

Created For:
Campus Life Repositioning
Wisdom Repositioning

Campus Life Go To Market
2022

GO TO MARKET

BRAND STANDARDS PREPARED BY THE
MARKETING DEPARTMENT

For the purpose of;

Strategic outline and employee awareness for Campus Life, Wisdom and product brand repositioning.

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CAMPUS LIFE

A BETTER WAY TO CONNECT...

Page 1

EXECUTIVE SUMMARY

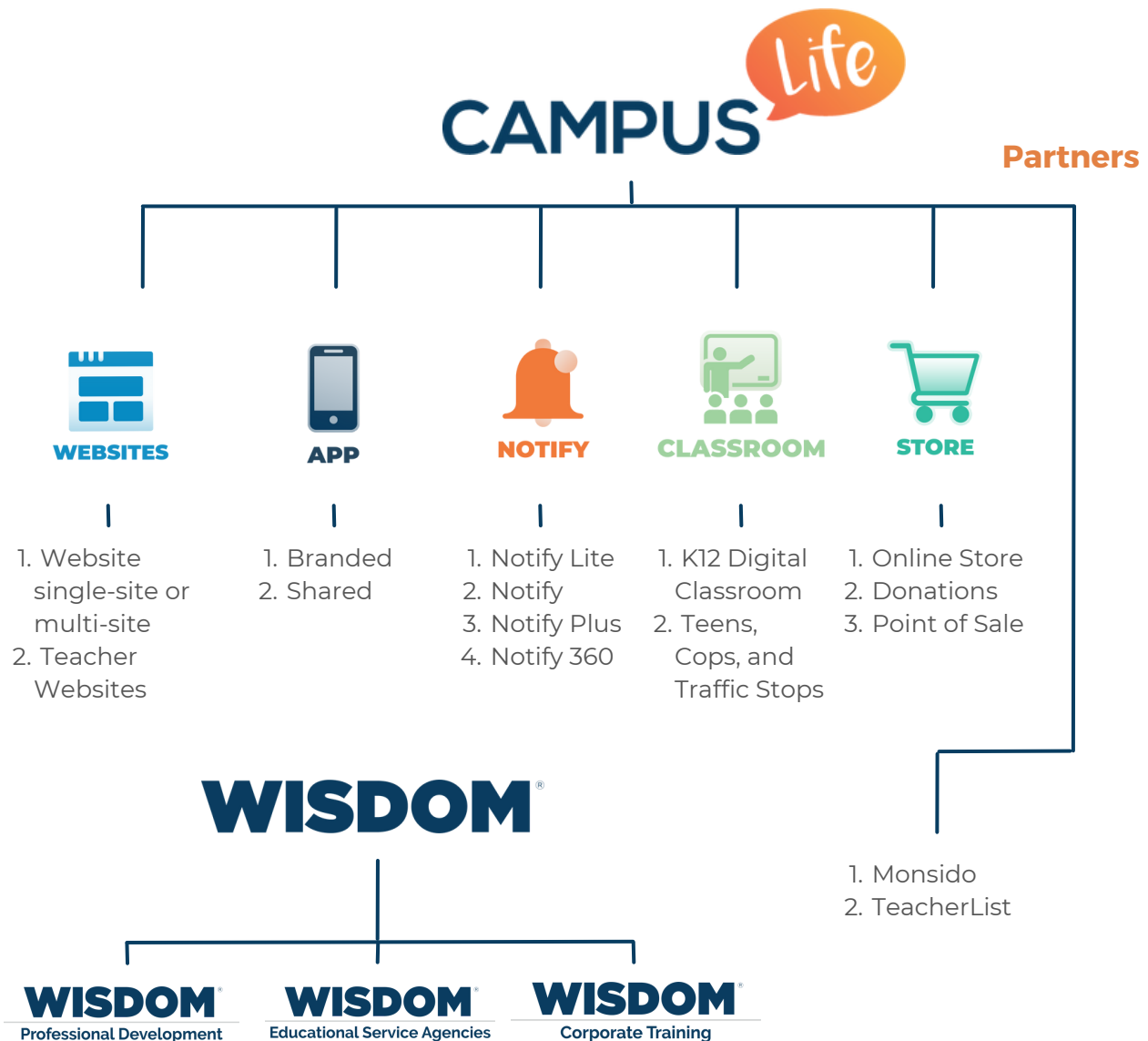
After observing current market trends and receiving customer feedback, we've found that most prospects are looking for a solution that simplifies their communication needs. While it's great to have this many options to market and sell to clients, it has become necessary to streamline how these products tie together to solve our clients' top communication challenges. Previous product brand set:

