

Project Name: The Daily SEL Logo

Objective: To develop a logo for the Daily SEL Leader brand

Company Description: The Daily SEL web site is the online home to a suite of products and services that support adults who work in schools (mainly school leaders and teachers) with developing their own social emotional learning skills. The web site is inspired by the book “The Daily SEL Leader: A Guided Journal”, written by the site’s owners, Dr. James Bailey and Randy Weiner.

Type of project: Logo

File types and sizes: eps, jpeg, png; sized in accordance with industry standards. Color, black, white.

Who is the audience and what is the message you want them to take away: 1) School leaders/principals; 2) Central Office Leaders; 3) Teachers.

We design products and services that help educators to thrive by developing their own SEL skills in as little as five minutes per day.

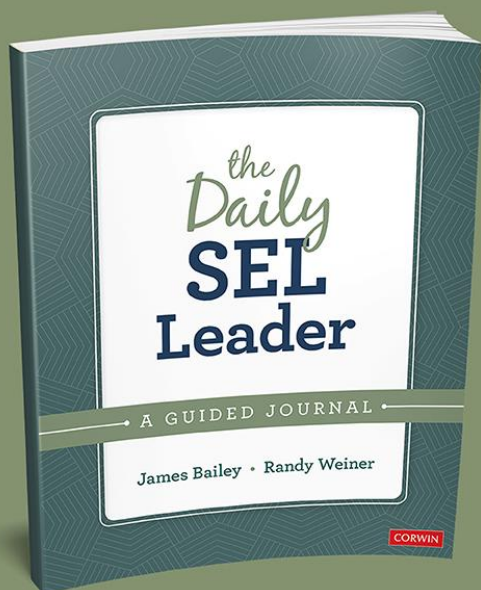
Do you have inspiration or current content to provide to designers:

The interior Pantone color is 3298.

Cover hex colors: teal is #486766, moss green is #829375, and dark blue is #233E5F

Cover fonts: Archer Bold and Semibold and BlackJackRegular.

Using these fonts and colors is not absolutely necessary, but we wanted to provide them nonetheless.



