

Always
HOME

THE CAMPAIGN FOR HARBOR DAY

BRAND TOOLKIT

BRAND PLATFORM

A horizontal yellow brushstroke underline is positioned directly beneath the text "BRAND PLATFORM".

ALWAYS HOME

THE HARBOR DAY EDUCATION IS MADE POSSIBLE BY A POWERFUL SENSE OF “HOME”—

a shared spirit that springs from the pervasive warmth and interconnectedness that binds our students, teachers, and alumni across generations.

For the people of Harbor Day, “home” is not a physical space but a tradition of mutual respect and a legacy of shared affinity for our special approach to learning and community.

We embark on this campaign tethered to the spirit of home—combining the cherished culture that makes us who we are with a new facility that will:

- 1 UNLEASH THE FULL POTENTIAL OF OUR TALENTED FACULTY**
 - 2 TRANSFORM LEARNING FOR OUR STUDENTS**
 - 3 ALLOW HDS TO EMERGE AS THE EVEN GREATER
SCHOOL (AND EXEMPLAR) WE ARE SO WELL-POSITIONED
TO BECOME**
-

Voice

Presented in first person plural to invoke and address the school's cross-generational family/community, the voice is warm, optimistic, and inclusive.

The tone is confident and aspirational, elevated by the mantle of leadership and clarity of vision. Stakeholders should be inspired by affiliation.

A platform of strong statements supported by lyrical fragments, the narrative style invites nostalgic reflection on Harbor Day's proud history and timeless values while looking boldly and unapologetically forward.

POSITIONING STATEMENT

Rational, plainspoken, detailed articulation of what HDS is today

One of the region's most **HIGHLY REGARDED
AND SOUGHT-AFTER** schools at any level

DISTINGUISHED by an energetic, resourceful,
innovative, and collaborative **FACULTY**

Who are devoted to teaching to each student's
INDIVIDUAL INTERESTS and learning styles

In a close-knit, multi-generational **COMMUNITY
THAT FEELS AND FUNCTIONS LIKE A SECOND FAMILY**

With **REMARKABLE BREADTH AND QUALITY**
of arts and athletics offerings

And a nearly 70-year heritage of success in integrating
CHARACTER DEVELOPMENT into the student experience

VISION STATEMENT

Grounded, realistic articulation of what HDS seeks
to become through campaign success

By offering **LEARNING SPACES
THAT WILL UNLEASH THE FULL
POTENTIAL** of its extraordinary
teachers, Harbor Day is
poised to become a national
model for K-8 education.

VALUE PROPOSITION

What makes us compelling and attractive to the marketplace;
or “Why invest in Harbor Day?”

Harbor Day combines
EXCELLENCE IN TEACHING,
the **PRINCIPLES OF FAMILY,**
and **LEARNING DESIGNED TO**
ENCOURAGE COLLABORATION—
equipping students with the intellectual
tools, social confidence, and community
mindset needed to distinguish themselves
in any context and make meaningful
contributions to the world.

CAMPAIGN IDENTITY

A horizontal yellow brushstroke underline is positioned directly beneath the word "CAMPAIGN" in the title.

CAMPAIGN LOGOS



5-Color:
HD_AlwaysHome_Logo_5clr_
PMS662.eps

4-Color:
HD_AlwaysHome_Logo_4clr_
CMYK.eps



5-Color:
HD_AlwaysHome_Logo_5clr_
PMS662_blue_container.eps

4-Color:
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CMYK_blue_container.eps



1-Color:
HD_AlwaysHome_Logo_1clr_
outline.eps



1-Color:
HD_AlwaysHome_Logo_1clr.eps



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CMYK_rev.eps



5-Color:
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CMYK_rev_container.eps



1-Color:
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rev_outline.eps



1-Color:
HD_AlwaysHome_Logo_1clr_
rev.eps

CAMPAIGN ARTWORK

5-Color:

HD_AlwaysHome_
ElementsLogo_5clr_PMS662.eps

4-Color:

HD_AlwaysHome_
ElementsLogo_4clr_CMYK.eps



Usage: The campaign artwork should always be used at a width of 4" or larger. This is placeholder text for more information about appropriate usage of this mark.

