ed-fi ALLIANCE

BRAND GUIDELINES

Ed-Fi Alliance

v1 | Updated 02/26/19

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THE ED-FI MESSAGE

Introduction

The Ed-Fi Alliance Brand Guidelines have been developed to ensure the Ed-Fi Alliance marks are used properly and consistently. The Ed-Fi Alliance trademarks (marks) are source identifiers that, if used correctly, will strengthen business reputation and goodwill. Proper use of all of the Ed-Fi Alliance trademarks will maintain and enhance the strength of the Ed-Fi Alliance marks and related goodwill. Failure to use the Ed-Fi Alliance marks correctly and consistently may result in dilution of the marks, and may even cause the marks to be deemed abandoned or to enter the public domain as common terms that can be used by everybody. It is therefore essential that all authorized users of the Ed-Fi marks take the necessary steps to ensure their protection. These guidelines were developed to support licensees in the use of the Ed-Fi marks and to guide all those involved in communicating the benefits of the Ed-Fi initiative in internal and external communications, documents, websites and other digital mediums.

These guidelines apply to all Ed-Fi technology licensees. The license agreement you signed with the Ed-Fi Alliance (the “Alliance”) may have special trademark and logo usage guidelines different than the Guidelines set forth here. All Ed-Fi technology licensees should use these Brand and Trademark Guidelines. If you are a licensee, but have been provided no special guidelines, then follow these guidelines.

The Alliance reserves the right to make changes to these guidelines as it deems necessary or appropriate at any time.

These guidelines do not in any way constitute a trademark license agreement apart or independent from a full trademark license agreement or otherwise grant permission to a third party to use the Ed-Fi marks.

Ed-Fi Alliance, Ed-Fi, Ed-Fi Certified, the Ed-Fi Alliance logo, the Ed-Fi logo, the Ed-Fi Certified logos are trademarks of the Ed-Fi Alliance.

For further information, please contact info@ed-fi.org.

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About the Ed-Fi Alliance

The Ed-Fi Alliance, LLC, was founded as an organization dedicated to empowering educators with real-time, actionable education data on every student in their classroom, school, district or state. The organization provides and continually innovates on Ed-Fi technology — the Ed-Fi Data Standard, the Ed-Fi Data Exchange Standards and the Ed-Fi Technology Suite — available for free under license. These integrate and organize raw education data and information from a broad range of existing data sources so it can be sifted, analyzed and put to use every day.

Ed-Fi technology exists to make a difference for millions of kids...one teacher, one class, one child at a time by transforming data into insights that make it easier for teachers to teach, for students to learn and for schools to succeed. Ed-Fi technology is an educational data standard and tool suite (unifying data model, data exchange framework, application framework, and sample dashboard source code) that enables vital academic information on K-12 students to be consolidated from the different data systems of school districts while leaving the management and governance of data within those districts and states. Ed-Fi components act as a translator of academic data, integrating and organizing information so that educators can start addressing the individual needs of each student from day one, and can measure progress and refine action plans throughout the school year.

Ed-Fi technology can be licensed from the Ed-Fi Alliance free of charge by districts, state education agencies and vendors. Licensees gain unrestricted access to all Ed-Fi technology components and maintain ownership of derivative works. For more information, visit www.ed-fi.org.

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Mission Statement

To empower a community of educators and innovators with real-time, comprehensive data from any technology tool, supporting every learners' success.

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The Vision

In every classroom, every teacher can see all of the data related to every student, in real-time. With these insights at their fingertips, teachers are free to do what they're called to do: deliver the finest education possible. No more wasted weekends trying to make sense of outdated data in spreadsheets, no more disconnected data systems. , no more seeing technology as a burden. Personalized learning is the new normal.

In every school district, every superintendent and school board instantly understand how their schools, students, and teachers are performing. With total information at their fingertips—not just test scores, but every data point that influences how students learn—district leadership can make smarter strategic decisions about how they deploy resources both now and for the future.

In every state education agency, education leaders gather district-level data reports regularly, efficiently, and accurately. With all student data speaking the same "language," the state agency can effectively use federal support funding and better allocate its resources and policy priorities.

For education technology providers, we envision a future where technology platforms all speak the same language while retaining the unique product features that make them valuable. When all platforms are unified through interoperability they are able to securely bring data in and out in order to better serve educators and learners.

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Brand Tone

Collaborative

We will work with any group that wants to achieve affordable, secure, and open data interoperability.

Visionary

We have a big, bold vision of the future—and we want to keep everyone focused on what could be possible with total data interoperability.

Practical

Through the Ed-Fi Academy, we offer on-demand learning to ensure Ed-Fi is implemented successfully and efficiently.

Transparent

We will speak openly, directly, and frankly about our work—including the challenges and opportunities we face along the way.

Guiding Principles

Collaboration

Interoperability is a big problem that requires all hands on deck. No one organization, company, school or state has all the tools or expertise required to meet the larger need, and we must collaborate and work together to find solutions now. Collaboration is at the heart of the Ed-Fi Alliance.

Transparency

We pride ourselves on being transparent with the Ed-Fi Community and within the larger ed-tech sector. Our mission, our goals, and our operations live in plain view.