Everyone in your
school community
benefits **when you
invest in YOU.**

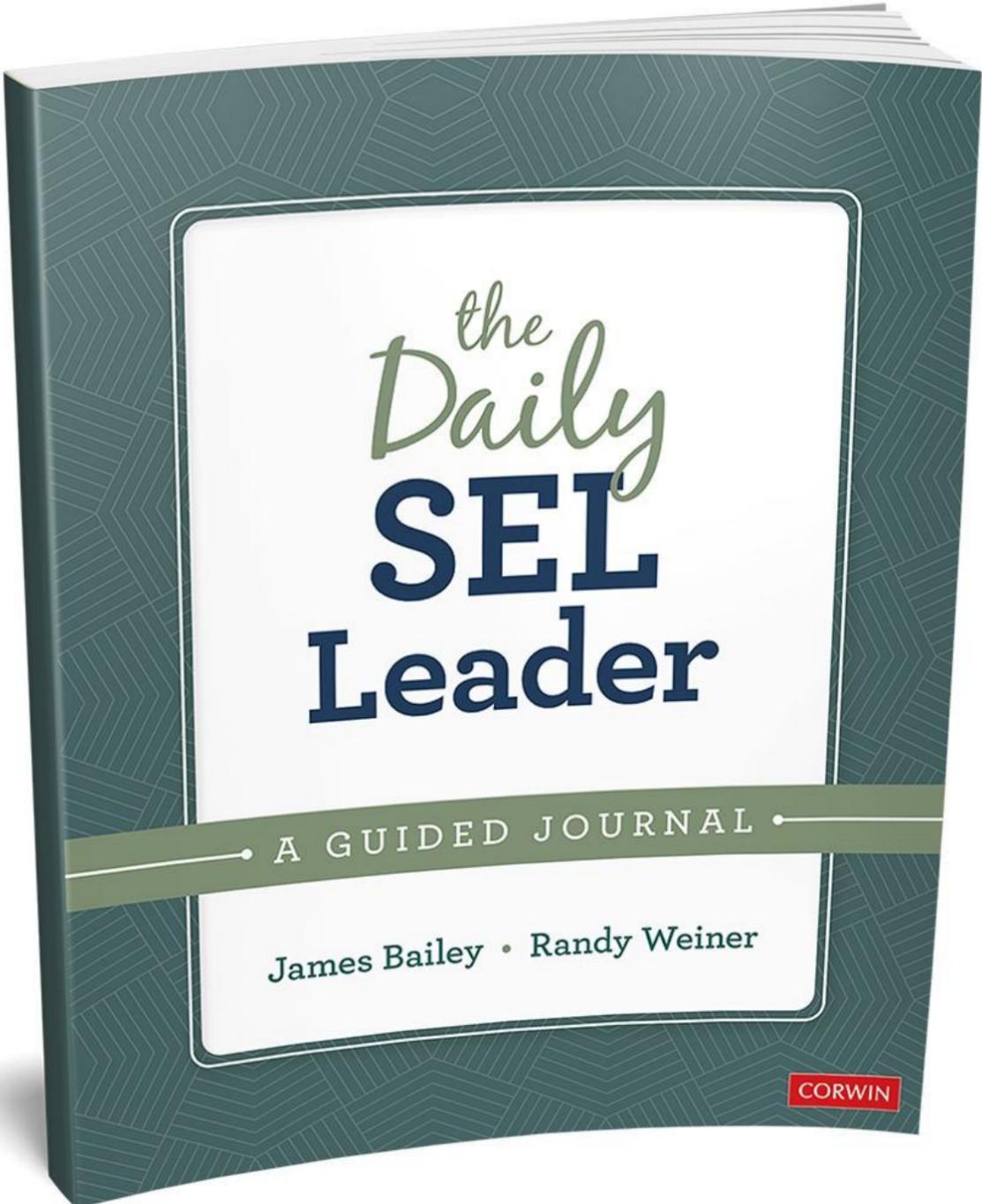
CORWIN

the
Daily
SEL
Leader

• A GUIDED JOURNAL •

James Bailey • Randy Weiner

CORWIN

The book cover features a dark teal background with a repeating geometric pattern of interlocking chevrons. A white rectangular area in the center contains the title. The title 'the Daily SEL Leader' is written in a mix of fonts: 'the' is in a small, light green script; 'Daily' is in a larger, light green script; 'SEL' is in a large, bold, dark blue sans-serif font; and 'Leader' is in a large, bold, dark blue sans-serif font. Below the title, a horizontal olive green band contains the subtitle 'A GUIDED JOURNAL' in white, all-caps, sans-serif font, flanked by small white dots. Below this band, the authors' names 'James Bailey • Randy Weiner' are printed in a dark green, sans-serif font. In the bottom right corner, the publisher's name 'CORWIN' is displayed in white, all-caps, sans-serif font inside a red rectangular box.

the
Daily
SEL
Leader

• A GUIDED JOURNAL •

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☆ *"When I discover who I am, I'll be free."*—Ralph Ellison

Anything further you'd like to add: We imagine that this logo might be used as an umbrella brand for a number of possible sub-brands, such as The Daily SEL Teacher or The Daily SEL

Student. As such, it might be wise to design an element into the logo that is easily customizable to reflect branding for different demographics.

Name/text to include: It is worth exploring the inclusion of The Daily SEL Leader, but that may not ultimately work or be necessary.

Color stories to explore: Blues, Greens, Earth



Brand Descriptors (word pairings present a range, “x” indicates where brand identity falls):

| | | |
|-----------|---|---------------|
| Classic | x | Modern |
| Mature | x | Youthful |
| Masculine | x | Feminine |
| Playful | x | Sophisticated |
| Geometric | x | Organic |
| Abstract | x | Literal |

Current images/assets: See above