5-Color:

HD_AlwaysHome_ElementsLogo_5clr_
PMS662_rev_container.eps

4-Color:

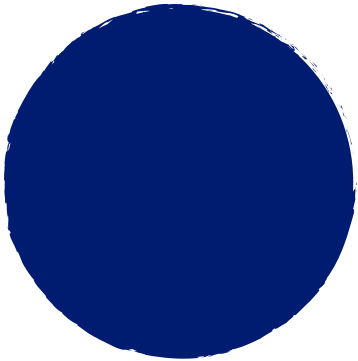
HD_AlwaysHome_ElementsLogo_4clr_
CMYK_rev_container.eps



CREATIVE ASSETS

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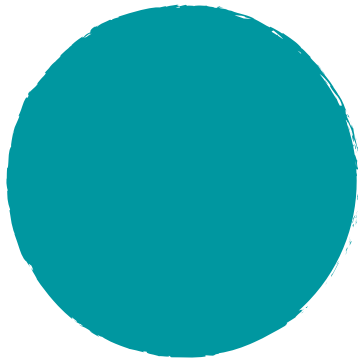
COLOR PALETTE



Pantone 662 Blue

CMYK: 100/87/0/20

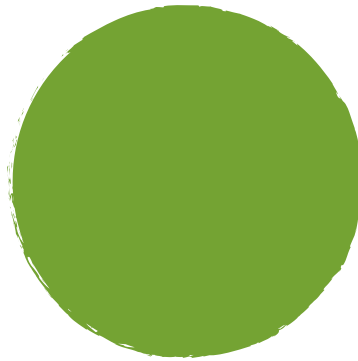
RGB: 0/26/112



Pantone 321 Teal

CMYK: 96/3/35/12

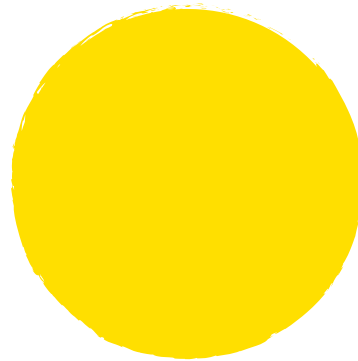
RGB: 0/140/149



Pantone 377 Green

CMYK: 50/1/100/20

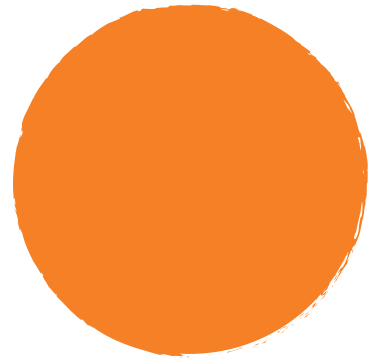
RGB: 122/154/1



Pantone 109 Yellow

CMYK: 0/0/100/0

RGB: 259/205/0



Pantone 1585 Orange

CMYK: 0/61/97/0

RGB: 216/96/24



GRAPHICS

Icons, containers, rules, and custom lettering may feature a **Charcoal Feather** outline to add youthfulness to the materials and to create a cohesive look across all campaign materials. This brush will be found in Adobe Illustrator within the “Artistic_ChalkCharcoalPencil” brush palette.

Icons



Custom Lettering:

Add the charcoal feather outline to Gotham Medium or Bold
Multi-color lettering may be used sparingly and for emphasis

GROW.
EXPERTS

Containers



“First and foremost, we believe in the immense, positive impact HDS teachers make in our children’s lives. They deserve the best tools. Our hope is that this gift will inspire others to support Always Home.”

harborday.org/alwayshome






25% increase in average classroom size

50% expansion of collaborative spaces

37% increase in space for the performing arts

Custom Rules:
Measured use of charcoal feather underscores add graphic flourish to the campaign’s look and feel.