Responsibility

We are solving an entrenched problem in order to support educators and students. Our work is driven by a profound responsibility to the communities that we serve. We must work with urgency to find solutions where they exist, and meet the demands of the sector where they are.

Community-Defined

We are led by our users and are agile enough to meet their needs while following a structured roadmap to execute on our shared vision. Our governance structure ensures that community voices and expert opinions are woven into our decision-making process.

Free and Open

The Ed-Fi Data Standard is free and fully open for anyone to use without a license. We have no profit motive, so we can focus on what educators and students need. All of the Ed-Fi code is free of charge.

Continuous Improvement

We learn by doing, we are action-oriented, and we are continuously improving on our processes, our technology, and our community engagement.

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Logo Color Versions

Color Logo only
Preferred use on white backgrounds.
Avoid placement on or over any other color.
Only appears in CMYK process color.

Drop Out Color Logo on Black
Preferred use on black backgrounds.
Only appears in CMYK process color.

Drop Out Color Logo on Color
Can appear on a color background with a subtle drop shadow. Is most effective over treated photos with a gradient overlay.
Only appears in CMYK process color.

Drop Out White Logo on Color
Primarily used on applications where a one-color logo is the only option. Event branding and on wearables is where this version most often shows up.

Grayscale Logo
Only appears on white background/no drop out placement. Only use if color is not an available option.

LOGOS

Minimum Size

Setting a minimum size helps to insure that the marks are always legible. The minimum size for print applications differs from the minimum size for digital and web applications. Please ensure that you use the appropriate sizes for the different mediums.

Minimum print size: 2.0 inches in length
Minimum web/digital size: 1.5 inches or 150 pixels

The minimum size is measured with the clear space included in the total width of the logo/symbol. The minimum print size for the logo is 675 pixels in length and 322 pixels in length for the symbol. Logos and symbols for the web need to be at least 150 pixels and 71 pixels wide respectively.

Helpful suggestion: Good, legible sizes for the web that have proven to work

recommended size 2”

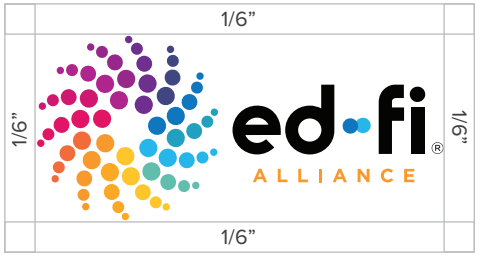
minimum size 1.5”

LOGOS

Clearspace

Maintaining a clean and uncluttered space around the Ed-Fi Alliance logo maximizes the visual impact of the brand. For your convenience, all available logo files are pre-built with the clear space around them.

Clear space is required around the logo and symbol regardless of medium or implementation.



Vendor Certification

In many instances, an Ed-Fi Certified Partner logo — certified School Information System (SIS), certified Assessment and certified Supplemental Instruction (SI) — may coexist with the logos of other organizations, services or applications. Use the following examples according to the type of relationship. The gray rectangle is an illustration of size and placement.

Both the Ed-Fi Certified Partner logo and the licensee logo should be equal optically in size. If this is applied to vendor-branded materials, the licensee logo may be positioned in a primary position on the left side and the Ed-Fi Certified Partner logo in a secondary position to the right. When space is limited horizontally, the licensee logo and Ed-Fi Certified Partner logo can be stacked on top of each other with the Ed-Fi Certified Partner logo at the bottom.

Refer to the minimum size requirements within this guide for use of the Ed-Fi Alliance trademarks.

Horizontal Application

Vertical Application

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Ed-Fi Certified Partner Logo Placement Guidelines

Dashboard or Application/Solution: A licensee may place the Ed-Fi Certified Partner logos — certified Student Information System (SIS), certified Assessment and certified System Integrator (SI) — within a dashboard product or application/solution implementation in a manner that indicates that only that tool or application has been certified by Ed-Fi. Placement may be on the log-in page for an application, within the footer section of the dashboard or application itself or in both locations. Minimum size requirements must be followed.

Technical documentation: The applicable Ed-Fi Certified Partner logos must be in the compliance section, specifications section or installation instructions of a dashboard or application/solution wherein Ed-Fi technology has been implemented as part of that solution or product.

Website: The licensee must place the Ed-Fi Certified Partner logo on its website in a manner that associates the logo only with the relevant dashboard product, application/solution, ODS or data warehouse wherein Ed-Fi technology has been implemented as part of that solution or product. The ideal location for the Ed-Fi Certified Partner logo is directly adjacent to the relevant product, application or solution.

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References

We ask (not require) that licensees of Ed-Fi technology identify projects and products that are enabled by Ed-Fi technology with the Ed-Fi Certified Partner logo and related text as approved. To address that concern, we request that you indicate what is enabled by Ed-Fi technology using one of the reference lines in documentation:

“Ed-Fi Certified SIS, Assessment or SI”
“[Product Name] is certified by Ed-Fi”

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Rules for Trademark Usage

1) Do not alter the mark in any way. Some examples of these are illustrated to the right.

