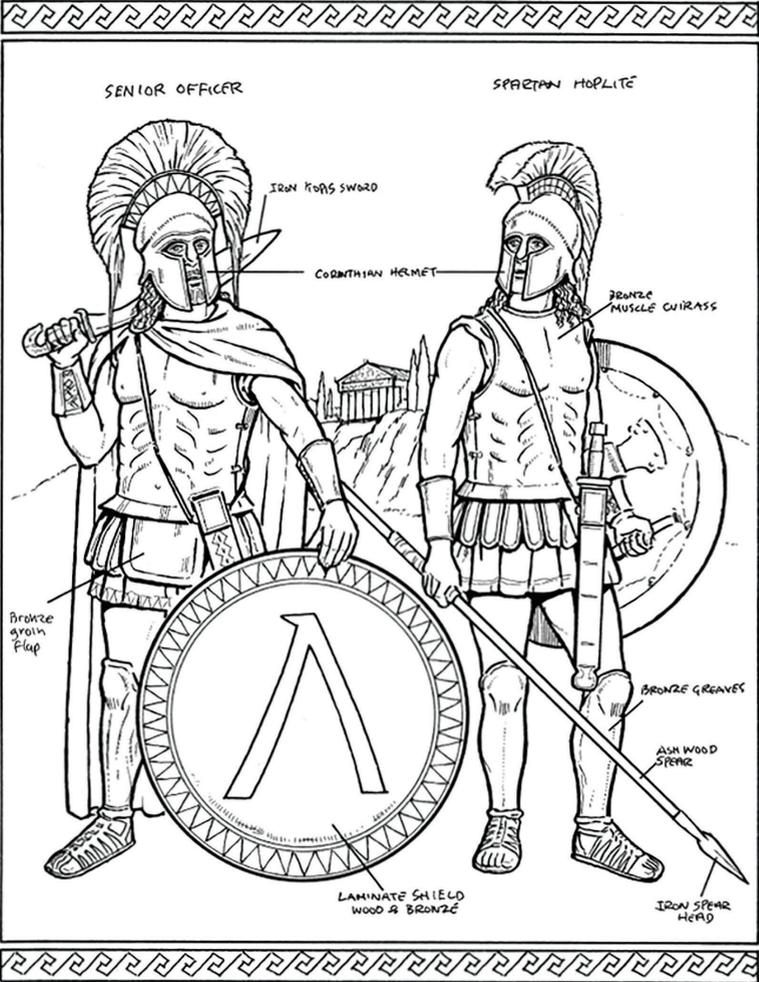
CHS's rival is the Crescent Valley Raiders. Their colors are maroon and gold. The opposite of these colors would be blue and silver. This combination is striking together and is a great counter to your rival's colors. The color silver represents sophistication and light blue represents freshness, freedom, and tranquility.



PROCESS HIGHLIGHTS

Helmet

Plumed helmets made Spartan soldiers appear much more imposing in battle. Senior Spartan officers wore helmets that had the plumes turned to its side.



Sword

The primary weapons of the Spartan warrior were the sword and the spear. In the hands of a Spartan warrior, they were deadly. Here the shape of the sword is used in the decorative tail.



Spartans



Spartans



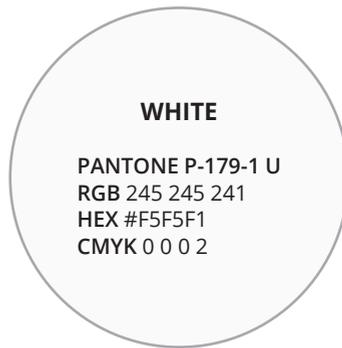
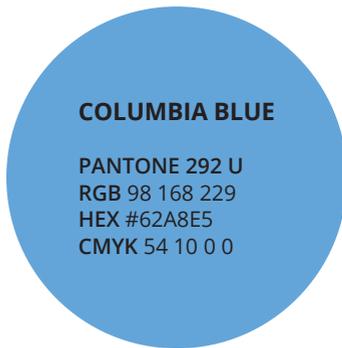
BRANDING ELEMENTS



Color

The primary colors for the Spartans are Columbia Blue and White. These are specific Pantone colors so there is consistency when printing or using the logos online.

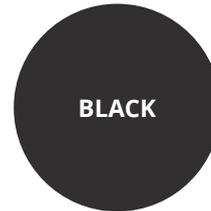
The secondary colors are Navy Blue, Silver, and Black. These should only be used to sparingly with Columbia Blue and White.



PANTONE
281 U
RGB 63 74 117
HEX #3F4A75
CMYK 99 75 3 25



PANTONE
P 179-6 U
RGB 163 161 159
HEX #A3A19F
CMYK 0 0 0 40



PANTONE
179-15 U
RGB 86 82 78
HEX #56524E
CMYK 0 0 0 95

Typography

The typefaces that were chosen are free and can be easily distributed as needed.

Open Sans – This sans serif font complements both Droid Serif and SF Collegiate. Use the font for body text and sub headlines. It is neutral and has a friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

- Open Sans Regular
- Open Sans Light
- Open Sans Semibold
- Open Sans Bold
- Open Sans Extrabold

Droid Serif Regular – The Droid Serif font family features a contemporary appearance and was designed for comfortable reading on screen. It is modern, attractive, and scholarly. It is best used for headlines .

Droid Serif Regular

SF Collegiate Solid Regular – This typeface captures the spirit of high school. It provides a traditional varsity athletics look. It is strong, bold and complements the neutral look of Open Sans. It should be used to represent athletic programs, clubs and groups.

SF COLLEGIATE SOLID REGULAR

Images

When picking images that characterize Corvallis High School try to pick pictures that represent the diversity that makes up the student body.



Patterns

This classic Greek pattern can be used in many interesting ways for CHS. It can be a collar around a sports jersey or a horizontal line at the top of an email. It can be any of the primary or secondary colors depending on the background it is placed.



Voice

The personality of the voice for your brand should be strong, full of pride, and accepting. Always consider your audience. Adjust your voice if you are talking with students or their parents. The voice of your brand should be inspiring and bold. Use action verbs and short phrases whenever possible.

BRANDING SIGNATURES



Primary Logo

This new institutional logo is modern and better represents the strength of Corvallis High School's academics and athletics. The helmets of Spartan officers had the plume crosswise. This made them appear to be larger and it was more intimidating to their enemies.

This mark should be used to represent any school activities. This mark should not be altered in any way.



Black background



Black and White



Horizontal Version

Unacceptable Logo Use



Do not stretch or distort the logo.



Do not add design elements to the logo.



Do not use unapproved colors.



Do not alter the arrangement.



Do not rotate the logo.

School Seal

Inside the round Spartan shield is the passing of the torch of knowledge. The seal is bordered by Greek laurels which symbolizes honor and victory. This mark should only be used for formal documents or official school communications from the school.



Script Logo

This mark should be used primarily for the baseball and softball teams. In the past, only "Corvallis" was represented on the jerseys of the players. This logo allows Corvallis High School the ability to visually display the word Spartans. The script's tail is in the shape of an ancient Spartan sword.

BRANDING COLLATERAL



Touchpoints

Here are some examples of how the logos would look like on different products. Stadium chair covers, rally towels, car decals, spirit flags, face stickers, and megaphone decals would be good places to place the new brand.



Back of a football helmet





