



Brand
Pocket Guide

What is a Brand?



A brand, in simplistic terms, is a mark of identification.

But to our audience, it is so much more. It is more than a logo. More than a font. More than a color palette. Those visual elements are important, because they help tell our story . . . but our brand *is* the story.

Our brand is an identifier, yes, but it is also a mood. A feeling. An impression that we leave on every person with whom we interact. For a brand to work, it must create the right mood, feeling, and impression. Like any good story, it must capture the audience and immerse them within it. It should be a story they want to tell others. A story they can't stop thinking about. A story they come back to, time after time.

The Story of KDP



Who We Are

KDP is the champion for future and new teachers from campus to classroom. We deliver guidance and solutions to the particular issues facing teachers across the United States, while maintaining a global perspective. Above all, we are a reliable and research-based source of best practices for the teaching field as a whole.



Why We're Here

WHAT'S A "WHY"?

A "why" is our reason for being. It's the reason we get up in the morning and get to work. It's the reason we persevere through challenges and obstacles that seem overwhelming. It's the reason we feel satisfied that what we do matters. And it's the reason we keep doing it, every day, knowing that we have made a difference.

AT KDP, OUR "WHY" IS SIMPLE.

We inspire and equip future and new teachers to thrive.

Why? So they can do the same for the students they serve.

Why? Because excellent teachers build thriving communities and create lifelong opportunities by providing quality, equitable education for all.

Our Mission

KDP inspires and equips future
and new teachers to thrive.



Our Vision

Excellent teachers build thriving communities and create lifelong opportunities by providing quality, equitable education for all.



Our Brand Values



EXCELLENCE

Committed to being the best, our members, volunteers, leaders, and staff are among the most outstanding in their fields.

INTEGRITY We uphold truth and transparency, we honor our words and commitments, and our words and actions align.

EXPERTISE We are comprised of the brightest and most knowledgeable within the field of education and determinedly draw on insights to produce sound judgement.

EQUITY We are committed to being fair and impartial, intentionally seeking perspectives that challenge our thinking.

EMPATHY We are aware of and sensitive to the emotions of our members and colleagues.

Our Motto



“The words ‘knowledge, duty, power’ are fraught with the full meaning of the educational ideal.”

– Dr. William C. Bagley, Founder of KDP

KNOWLEDGE

Excellence in teaching begins with a responsibility to continually improve one’s practice, content, pedagogical understandings, and professional collaboration.

DUTY

The aspiration of excellent teachers includes a desire to serve humanity and the advancement of all individuals through education.

POWER

Excellent teachers have a profound impact on the lives of others, and in turn, change the world!

Who We Serve



We Are Here for...

TEACHER CANDIDATES

We are honored to act as a mentor and guide to future teachers, preparing them to leave campus and enter the classroom. We work to set them up for a successful career, and we celebrate their excellence and achievement through the honor society.

NEW TEACHERS

We provide them with the support they need to transition into service from their preparation program and through the first three years of their career. We aim to help them, break down barriers, and grow beyond all expectations. We empower and equip them to navigate the changing education landscape and mentor them through shifting tides.



CHAPTERS

Our chapter counselors and officers aren't just a part of our story – they *are* the storytellers: a living embodiment of our brand and values. They are a resource, a champion, and an advocate for members, and we are the same for them.



How We Serve

◆ WE TEACH EXCELLENCE TO
OUR **MEMBERS & CHAPTERS**

◆ **CHAPTERS** TEACH
EXCELLENCE TO **MEMBERS**

◆ OUR **MEMBERS** TEACH
EXCELLENCE TO THEIR
STUDENTS



COLLECTIVELY,
**WE STRIVE FOR
EXCELLENCE**
IN ALL WE DO
AND SAY.



The 6 C's of Excellence

CELEBRATION We honor those who exemplify excellence in teaching within the KDP community. We celebrate, honor, and recognize teacher candidates, new teachers, chapters, Counselors, staff, and all volunteers and financial contributors.

COMMUNITY We unite the entire KDP community under one brand, mission, and vision. We are building an inclusive, diverse national KDP community of members from 675+ local chapters, regions, and teaching communities in which the whole is greater than the sum of its parts.

CONNECTION We maximize high-touch and high-tech communications to connect members at local, regional, and national levels to people, resources, support, and experiences in teaching as well as to make the role of Chapter Counselor more appealing, efficient, and effective. Continuing connection and support for KDP members throughout their first 3 years of teaching is critically important to their success.