2) Use the trademark as an adjective, not as a noun or verb.

3) Follow the trademark with the organization or generic product name. (e.g., Ed-Fi Alliance, Ed-Fi technology, Ed-Fi Certified Partner etc.)

4) Use trademarks exactly as specified, including the latest logo. Do not use blurred images.

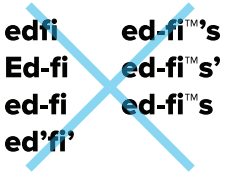
5) Never use the trademark in either the possessive or plural form.

DO NOT change the color of the marks.

DO NOT change the position of the symbol.

DO NOT place anything in the clearance zone such as outlines, boxes or other objects.

DO NOT use the logo word mark by itself.



When using the word mark in plain text, **DO NOT** make it one word (without the hyphen), capitalize it, underline it or insert apostrophes or trademarks.

DO NOT distort the logo in any matter.

DO NOT translate the Ed-Fi mark into other languages. It is always used in English.

DO NOT delete parts of the logo word mark or the registration mark (®) after the logo.

TRADEMARKS

Prerequisites for Use of the Ed-Fi Alliance Trademarks

Ed-Fi Certified Partner Logo Use: Parties may only use the Ed-Fi Certified Partner marks if they are licensed to do so.

The usage requirements for the Ed-Fi marks consist of the agreement to the terms and conditions of the Trademark License Agreement, which can be reviewed on the Ed-Fi website (www.ed-fi.org), and compliance with the requirements of that agreement and these Ed-Fi Alliance Brand Guidelines.

TRADEMARKS

Licensee Usage

The Ed-Fi Certified Partner trademark must be applied on licensees' applications or implementations including:

- Dashboards
- Technical documentation
- Applications or solutions wherein Ed-Fi technology has been implemented as part of that solution or product

The Ed-Fi Certified Partner trademark may be applied on licensees':

- Advertisements
- Direct mail pieces
- Exhibition stands
- Press materials
- Websites
- Visual aids and PowerPoint presentations

Refer to the Ed-Fi Alliance Logos Quick Use-Case Guide in this document for additional details.

Ed-Fi Alliance Logos Quick Use-Case Guide

	Description	Ed-Fi Alliance, LLC	Ed-Fi Licensees
	Ed-Fi Alliance Logo	✓	✓
	Ed-Fi Symbol	✓	✗
	Ed-Fi Certified Partner Logos	✓	✓
	Ed-Fi Exchange Logo	✓	✗
	Ed-Fi Academy Logo	✓	✗
	Student GPS Logo	✓	✗

TRADEMARKS

Use and Placement of Trademark Notice Symbols

The trademark notice symbol ® should be placed next to the last letter of the word mark, before the generic name of the product (i.e. Ed-Fi® technology). The trademark notice symbol ® should be used with the first and then each prominent use of the word mark, and again after the first appearance in the body of text.

When the mark appears on more than one webpage, the notice symbol should be used at the first appearance of the mark on each page. Wherever possible, trademark notice symbols should be superscripted after the mark. Please make sure the trademark symbol is large enough to be recognizable.

TRADEMARKS

Ownership Attribution

In addition to the trademark notice symbol, notice of ownership should be given. For licensees, the following attribution statement should be used:

"The Ed-Fi® marks are trademarks of the Ed-Fi Alliance and are used under license."

The attribution statement typically is included with other legal lines, such as a copyright notice at the bottom of a web page or, if in printed material, at the end of the document or on the copyright page of a book or manual.

In radio, the attribution statement should be read at the end of the advertisement script.

TRADEMARKS

Relationship to Licensee Brand

When using the Ed-Fi Certified Partner trademarks, it should always be apparent which organization is the licensee of the trademark. The Ed-Fi word mark may not be incorporated into product names or be used with the licensee's own mark.

Incorrect: Colorado Department of Education Ed-Fi®
Incorrect: e-Scholar Ed-Fi®

Correct: Amplify is pleased to offer Ed-Fi® Certified Partner teacher dashboard products.

TRADEMARKS

Domain Registration

It is the policy of the Ed-Fi Alliance that domain names incorporating any mark of the Alliance, including the Ed-Fi Alliance trademarks, be registered in the name of and by the Ed-Fi Alliance. This policy includes all top level domain names. You must have prior written consent from the Ed-Fi Alliance to register a domain name that contains any name or mark of the Ed-Fi Alliance.

Additional Ed-Fi Usage Guidelines

The Ed-Fi trademarks should always be used in compliance with the Ed-Fi Alliance Brand Guidelines, which state in part that third parties may not incorporate or include, in whole or in part, any Ed-Fi Alliance trademark into that third party's company name, product name, service name, trademark, logo or Internet domain name. The use of the Ed-Fi logos by a licensee does not imply endorsement. Where the Ed-Fi Certified Partner logos are in use, that indicates that a vendor has completed a certification.

The Ed-Fi Alliance brand elements or the brand may not be used in a manner that could impair or otherwise damage the goodwill associated with the Ed-Fi Alliance brand. The Ed-Fi Alliance brand elements should therefore not be used in connection with unlawful, obscene, violent, hazardous or otherwise poor-taste activities. In the event of material breach of these instructions, the license shall terminate.

