

# OUR TAGLINE

## YOUR FUTURE. OUR FOCUS.

This short phrase captures our brand's attitude and energy while speaking to the promise we make to our students and their families every day—to prepare them for a successful future. To reinforce this commitment, our tagline has been written to put our students' first. It should always appear as "Your Future. Our Focus."

## PROPER USAGE

Building brand awareness takes time and consistency. Our tagline should be featured on all brand messaging materials, including the website's front page, one-page sell sheets or rack cards, digital or print marketing materials, social media graphics, videos, and email signatures.

### DO

Capitalize the initial letter of all words in the tagline.

Display the tagline as two statements punctuated with periods.

Use the tagline in conjunction with the logo, primarily. However, it may also be used in a sentence, headline, or to punctuate a block of text.

Use artwork provided rather than reproducing the tagline yourself.

### DO NOT

Use the tagline twice in the same communication piece.

Separate or use the two punctuated statements independently.

# TAGLINE ARTWORK

Our tagline should primarily be used in conjunction with the logo. However, it may also be used in a sentence, headline, or to punctuate a block of text.

Use artwork provided rather than reproducing the tagline yourself.

**Your Future. Our Focus.**

EF\_Tagline\_Horiz\_Black.pdf

**Your Future. Our Focus.**

EF\_Tagline\_Horiz\_Dk Blue.pdf

**Your Future. Our Focus.**

EF\_Tagline\_Horiz\_Green.pdf

**Your Future. Our Focus.**

EF\_Tagline\_Horiz\_Lt Blue.pdf

**Your Future. Our Focus.**

EF\_Tagline\_Horiz\_White.pdf

**Your Future.  
Our Focus.**

EF\_Tagline\_Vert\_Black.pdf

**Your Future.  
Our Focus.**

EF\_Tagline\_Vert\_Dk Blue.pdf

**Your Future.  
Our Focus.**

EF\_Tagline\_Vert\_Green.pdf

**Your Future.  
Our Focus.**

EF\_Tagline\_Vert\_Lt Blue.pdf

**Your Future.  
Our Focus.**

EF\_Tagline\_Vert\_White.pdf