

EST. 1999

# PRAIRIE CROSSING CHARTER SCHOOL



WHERE EDUCATION COMES NATURALLY

**Prairie Crossing Charter School**  
**Communications, Public Relations and Fundraising**  
**Subcommittee on Branding**  
**Monday, December 7, 2009**  
**Approved, January 11, 2010**

**Members Present**

Elizabeth Stearns  
Steve Achtemeier  
Jeff Werfel

**Board Members Excused/Absent**

Eric Hebert

**Parents and Guests Present**

Gary Mitchiner

**Staff**

Myron Dagley, Sarah Kirsch, Brian Greene and Dil Dybas

**Discussion Items**

**Call to order** Elizabeth Stearns at 6:15 p.m.

**Discussion Items**

Branding Initiative Overview: The committee reviewed status of the branding project from inception through present.  
Discussion of Established Color Palette for Logo and Branding Plan: The committee decided to substitute PMS 575 Green for the Warm Gray #8 when using the logo in the future.

Secondary palette of colors to include: Black and Warm Gray #8 when appropriate.

To be developed at a later date:

Websafe palette of colors to correspond with PMS colors.

Letterhead with green logo.

Logos for staff to access in green and white.

Letterhead banner for Friday newsletters.

Business cards to be printed.

Handouts for speaking engagements.

A recycled paper to print on.

Corresponding paint colors that include the green and the red of doorways etc. (Pratt & Lambert 27 GV-A Cobblestone Red.

When using the computer to communicate every attempt will be made to use one of the professional photos taken by Mr. Lemmon with the logo appearing in white. A header will be made for the Friday newsletter etc. See web banner and business card designs for inspiration. A powerpoint template also needs to be created.

The meeting was adjourned at 7:05 p.m.

*Prairie Crossing Charter School is a public school that transforms our children through academic discovery and interaction with our unique natural, ecological, and community resources.*

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Principal: Brian Greene

Visit us at [prairiecrossingcharterschool.org](http://prairiecrossingcharterschool.org)