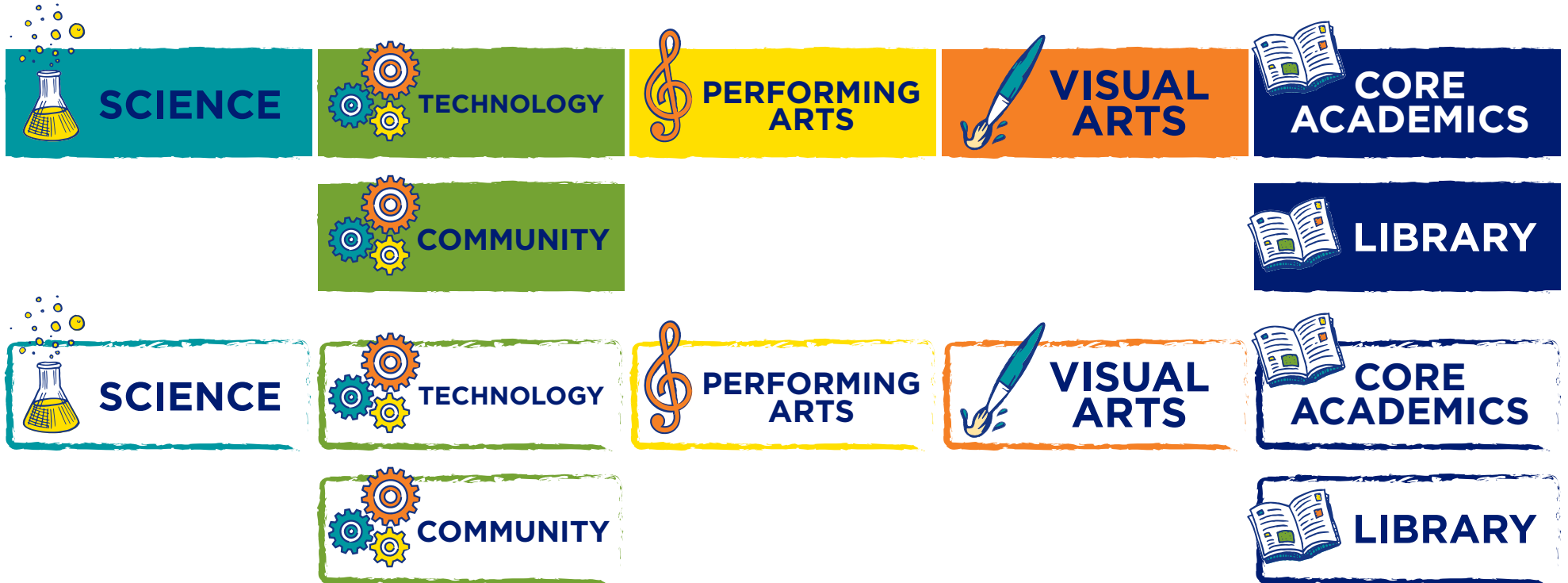
PROGRAM COLOR AND ICON COMPANIONS

SCIENCE		
TECHNOLOGY, COMMUNITY		
PERFORMING ARTS		
VISUAL ARTS		
CORE ACADEMICS, LIBRARY		



Yes!

The following color and icon combinations achieve adequate visual contrast while giving each program equal prominence and avoiding an unintended visual hierarchy.



No!
Inadequate contrast



No!
Inadequate contrast



No!
Inadequate contrast



No!
Competing prominence



TYPOGRAPHY

Gotham

Gotham may be used to set all caps headlines, all caps or upper/lowercase subheads, body text, and callouts.

Gotham Bold

Gotham Bold Italic

Gotham Medium

Gotham Medium Italic

Gotham Book

Gotham Book Italic

Gotham Light

Gotham Light Italic

Gotham Narrow

Gotham Narrow may be used to set all caps headlines, upper/lowercase subheads, and small sidebar text or captions.

Gotham Narrow Bold

Gotham Narrow Bold Italic

Gotham Narrow Medium

Gotham Narrow Medium Italic

Gotham Narrow Book

Gotham Narrow Book Italic

Gotham Narrow Light

Gotham Narrow Light Italic

ITC Galliard

ITC Galliard may be used for upper/lowercase body copy and supporting text. It should never be used for headlines, sub heads, small sidebar text, or captions.

ITC Galliard Roman

ITC Galliard Roman Italic

ITC Galliard Bold

ITC Galliard Bold Italic

Diamant Handwriting

Diamant Handwriting may be used sparingly. It will not read well at point sizes smaller than 20. Stand-alone text is recommended over using it within a paragraph of text set in Gotham or ITC Galliard.