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Color Values

Most colors carry physiological, cultural, personal, emotional and expressive implications. As a result, color use is vital for the communication of any brand's personality. The Ed-Fi pinwheel has several colors that are used either to distinguish a design system (i.e. for an event or for a brand within the Ed-Fi family) or to add variety to a set of graphics.

Hex: #F16B3B
CMYK: 0 72 84 0
Pantone: 7416 U

Hex: #F8992E
CMYK: 0 47 92 0
Pantone: 143 U

Hex: #FAA823
CMYK: 0 39 96 0
Pantone: 129 U

Hex: #FFC62D
CMYK: 0 23 92 0
Pantone: 121 U

Hex: #65BCAA
CMYK: 60 4 39 0
Pantone: 3262 U

Hex: #17B6EA
CMYK: 69 7 0 0
Pantone: 311 U

Hex: #05A0C0
CMYK: 77 18 18 0
Pantone: 3135 U

Hex: #1378BE
CMYK: 85 48 0 0
Pantone: 3005 U

Hex: #424781
CMYK: 87 82 21 7
Pantone: 2756 U

Hex: #6E2F8C
CMYK: 70 98 4 0
Pantone: 2685 U

Hex: #98288B
CMYK: 47 99 4 0
Pantone: 254U

Hex: #AD278C
CMYK: 34 98 2 0
Pantone: 254U

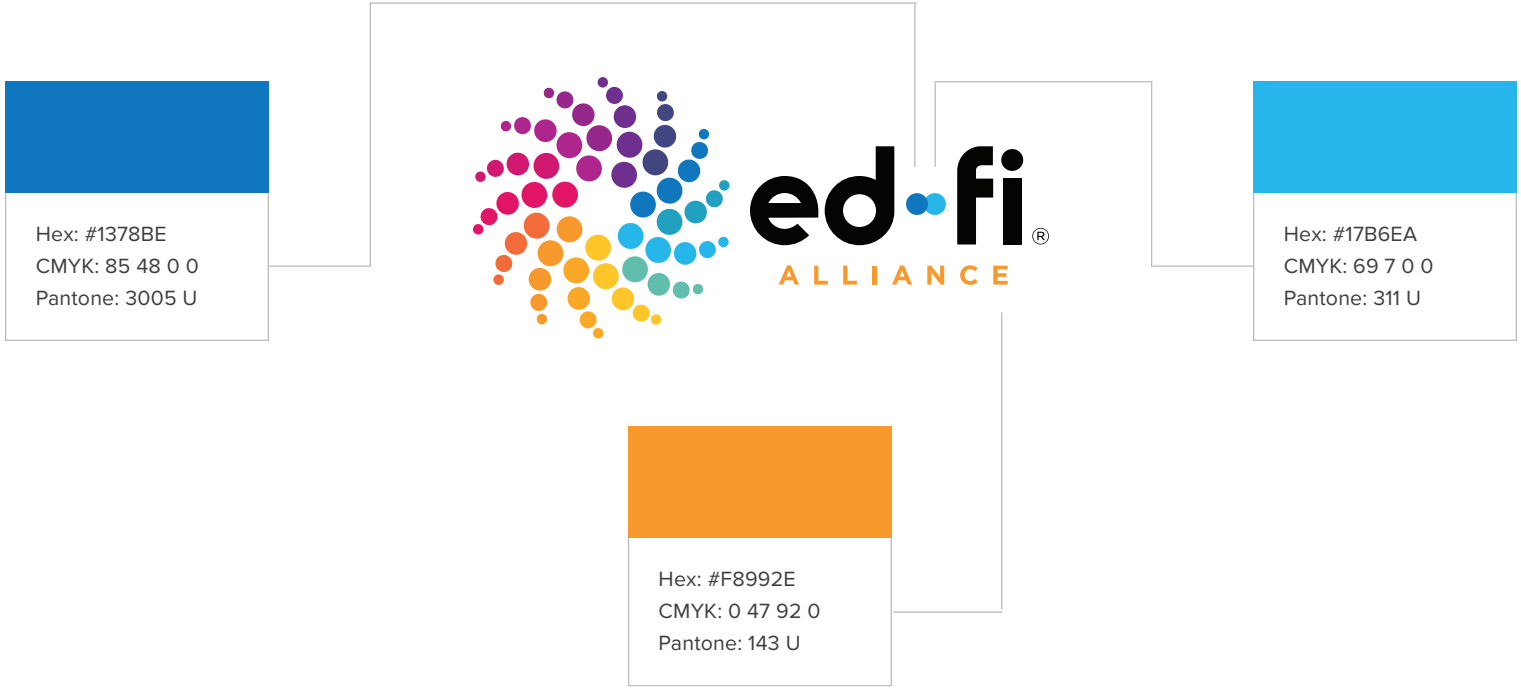
Hex: #D21871
CMYK: 14 100 27 0
Pantone: 233U

Hex: #E31666
CMYK: 5 100 39 0
Pantone: Hexachrome Magenta U

COLOR

Logo Color Values: Ed-Fi Alliance

Due to the expense of using the actual amount of colors used in the Ed-Fi Alliance logo, it would be very rare to print it with Pantones versus CMYK - around 15 ink colors versus the 4 CMYK colors.