1. Harmony CMS
2. Harmony CMS with Teacher Pages
3. Shared App
4. Mobile App
5. E-notes Lite
6. E-notes Pro
7. E-notes Voice
8. Cashless Campus
9. Donations
10. Point of Sale
11. Wisdom K-12
12. Wisdom Corporate Training
13. Wisdom LMS
14. Wisdom ESA
15. Partnerships for ESA
16. Teens Cops and Traffic Stops
17. Monsido
18. Teacher List

To best serve our existing customers and modernize our product brand as we reach new markets and verticals, developing a simplified product branding strategy and messaging is necessary. This document will also address Wisdom's brand positioning updates.

EXECUTIVE SUMMARY CONT...

Our updated product branding impacts how we approach our sales and marketing message. Campus Life will serve as the overarching brand of our products and the solution to our client's and potential clients' pain points. For clarification, the brand update and guidelines document ensure consistency in our messaging and approach as we take on this exciting new chapter for Gabbart Communications. Below is an illustration of the Campus Life brand structure.



EXECUTIVE SUMMARY CONT...

This new branding will simplify and modernize our marketing message to clarify "what we do." At a high level, our objectives with this change are to update our product branding, simplify our marketing message, and position Gabbart as the leading solution provider. As we open up new markets, this will give us more flexibility in our approach to sales and marketing.

Value Proposition:

We help K-12 schools improve their brand, connect with their communities, and simplify their communications. We accomplish this by providing easy-to-use websites, mobile apps, mass notifications, digital classrooms, and online stores backed by unmatched development, training, and support.

Brand Tagline:

A Better Way to Connect.

Campus Life is a cutting-edge platform that can do it all while making educators' lives easier. We develop state-of-the-art integrated solutions to solve their most demanding communication challenges with the customer in mind.

We can be a household name in education with consistency and perseverance. With that in mind, we must stay the course to reach the maximum effectiveness of this strategy.

Once again, positioning ourselves as a solution provider vs. a product provider gives our sales and marketing approach flexibility. We can better understand a client's pain points and then lead with the appropriate product or set of products that solve their problems. Whether you're in development, sales, marketing, or support, we should consistently be asking ourselves, what challenges do our clients and potential clients have that we can solve with our solutions?

PRODUCT TERMS & DEFINITIONS

- **Campus Life:** This serves as the overall product branding solution and includes all of our primary products like; Websites, App, Notify, Classroom, Store, and their subfeatures listed in the Executive Summary.
- **Campus Life Management App:** The Campus Life Management mobile app is a management tool/feature of the overall Campus Life solution; this is not the same as the Campus Life Branded App, which is defined shortly.
 - **Websites:** This has been our flagship product for many years and an essential piece of the overall Campus Life Solution. We provide websites known as CMS sites (Content Management System). Our websites make managing everything involved with a district's communications more manageable, especially when combined with Notify, App, and Store products.
 - **Single-Site** - A single domain (URL) that a school uses as the primary website. Customers have the option to purchase a single-site as "district only" or with "teacher pages." A single-site is typically recommended for schools with 1000 students or less.
 - **Multi-Site** - Multiple domains or subdomains that a school uses for their district and their campus websites. Multi-Sites can be purchased with or without teacher pages. This site is for schools with student counts above 1000 due to the additional work required to manage multiple websites.
 - **Teacher Websites** - This feature allows teachers to have their web pages within the district or campus websites, giving them a simple way to connect with the students, parents, and guardians online.
 - **Looping Video** - This serves as a marketing service we provide to districts that would like us to come out on-site and record a looping video that helps visually present their district in the best light possible. We handle the video capture, editing, and delivery.

