

**IDENTIFYING  
ROE.**

# **BRAND.**

**A brand is more than a logo. It is the perception of an organization's function, values, and attitudes as expressed through its policies, products, and the actions of its stakeholders. A strong brand is trusted, and trust is an absolute necessity to be persuasive.**

# **BRAND IDENTITY.**

**A vision of how an organization should be perceived by its stakeholders.**



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*Champion our community.*

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*Champion our community.*

It begins with identifying our mission and personalizes our vested interest for the well-being of the communities we live in, and the people we serve. It's a motivating call to action imparting a positive feeling for our brand while also stating our work's key benefit. It is a slogan that will guide our decisions.



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The proper emphasis on the our brand name reinforces our core function while adding the necessary gravitas and authority for the role we play in the development of our communities.

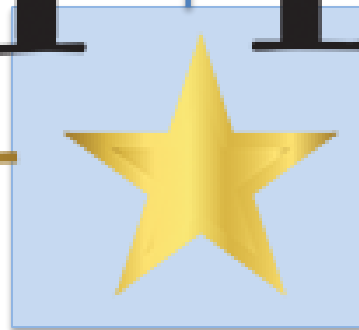
The layered quatrefoil symbolizes the broad reach of our services within our four-county service area. The use of the ROE establishes a memorable moniker that is easily recognized and recalled.



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The gold star, a mark of high educational merit, is placed at the center of an upward, rising arc to symbolize our central focus on continual improvement and pursuit of excellence, both as an organization and for the constituents we serve.

LEVEL UP EDUCATION



*Champion our community.*



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# **ROE26 BRAND.**

**The values of our brand emanates from each of us.  
The strength of our brand is truly a sum of our  
individual efforts. It is our responsibility to express  
our brand identity consistently and appropriately so  
we may collectively benefit from our brand's equity.**

# ROE IDENTIFIED.