Diamant Handwriting



PHOTOGRAPHY



Images and portraiture should capture the Harbor Day School community feeling at ease and at home in their environment. Since the space will be changing, it's important to focus in on the subjects, their learning, and their relationships. All images should look warm, bright, crisp, and colorful.

STATIONERY

Letterhead



Business Card



Olivia Baumgartner, CFRE
Director of Development

Phone: 949.640.1410

obaumgartner@harborday.org

HARBOR DAY SCHOOL
3443 Pacific View Drive
Corona Del Mar, CA 92625

Envelope



HARBOR DAY SCHOOL

DEVELOPMENT OFFICE
3443 Pacific View Drive
Corona Del Mar, CA 92625



Notecard

Always
HOME
THE CAMPAIGN FOR HARBOR DAY



Envelope

Always
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THE CAMPAIGN FOR HARBOR DAY



Harbor Day School
3443 Pacific View Drive
Corona Del Mar, CA 92625

DIGITAL

PRESENTATION TEMPLATE

Text on topic screens should be set as large as possible. Depending on the amount of text, this could be as small as 40pt or as large as 100pt type.

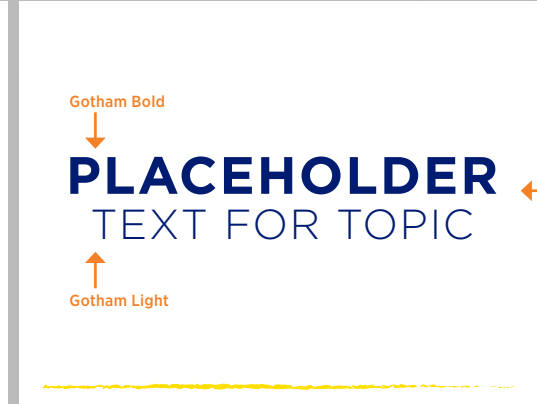
Title Screen



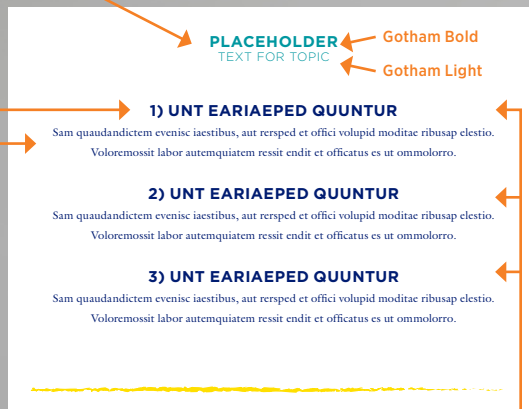
Topic Introduction Screen - Option 1



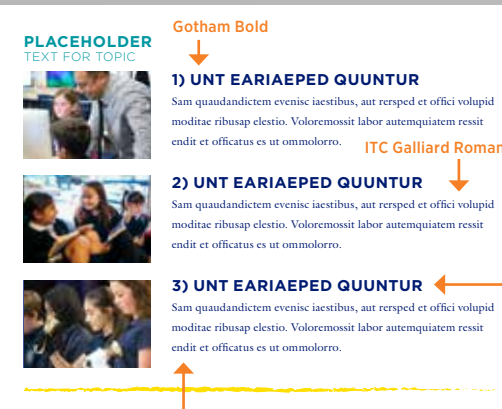
Topic Introduction Screen - Option 2



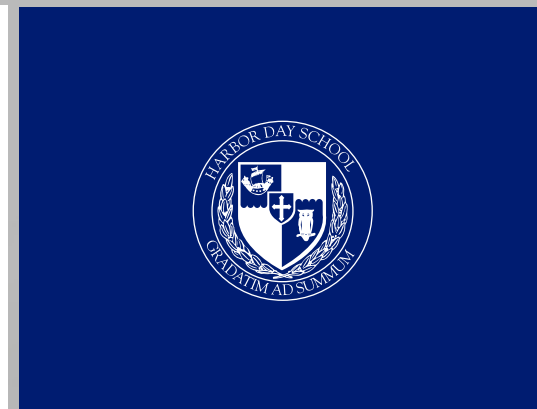
Sub-Content Screen - Option 1



Sub-Content Screen - Option 2



End Screen



Repeating the topic on sub-content screens creates wayfinding for the view. These should be set much smaller than they were previously, 20pt to 40pt type depending on the amount of text.