PRODUCT TERMS & DEFINITIONS

- **App:** The Campus Life "App" should not be confused with the Campus Life Management App defined above. Instead, the App is for a school's community patrons to download and keep up-to-date on the latest school happenings such as school news, calendars, directories, announcements, social media, and other important information. There are two variations of the App that can be purchased.
 - **Branded App** - The branded app gives our schools their own app that is not shared among other districts. When a parent searches for the school app they do so under the school name. It comes complete with a splash page and other personalized features.
 - **Shared App** - The shared app is an alternative app for budget-challenged schools. This is the last resort option and should not be the lead offer. As the name implies... This is an app that is shared among other schools. They do not have the personalization that a branded app does and parents have to go through a few more steps to find their school's app.
- **Notify:** Notify is our mass notification platform, formerly known as Enotes. School districts can call, text, email, and push notifications through this platform. Calls get delivered at 3000 calls per minute, and texts get delivered at 6000 texts per minute.
 - **Notify Lite** - Email, App Push
 - **Notify** - Email, Text, App Push
 - **Notify Plus** - Email, Text, Voice, App Push
 - **Notify 360** - Email, Text, Voice, App Push (Bi-Directional communication coming soon)
- **Classroom:** Classroom is our K12 LMS (Learning Management System) solution which operates on the WISDOM backbone. Whether a school is in-person, fully remote, or in a hybrid version of both, Campus Life Classroom brings it all together. We give teachers and students the flexibility to keep the classroom moving forward.
- **Store:** Campus Life Store is an online store solution for School Districts for school swag, chrome book fees, fundraising, etc. One of the best features of the Store is the reporting. Accurate reporting makes accounting much more effortless.

PRODUCT TERMS & DEFINITIONS

- **Wisdom:** Wisdom serves as the overall learning solution provided by Gabbart. There are several pieces to this comprehensive solution, including professional development, corporate training, and ESA's (Education Service Agencies).
 - **Wisdom Professional Development** - With this solution, any school or organization can take advantage of the Professional Development platform designed for adult learning. It's intuitive, sleek, and engaging. The needs of adult learning are different from that of the K12 environment. Wisdom PD provides management for in-person, online, and hybrid training, which includes self-registration, course store, room management, cohort & group management, and certificate creation & storage. Pricing includes a base annual cost plus a fee per participant per course.
 - **Wisdom for Education Service Agencies** - Wisdom ESA is the same solution as the Wisdom PD solution, however, it is marketed directly to Educational Service Agencies across the country and can be compared directly to ESC Works, which is a popular tool used by ESA's. Since ESA's are there to train and certify school staff, it's an ideal solution for them to deliver their course content with self-paced and self-registration features. Priced exactly the same as Wisdom PD.
 - **Wisdom Corporate Training** - This product is being marketed to companies for their professional development needs. The typical company size is much smaller than schools & ESA's and therefore has a completely different pricing model than the other two. The product is exactly the same with a few terms changed to meet corporate needs.
- **Partnerships for ESA's:** In the partnership program, ESA's can resell our Campus Life solution to their member districts while receiving a commission that helps generate revenue for their organization. It's a win-win opportunity.

PRODUCT TERMS & DEFINITIONS

- **Teens, Cops, and Traffic Stops (TCTS):** In the fourth quarter of 2021, Gabbart Communications acquired "Be Smart, Be Safe." This program is a curriculum to help meet the requirements under Senate Bill 30 Community and Safety Education Act in Texas. We have since changed the brand name to Teens, Cops, and Traffic Stops. You can find additional information at www.teenscopsandtrafficstops.com.
- **What does the curriculum cover?** Teens, Cops, and Traffic Stops will teach students about their rights, responsibilities, and proper interactions with law enforcement officers during a traffic stop. Our goal is to make encounters with police officers result in safe and positive outcomes.
- **Who is the course for?** This curriculum is for students in grades 9-12 and is a requirement to graduate in some states like Texas. In other states like AR, LA, IL, and NC, this type of curriculum is in their driver's ed courses.
- **How is course completion tracked?** The Wisdom backbone delivers the Teens, Cops, and Traffic Stops curriculum. There will be simple reporting for course completion and progress. Also, upon successful completion of the assessment, students will receive a certificate to turn in to their district as needed.
- **What is our mission with TCTS?** Our goal is that drivers and officers treat each other with mutual trust and respect so that everyone goes home safely.