Logo Color Values: Ed-Fi Academy

The Ed-Fi Academy logo is composed of 3 colorways: purple, blue, and yellow. These each coordinate with a different audience (state education agencies, local education agencies, and technology providers respectively). This color association is reinforced in the Ed-Fi Academy Explainer video produced in September 2018.

Hex: #AD278C
CMYK: 34 98 2 0
Pantone: 254U

Hex: #FFC62D
CMYK: 0 23 92 0
Pantone: 121 U

Hex: #1378BE
CMYK: 85 48 0 0
Pantone: 3005 U

Hex: #17B6EA
CMYK: 69 7 0 0
Pantone: 311 U

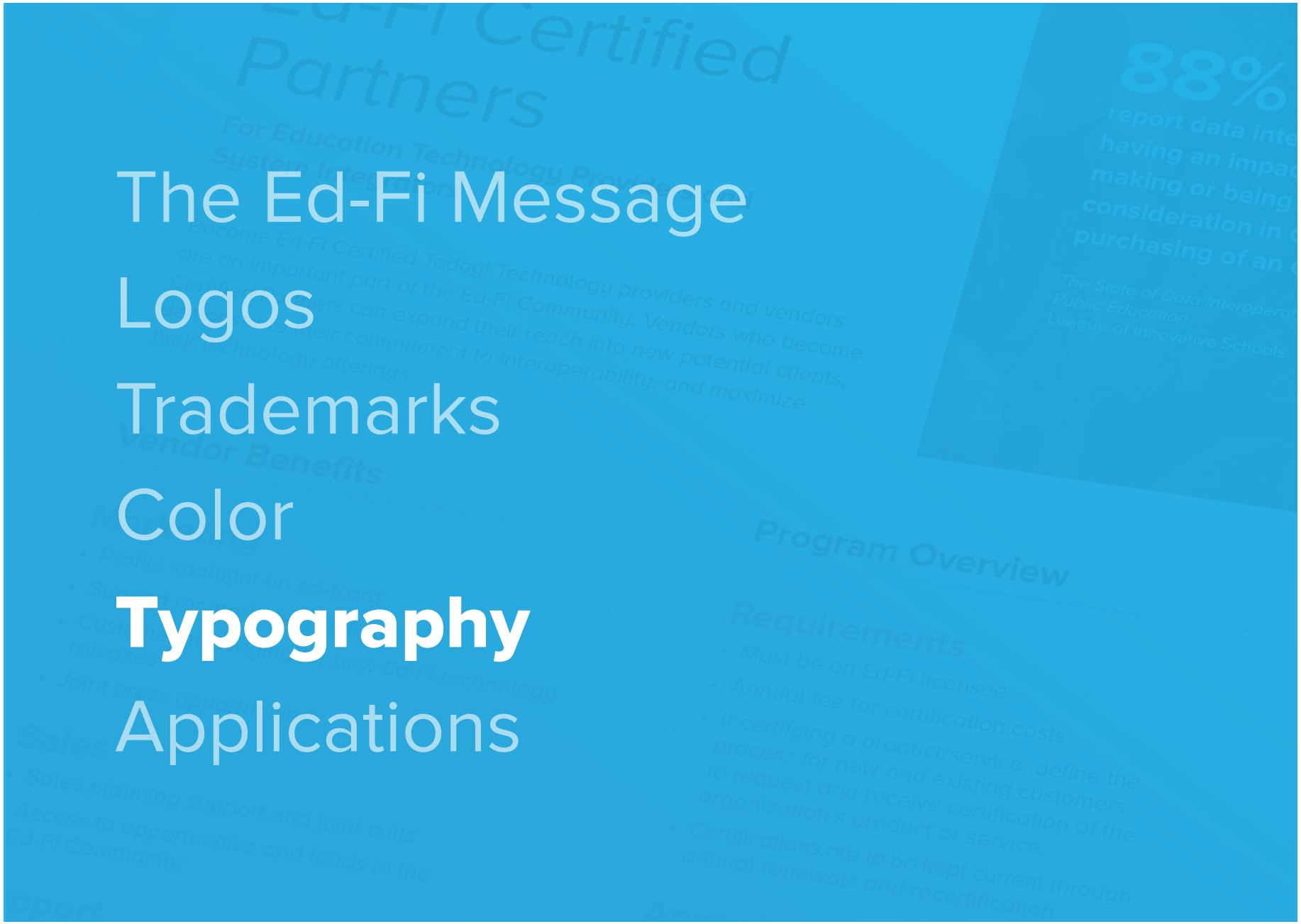
Logo Color Values: Ed-Fi Exchange

The Ed-Fi Exchange logo follows along in the vein of the current family of Ed-Fi logos apart from a single color used within the pinwheel to distinguish community ownership of the contributions which is not verified to the same extent as core Ed-Fi technology. The blue color represents consistency/reliability while fuchsia represents innovation/adventure.