Main points or lead-in text should be set larger than supporting paragraphs. Main points could be set anywhere from 20pt to 40pt depending on the amount of text and number of points on a screen.

Supporting paragraph text should be set smaller than the main points, anywhere from 15pt to 30pt type.

Consistent sizing on any given screen will create a polished presentation.

DIGITAL APPLICATIONS

Campaign Newsletter



ALWAYS HOME • THE CAMPAIGN FOR HARBOR DAY • June 2020

News From
HOME
UPDATES ON THE CAMPAIGN

FROM THE CHAIRS



FIRSTNAME LASTNAME,
FIRSTNAME LASTNAME, AND
FIRSTNAME LASTNAME

Idibus trumqua conet id quatium una volupta quia veliae calloredo dolent hil modi qui neque reroriti et ut qui remuenda sim cuncta pretium autemquam sim quosque paria ac est labora ea doloretum inliti equato quida arum rem facis aut volere, supero ducipiam libent scietis ubiueant, si ius.

As eic tenlil magiste nederuente venati orerite aut diten. Nam facpro sprendit id quamet que puchil inum nos acculpa tum re laborum voluerorid que adiguisse si dolenti aliquo planti qis pligenis con dolo tem enia et mod et ius dolorem et re nonequam aringeyren in conet munda qui enim quo libent et extend acetum quonius illitit.

DONOR SPOTLIGHT:
FIRSTNAME LASTNAME AND FIRSTNAME LASTNAME



"Kind and forward, we believe in the power, positive impact HDS teachers make in our children's lives. They deserve the best tools. Our hope is that this gift will inspire others to support Always Home."

Idibus trumqua conet id quatium una volupta quia veliae calloredo dolent hil modi qui neque reroriti et ut qui remuenda sim cuncta pretium autemquam sim quosque paria ac est labora ea doloretum inliti equato quida arum rem facis aut volere, supero ducipiam libent scietis ubiueant, si ius. As eic tenlil magiste nederuente venati orerite aut diten. Nam facpro sprendit id quamet que puchil inum nos acculpa tum re laborum voluerorid.

TELLING OUR STORY
AN INVESTMENT IN THE ALWAYS HOME CAMPAIGN WILL:

Unleash the full potential of our talented faculty...
Giving them room to collaborate on groundbreaking instruction and supporting our priority to recruit and retain the nation's top teachers.

Elevate the educational experience for our students...
Expanding spaces that promote creativity and hands-on, team-based learning.

Cement our standing as a national powerhouse in K-8 education...
Signaled by our future-oriented vision for adaptable physical spaces and a landmark school-community investment in it.

Preserve for generations to come the sense of comfort and home that is the hallmark of the HDS experience...
Poring over familiar features (and the associated values) that are beloved community touchstones.

harborday.org/alwayshome

Always
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THE CAMPAIGN FOR HARBOR DAY