BRAND STANDARDS & GUIDELINES

Welcome to the Brand Standards Guide portion of the document. Within this guide, you will find a detailed outline of our current visual identity system, including core brand elements and instructions on how to apply them.

Purpose of Brand Guidelines

We created our marketing and advertising to define and simplify how we speak about our products and solution. The visual side of our branding must be consistent with that message. We always want to come across as a single united brand. We must maintain a strong and positive image in the minds of consumers, and using these brand standards will help us do precisely that.

These guidelines introduce the elements of the Gabbart, Campus Life, and Wisdom identities. The goal is to distinguish all communications (across any medium) with the same integrity and instantly recognizable style. Thoughtfully used, the identity will contribute to our success as a company in the years ahead.

Digital files will be available for use at www.gabbart.com/brandguide. Should you have any questions or need help with any of our marketing assets, please feel free to reach out to us directly or through these various options.

Email: marketing@gabbart.com (Goes to the entire marketing team)

Marketing Requests: Visit www.gabbart.com/marketingrequest and complete the form (Used for special marketing needs that you can't order in the marketing store).

Marketing Store: Visit https://mm.gabbart.com/online_store to reorder supplies or check out new materials and swag items.

BRAND STANDARDS & GUIDELINES

PRIMARY COMPANY LOGO



The Gabbart logo represents our entire company. Think of the Gabbart logo as the corporate equivalent of a person's unique signature. With this signature, our company signs its communications. Therefore, always take care when employing the logo.

Take note the logo may not be altered without prior approval, execution, and delivery from the marketing department. Always use the approved artwork. Do not redraw or recreate the logo.

BRAND PRIMARY COLOR PALETTE & SUPPORTIVE COLORS

Gabbart Communications




This color palette derives from our logo and consists of a complementary range of colors. These colors should be predominant in all communication pieces.

To maintain consistency, always use the precise color formulas shown here. Do not use color formulas from files that have been converted automatically within software applications.





While our colors are easily reproduced in four-color process printing, always use the palette color references provided as the standard for matching our colors.

1.3 Color Variations

Primary Palette

 <p>#093c60</p> <p>RGB 9 60 96</p> <p>CMYK 100 78 38 27</p>	 <p>#0189c1</p> <p>RGB 1 137 193</p> <p>CMYK 82 35 6 0</p>	 <p>#e38143</p> <p>RGB 227 129 67</p> <p>CMYK 8 59 84 1</p>	 <p>#f9a65b</p> <p>RGB 249 166 91</p> <p>CMYK 0 41 72 0</p>
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Supportive Palette

 <p>#232323</p> <p>RGB 35 35 35</p> <p>CMYK 71 65 64 72</p>	 <p>#31bca1</p> <p>RGB 49 188 161</p> <p>CMYK 71 0 48 0</p>	 <p>#9fd39f</p> <p>RGB 159 211 159</p> <p>CMYK 39 0 48 0</p>	 <p>#e0e992</p> <p>RGB 224 233 146</p> <p>CMYK 14 0 54 0</p>
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GABBART BRAND TYPOGRAPHY

Brand Typography

The brand message of Gabbart is most powerful when communicated clearly. Our corporate fonts allow us to do that. They are clean and functional, strong and confident. And because they come in different weights, they are versatile and able to perform well in any application.

Follow these guidelines to aid in the proper creation of communication materials.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

MONTERRAT BLACK — Best for headings.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

MONTERRAT SEMI-BOLD — Versatile for headings and subheadings.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

RALEWAY BOLD — Versatile for headings and subheadings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTERRAT — Versatile for subheadings and copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

RALEWAY — Versatile for subheadings and copy.

PRIMARY COMPANY LOGO VARIATIONS

A. Four-Color Logo [Preferred]

The four-color logo is the preferred version and should be used whenever possible. It is used primarily on white backgrounds. However, it can also be used on light, solid color backgrounds, or light photographic backgrounds.

A.