The 6 C's of Excellence

COMPETENCIES We help build the knowledge and skills needed for future and new teachers to become teachers of excellence. KDP delivers rich content and experiences: online, in-person, in-print, through peer mentoring, discussion forums, convocations, via partnerships, and by other avenues to meet members' wants and needs.

COLLABORATION We partner at national, regional, and local levels to enhance member benefits. We form selective partnerships that are win-win-win: supporting revenue growth, benefiting members, and aligning with KDP's strategy, mission, and vision. We create and utilize volunteer groups to address KDP's strategic needs.

COST We invest in innovation, excellence, and growth to ensure KDP is the premier organization for teacher candidates and new teachers. We honor and deliver excellence to all members while managing return on investment (ROI) and diversifying revenue for sustainable growth.

Brand Archetype

A brand archetype is a symbolic and iconic representation of our brand. Archetypes embody patterns and characteristics that make us who we are. They provide a deeper understanding of our motivations, behaviors, and values, and help us communicate those with our audience.

Nearly all brands are a mix of archetypes – a primary archetype, and an influencer.

SO, WHO IS KDP?

KDP's Archetype Mix



RULERS are leaders with a proven track record for excellence. Rulers demonstrate expertise and ask that individuals rise to a higher standard. Rulers are generally seen as being in charge, but they have worked hard to earn their position, and they never stop working to maintain it.

MENTORS are trusted teachers and guides whose role is to listen first, then offer truthful support and encouragement second. Mentors are honest and empathetic. They are wise, and their motivation is to share that wisdom for the greater good.

Logo vs. Seal



Primary Logo

LOGO PURPOSE

An organization's logo is used to represent the future of the organization, where it is headed, and all of the values and traits that are important moving forward.



Seal

SEAL PURPOSE

A seal is representative of the history of the organization. Seals exist to represent the ideals and authority of the organization and convey history and stability. They are used limitedly, only on formal documents or items of honor.

How We Want to Be Perceived



Never

- **CONDESCENDING**
- **ARROGANT**
- **BELITTLING**
- **DISMISSIVE**
- **UNSUPPORTIVE**
- **FLIGHTY** (in our beliefs)
- **SILOED**

Always

- **RESPECTFUL**
- **HUMBLE**
- **UPLIFTING**
- **RECEPTIVE**
- **ENCOURAGING**
- **FIRM** (in our beliefs)
- **UNITED**



The way we speak must embody our brand and our values. To that end, we expect you to utilize TEACH Speech when discussing KDP with our audiences.

TRUST Our audience should feel they can trust our advice, guidance, and opinions as leaders in the teaching field.

ENCOURAGEMENT Our goal should always be to make teachers feel empowered. They must always know that we stand behind them.

ACTION Without action, we are little more than talk. We must back up our words by living our values and taking steps to actively support teachers at every step of their journey.

CONFIDENCE We have the experience and expertise to effectively lead teachers as they transition from campus to classroom.

HELP Above all, we must be a helper to future, incoming, and new teachers. We should be the resource they turn to, the support they rely on, and the guide they seek when they're in need.

Living the KDP Brand in Everyday Interactions



INSTEAD OF: "What are you worried about?"

TRY: "I understand this is a time of great change in your life. How can we help?"

INSTEAD OF: "It's hard for teachers everywhere."

TRY: "Teachers are the professionals that create all other professionals, so I understand the weight on your shoulders. You're making a difference!"

INSTEAD OF: "You've got this!" (with no follow-up)

TRY: "You've got this! And even when you feel like you don't, we've got you."



Our Chapters

Our chapters and chapter counselors are vital to the role we play in preparing and supporting teachers throughout their career, from campus to classroom. You are our direct line to teacher candidates on campus, and our link to teachers in the field.

**WE COULDN'T DO
THIS WITHOUT YOU.**

Our Chapters



YOUR ROLE

As noted previously, you are the storytellers of our brand. You weave a narrative that is engaging, inviting, and transformational, and you do it by actively living our values in everything you do.

YOUR RESPONSIBILITIES

You are a resource for teacher candidates and incoming teachers. You are their connection to the organization and to the resources and support we provide. You act as a mentor, a guide, and a champion. You celebrate their victories and lift them up to overcome difficulties.

YOUR SUPPORT

You are our voice on the front lines, and your support of both members and the organization as a whole enables us to better serve. Your support helps us achieve our goals, and we are here to give you the support you need to achieve yours.

