

BRAND, VISUAL IDENTITY, AND LOGO

SIMPLE

A good logo should be simple enough to be recognized quickly — for instance, on a billboard at 70mph on the interstate.

MEMORABLE

*A simple logo will be naturally memorable. But it also needs to be distinct enough to be recognized as uniquely **your** identity.*

TIMELESS

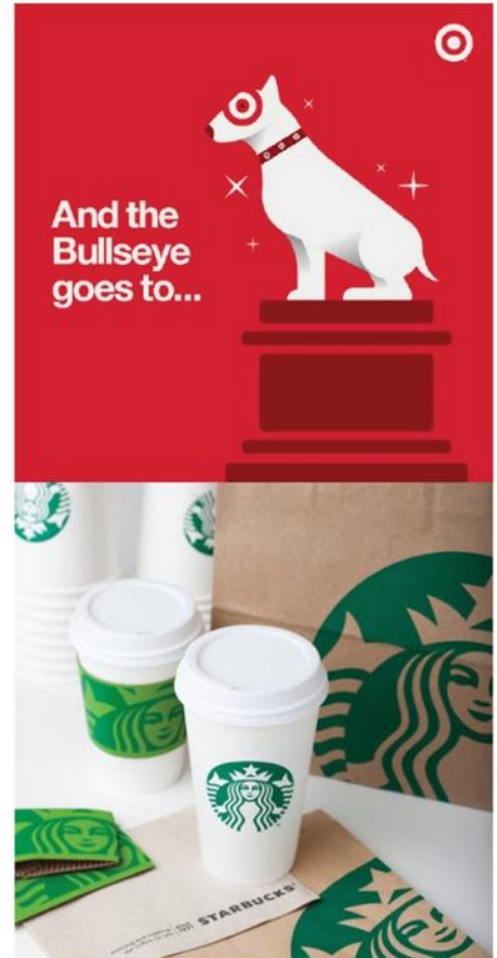
*A good logo should not just feature the latest design trends, which will look dated within a few years, but rather, it should employ solid **design principles** (balance, contrast, hierarchy, unity) that give it a timeless appeal.*

VERSATILE

A good logo will be versatile and scalable. Whether on a business card, billboard, or t-shirt your logo should work in some variation and maintain the integrity of your brand.

APPROPRIATE

The mark and typeface should make sense in the context of the brand. For instance, a law office logo shouldn't be mistaken for a daycare center.



REBRAND GOALS & OBJECTIVES



SPARTANBURG
DISTRICT

Five

EVERY CHILD, EVERY DAY.



Five

The word "Five" is written in a bold, dark blue, sans-serif font. A stylized red flame icon, consisting of two curved, flame-like shapes, is positioned above the letter 'i'.





SPARTANBURG
DISTRICT

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DISTRICT** **Five**
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