CMYK - 34/14/0/62



CMYK - 0/38/63/11



CMYK - 75/22/0/24



HEX - #093c60



HEX - #e38143



HEX - #0189c1

B. One-Color Dark Logo

The one-color dark logo (#093c60) is used primarily on solid light backgrounds or light photographic backgrounds.

B.



CMYK - 34/14/0/62



HEX - #093c60

C. One-Color White Logo

The one-color white logo is used primarily on solid dark backgrounds or dark photographic backgrounds.

C.



White

D. One-Color Dark Favicon

The one-color dark logo (#093c60) is used primarily on solid light backgrounds or light photographic backgrounds. It can also be used in a white variation.

D.



CMYK - 34/14/0/62



HEX - #093c60

CAMPUS LIFE LOGO VARIATIONS

A. Four-Color Logo [Preferred]

The four-color logo is the preferred version and should be used whenever possible. It is used primarily on white backgrounds. It can also be used on light, solid color backgrounds, or light photographic backgrounds.

A.



CMYK - 34/14/0/62

CMYK - 0/38/63/11,
0/33/62/2
(Gradient)

White



HEX - #093c60

HEX - #e38143,
#f9a65b (Gradient)

White

B. Two-Color White & Orange Logo

The two-color white & orange logo is used primarily on solid dark backgrounds or dark photographic backgrounds.

B.



White

CMYK - 0/38/63/11,
0/33/62/2
(Gradient)

White

HEX - #e38143,
#f9a65b (Gradient)

C. Two-Color White & Light Blue

The two-color white & light blue logo is used primarily on solid dark backgrounds or dark photographic backgrounds.

C.



White

CMYK - 55/0/11/26,
75/22/0/24
(Gradient)

White

HEX - #0189c1,
#31bca1 (Gradient)

CAMPUS LIFE LOGO VARIATIONS

Campus Life Infographic

The infographic helps illustrate all that Campus Life integrates and connects in a single image. This graphic is best used in medium to large ad spaces and accompanied by additional content. In addition, only use the infographic against a white background. This graphic can be adjusted somewhat to fit various media. Should there be a need to make adjustments to fit an ad space, please reach out to the marketing department directly (Contact options listed above).



WISDOM LOGO VARIATIONS

A. Wisdom Logo - The Wisdom primary logo is a one-color logo. It is used primarily on white backgrounds. It can also be used on light, solid color backgrounds, or light photographic backgrounds. A white variation is available when needed for dark backgrounds.



B. Wisdom PD Logo- The Wisdom PD logo is a one-color logo used primarily on white backgrounds. It can also be used on light, solid color backgrounds, or light photographic backgrounds.



C. Wisdom ESA Logo- The Wisdom PD logo is a one-color logo used primarily on white backgrounds. It can also be used on light, solid color backgrounds, or light photographic backgrounds.



D. Wisdom CT Logo- The Wisdom PD logo is a one-color logo used primarily on white backgrounds. It can also be used on light, solid color backgrounds, or light photographic backgrounds.



TEENS, COPS, AND TRAFFIC STOPS BRAND

A. TCTS Logo - The TCTS logo is used primarily on white backgrounds. It can also be used on light, solid color backgrounds, or light photographic backgrounds.

A.



- CMYK - 1/99/97/0
- CMYK - 2/9/98/0
- CMYK - 49/1/99/0
- CMYK - 75/68/67/90

TCTS Typography

Oswald
Aa Bb Cc Dd
Aa Bb Cc Dd

Lexend
Aa Bb Cc Dd
Ab Bb Cc Dd

PASS - 18+ point / 14+ bold

PASS - 18+ point / 14+ bold

- HEX - #ed1b24
- HEX - #ffde14
- HEX - #8ec63f
- HEX - #000000

CONCLUSION

In conclusion, we are in an exciting time where we are afforded the opportunity to improve our brand and stay current with the market landscape. We are fortunate to offer so many great products that can solve our customers' most difficult communication challenges and beyond.

Be proud of where we stand in the marketplace and how people perceive and experience what it's like to be a part of the Gabbart Communications family. On behalf of the marketing department, we would like to thank you for all you have done and will continue to do as we begin this new chapter in 2022.

Marketing Team