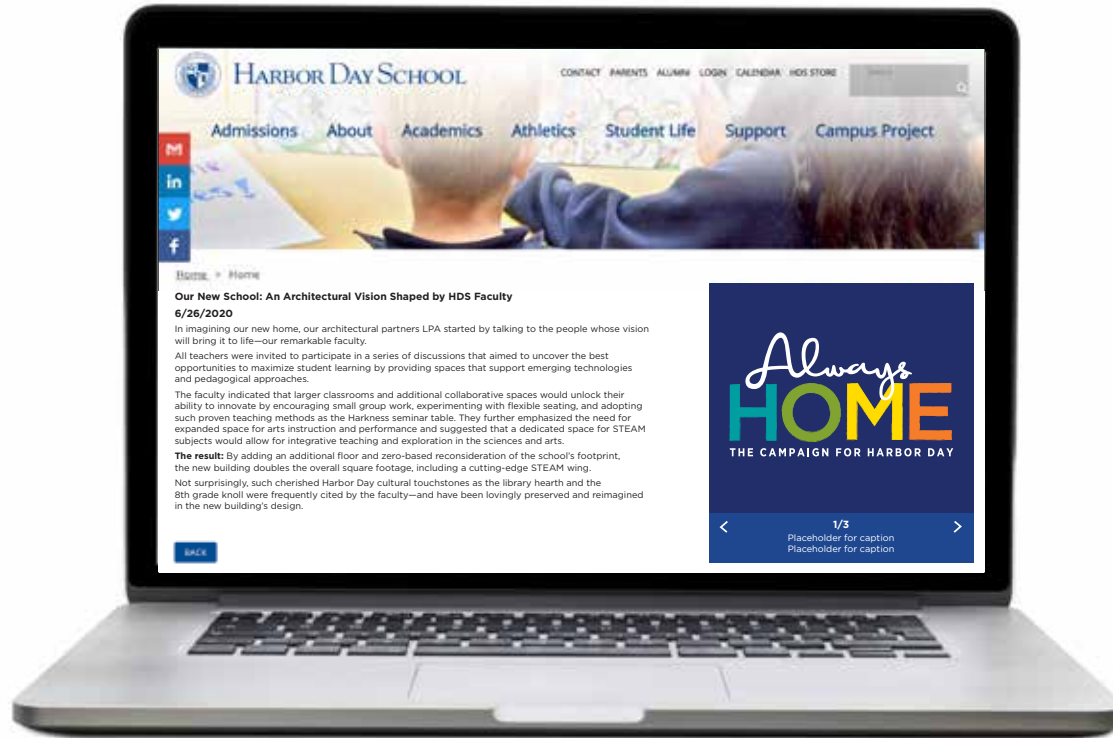
846.640.1440 • alwayshome@harborday.org • 5443 Pacific View Drive, Corona Del Mar, CA 92625



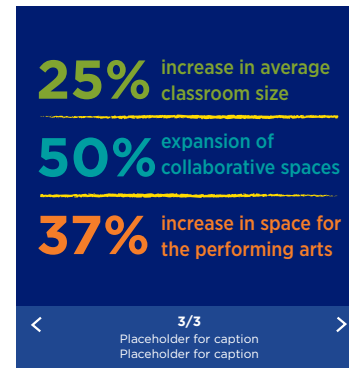
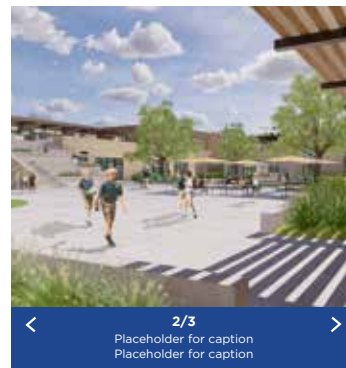
Website: Desktop and Mobile



Website News Section



Website News Image Carousel



COLLATERAL

A thick, yellow, hand-drawn style brushstroke underline is positioned directly beneath the word "COLLATERAL".

ENVIRONMENTAL APPLICATIONS

Construction Banner



CAMPAIGN COLLATERAL

Prospect Cultivation Kit



AT
SCHOOL,
OUR
STUDENTS
ARE
HOME

KNOWING THEY BELONG,

that their love of learning is shared, that they'll
always be part of this community.

But their home is not a place, not a building.
Not a thing that can crumble or fade.

The Harbor Day home is a culture, a spirit,
a commitment. To ourselves and to each other.
To learning and to laughter. To family. To community.

To our future.

In building a new Harbor Day, we will
preserve our cherished traditions while inviting the
innovations and improvements to learning and
community that will be made possible by much
larger and technology-forward facilities.

**While expanding our footprint and opening
new doors, we'll stay right here where we've
always been—and always will be.**



DESIGNED BY THE EXPERTS



THEY SPOKE,
AND WE
LISTENED.



The design of our new facility has been shaped by the insights of our teachers—the people whose ideas and energy will bring it to life.

The result: Larger classrooms that better support seminar-style discussion, a doubling of areas for collaborative learning, much more space for the arts, and a new STEAM wing where students can test their creativity as they explore science-related concepts.

Prospect Cultivation Kit



25%
increase in
average
classroom
size will allow
our teachers
the room they
need to
implement the
Harkness-
style seminar
discussions that
help students
develop and
hone their
critical thinking,
analytical
reasoning,
and spoken
communication
skills.