COLOR

Gradient Combination Values

Gradients are a key element used across touchpoints such as the Ed-Fi website, social graphics, and across event branding. Overlays can be used to soften and add dimension to photography which gives the images an eye-catching look. When used across photos, the gradients should be linear and always at an angle.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TYPOGRAPHY

Typefaces

Proxima Nova's simple, geometric appearance and modern proportions make this typeface feel professional yet friendly and easy to read.

Proxima Nova Extrabold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#%&"/()?

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#%&"/()?

Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#%&"/()?

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#%&"/()?

Regular Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#%&"/()?

Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#%&"/()?

Semibold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#%&"/()?

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#%&"/()?

Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#%&"/()?

Typeface Replacements

If it's important for a document to be accessed and edited by several different people and Proxima Nova isn't widely available, a replacement may be used. The font Arial has been around for the last 30 years and is supplied by nearly every operating system, making it one of the most widely distributed and used typefaces in the world and thus a good substitute for when Proxima Nova is inaccessible.

The cap heights and x-heights of the two typefaces differ; this requires Arial to use a slightly smaller font size to make up for these differences and ensure optical similarity.

Website & Formal Assets
Adobe Fonts
Proxima Nova is the primary typeface used by Ed-Fi Alliance and should be used consistently across both internal and audience-facing assets.

Proxima Nova Extrabold, 22pt

Proxima Nova Regular, 21pt

Google & Word Documents
Available on every operating system
When Proxima Nova is unavailable, Arial should be the only typeface used throughout the document. This is often the case in Google and Word documents as these are frequently shared amongst teams and across organizations.

Another option that is closer to Proxima Nova is Work Sans which is available for free to download on Google Fonts.

