



Brand Identity and Value creation: Managing the Marietta City Schools Marks

As organizations vie in the marketplace for competitive advantages, differentiation, performance, value and *delivery on the promise* become

increasingly important. The way, in which Marietta City Schools is perceived, is a result of a combination of factors, including its market image (brand), public perception, and educational performance. This perception is the sum of our communications and identity, and help to shape the mindset of our constituents and stakeholders.

The Marietta City Schools (MCS) Brand is the “promise” we make as one unified educational organization, and shapes our present and future relationships with our communities, constituents, audiences, and all stakeholders, based on our unique, value-creating capabilities.

The Marietta City Schools Brand is reflected in our organizational mission statement and is an asset on our community balance sheet. Therefore, value of the MCS Brand is a strong contributor to our brand equity.

Identity plays a pivotal role in contributing to the reality of MCS. It depicts and facilitates global Graphic standards for the correct use of the MCS logo, our organizations most valuable mark. The MCS Seal is a means of symbolizing and differentiating MCS’s identity in the marketplace and in society. Correct usage of the MCS marks (seal, logo, and slogan) keeps its position strong and in the end creates brand-value for MCS.

Web site Homepages are one of the most valuable marketing tools of the new millennium, and serve as gateways (portals) to an organization. The homepage, in essence is our organizations face to the world, and communicates what we are about, our products and service, and the value we deliver over the competition. Web site Homepage consistency in design and usability are crucial to ensuring that the message we want to communicate is conveyed the same way each time. This consistent experience is what helps to build brand equity and loyalty over time.

Brands serve as short cuts to decision-making, and a brand must be protected. This protection is achieved through proper and acceptable uses of the MCS Brand and by ensuring that our identity is consistent throughout the customer’s experience with our organization. This customer experience is a result of their interaction with MCS and is achieved through the communication vehicles we employ (web sites, banners, brochures, flyers, etc.)

Just as a plan is only as good as its execution, an Identity System is only as good as its implementation. We are all responsible for using the MCS Seal and MCS logo marks correctly, and for managing accurate use of these marks by suppliers we retain, and by encouraging awareness and compliance of these Identity standards throughout our organization.

Use of Marietta City Schools Logos and Slogans

Marietta City Schools (MCS) grants a limited license to use MCS's marks (school seal, logos and slogans) solely in association with the guidelines contained in this document. All use of the MCS marks (school seal, logos and slogans) will be consistent with MCS brand identity/mark guidelines, which are attached hereto as **Exhibit I**. All such use of the MCS marks shall be pre-approved in writing.

Marietta City Schools (MCS) marks may not be used in any manner that expresses or implies MCS's affiliation, sponsorship, endorsement, certification, or approval, other than as contemplated by a written Agreement.

Exhibit I



- The MCS marks (school seal, logos and slogans) may not be used in association with any third party trademarks in a manner that might suggest co-branding or otherwise create potential confusion as to source or ownership of the MCS marks, unless specified by written Agreement.
- The MCS marks (school seal, logos and slogans) may not be included in any non-MCS trade name, business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademark.

- The MCS marks (school seal, logos and slogans) may only be used as provided by MCS electronically or in hard copy form. Except for size subject to the restrictions herein, the logo may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
- The MCS marks (school seal, logos and slogans) may not be altered or combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.

MCS Marks Graphic Guidelines

- The MCS marks (school seal, logos and slogans) may not be combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design element.
- **The standard PMS color for the MCS logo w/slogan is PMS 288 or a Black only version may be substituted.**
- The slogan *“The difference is Excellence”* may not be altered or combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.

Use of Marietta Reads! Logos and Slogans, Mari-Etta Mascot

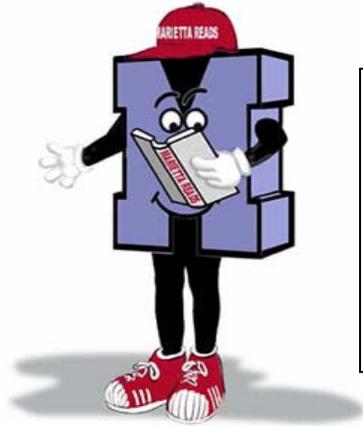
Marietta City Schools (MCS) grants a limited license to use Marietta Reads! (MR!) marks (logos and slogans) solely in association with the guidelines contained in this document. All use of the MR! marks (logos and slogans) will be consistent with MCS brand identity/mark guidelines, which are attached hereto as **Exhibit II**. All such use of the MR! marks shall be pre-approved in writing.

Marietta City Schools (MCS) marks (including MR! and Mari-Etta mascot, likeness and costume) may not be used in any manner that expresses or implies MCS’s affiliation, sponsorship, endorsement, certification, or approval, other than as contemplated by a written Agreement.

- The MR! marks (logos and slogans, including Mari-Etta mascot, likeness and costume) may not be used in association with any third party trademarks in a manner that might suggest co-branding or otherwise create potential confusion as to source or ownership of the MCS marks, unless specified by written Agreement.
- The MR! marks (logos and slogans, including Mari-Etta mascot, likeness and costume) may not be included in any non-MCS trade name, business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademark.
- The MR! marks (logos and slogans, including Mari-Etta mascot, likeness and costume) may only be used as provided by MCS electronically or in hard copy form. Except for size subject to the restrictions herein, the logo may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.

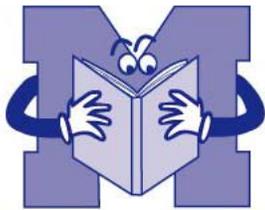
- The MR! marks (school seal, logos and slogans; including, Mari-Etta mascot, likeness and costume) may not be altered or combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.

Exhibit II



- Mari-Etta is the property of the Marietta City Schools. Mari-Etta's appearances are traditionally made as part of a Marietta Reads! fundraising or sponsorship event or at a district school in support of the Accelerated Reader (AR) points program and to promote the Marietta Reads! literacy initiative.

Mari-Etta

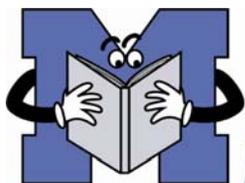


Marietta Reads!



Marietta Reads!

We All Succeed When Marietta Reads



iMarietta Lee!

Todos tenemos éxito cuando Marietta lee