Arial Black, 20pt

Arial Regular, 20pt

OR

Work Sans Bold, 22pt

Work Sans Regular, 21pt

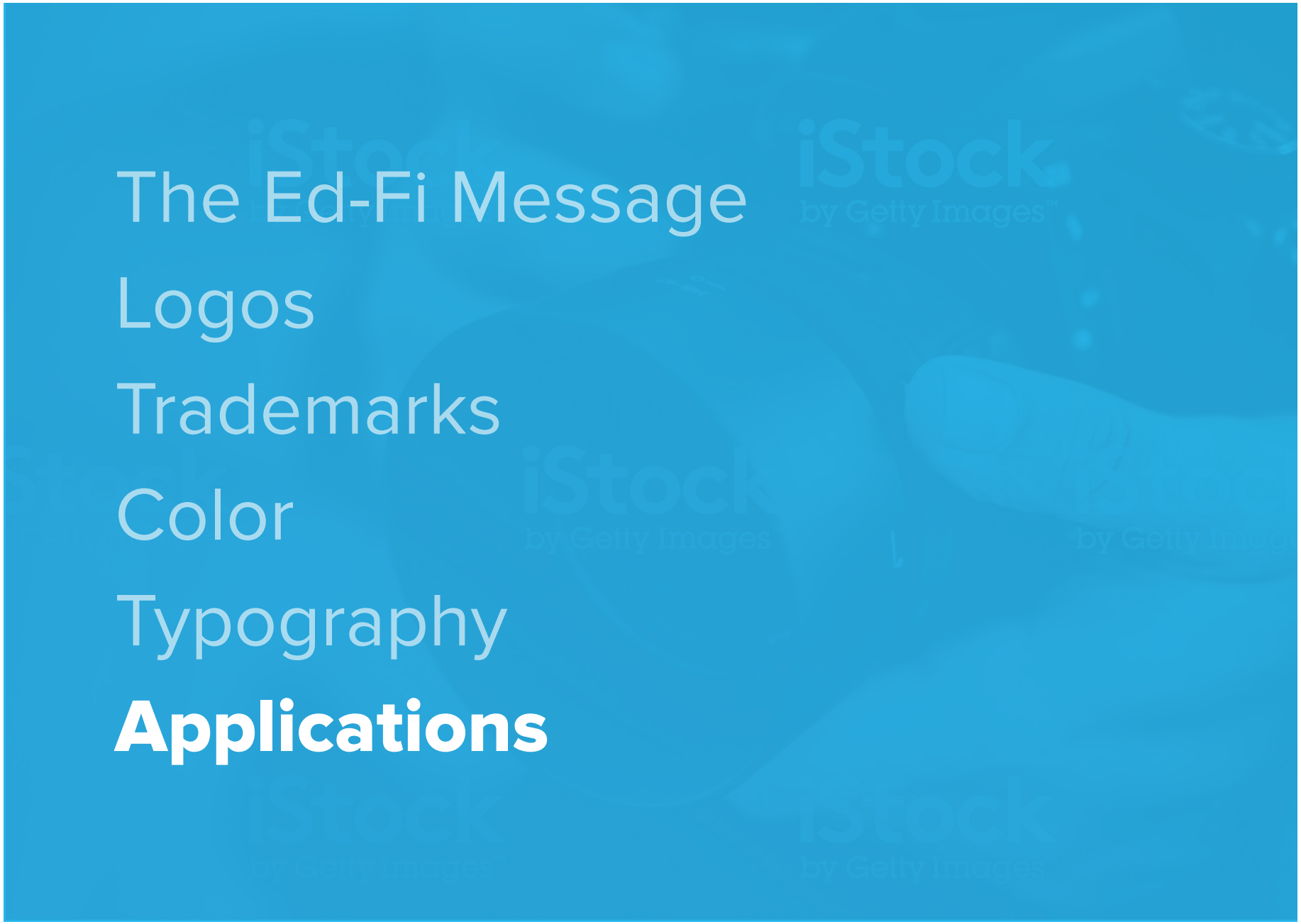

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Photo Treatments

Individual photos should always have an overlay treatment, especially when used as a cover photo or banner. An instance where overlays may not be applied is a printed one-pager or website page with multiple photos displayed at once - in this case, the photos themselves are primary versus being used as a background behind copy.

Gradients are a key element used across touchpoints such as the Ed-Fi website, social graphics, and across event branding. Overlays can be used to soften and add dimension to photography which gives the images an eye-catching look. When used across photos, the gradients should be linear and always at angle.

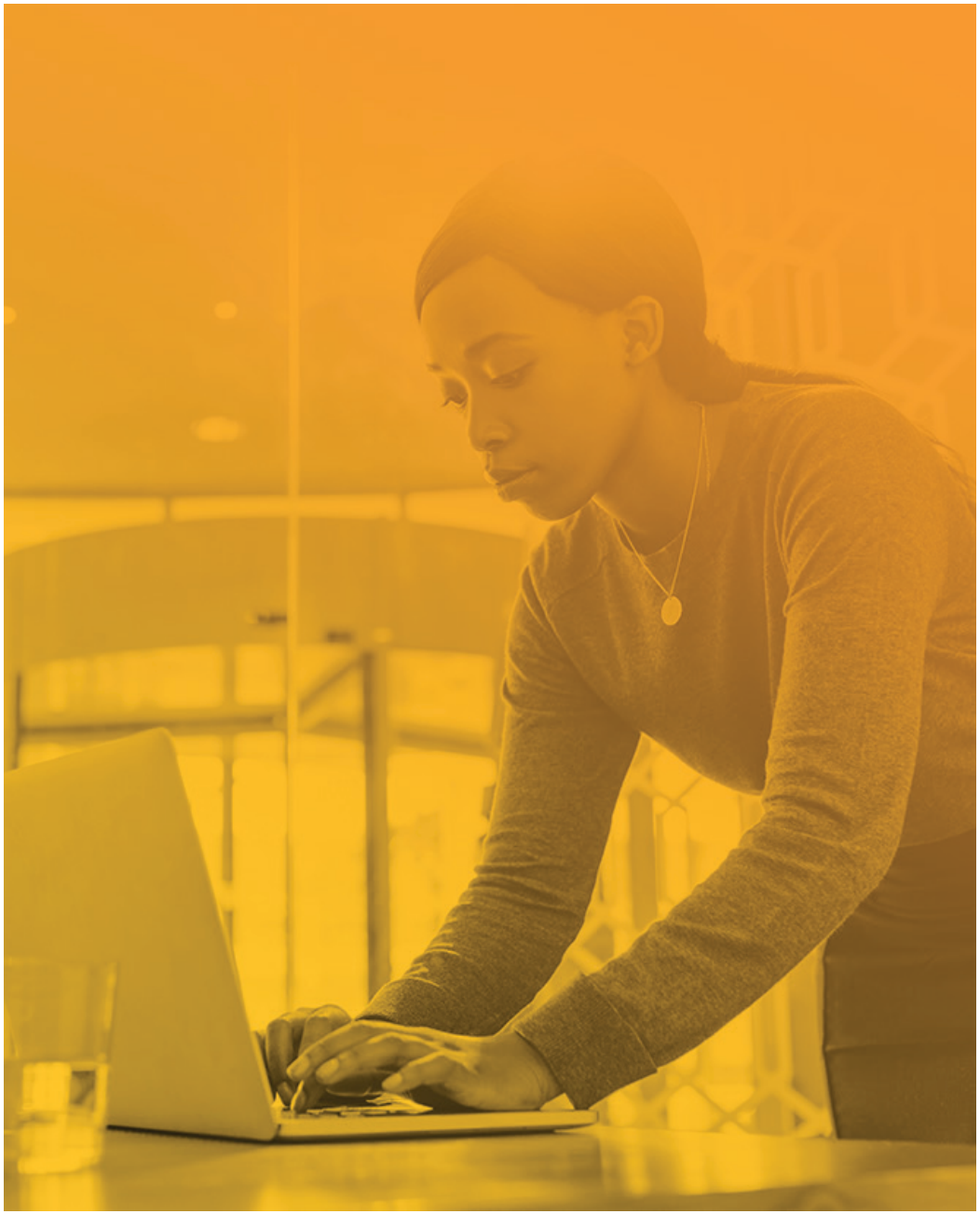
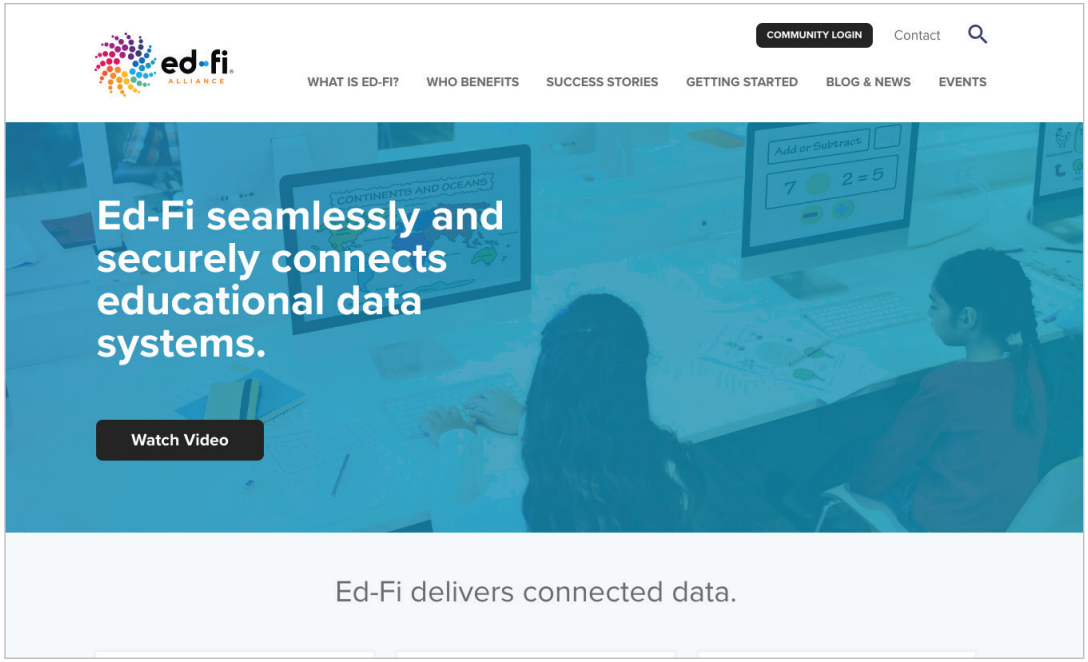
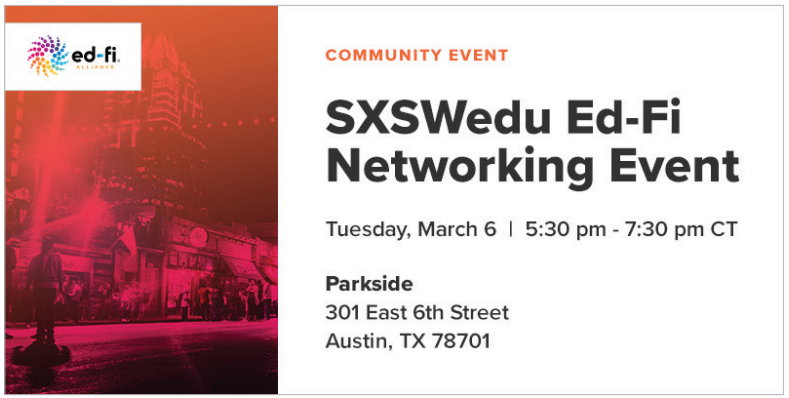


Photo Treatments: Example Applications





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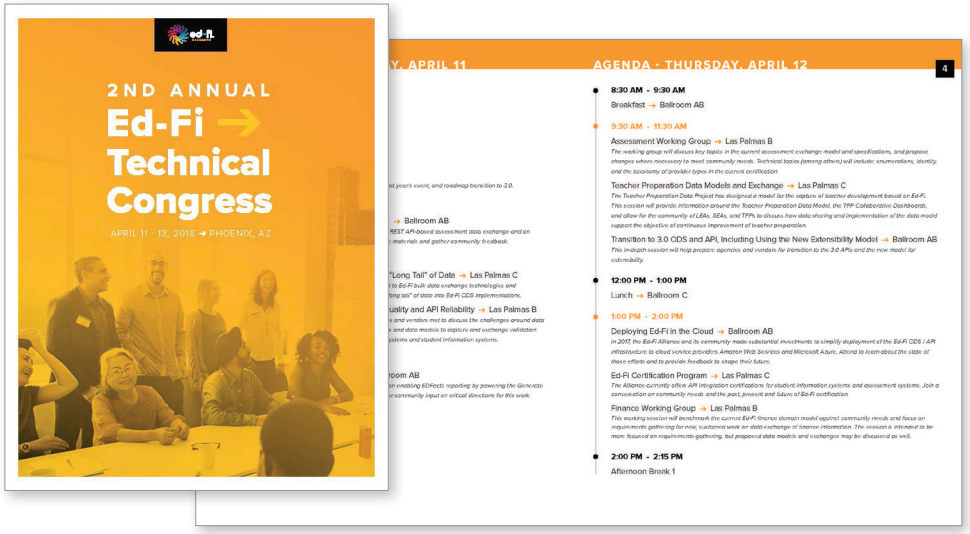
Events



Contact Us

For any questions about brand guidelines, please contact Ed-Fi at Caroline.Kazmierski@ed-fi.org