

ENTER A LEARNER... EXIT A LEADER.



Branding Standards

July 20, 2016

Logo Versions Available for Download

The following pages will show the logo version that are available and some examples and instructions for use.

Where to find the logo

You can find the logo versions shown on the following page at anytime online at <http://www.beverlycityschool.org/logo.html>

File Types

The following file types are available there: JPEG, PNG, TIFF, EPS, PDF.

Note on logo usage

The logo should always be used in its entirety as presented in the original file download. This should include all parts shown, ie. the bear, BEVERLY, CITY SCHOOL DISTRICT, and the tagline (ENTER A LEARNER... EXIT A LEADER.) when using the tagline version.

These should be used as presented and never separated.

4 Color, Gold & Blue
No background, Without tagline



BEVERLY_Logo_4C_No_Background_woTag.eps

4 Color, Gold & Blue
No background, With tagline



BEVERLY_Logo_4C_No_Background_wTag.eps

4 Color, Gold & Blue
White background, Without tagline



BEVERLY_Logo_4C_White_Background_woTag.eps

4 Color, Gold & Blue
White background, With tagline



BEVERLY_Logo_4C_White_Background_wTag.eps

4 Color, Blue Only
Gold background, Without tagline



BEVERLY_Logo_4C_Blue_Only_Gold_Background_woTag.eps

4 Color, Blue Only
Gold background, With tagline



BEVERLY_Logo_4C_Blue_Only_Gold_Background_wTag.eps

4 Color, Gold Only
Blue background, Without tagline



BEVERLY_Logo_4C_Gold_Only_Blue_Background_woTag.eps

4 Color, Gold Only
Blue background, With tagline



BEVERLY_Logo_4C_Gold_Only_Blue_Background_wTag.eps

1 Color, Black Only
White background, Without tagline



BEVERLY_Logo_1C_Black_Only_White_Background_woTag.eps

1 Color, Black Only
White background, With tagline



BEVERLY_Logo_1C_Black_Only_White_Background_wTag.eps

1 Color, White Only
Black background, Without tagline



BEVERLY_Logo_1C_White_Only_Black_Background_woTag.eps

1 Color, White Only
Black background, With tagline



BEVERLY_Logo_1C_White_Only_Black_Background_wTag.eps

Logo Usage Examples

Minimum Clearance Margin

Always be sure to leave a minimum margin of clearance around the logo. The method to use is the minimum size of the T in "DISTRICT" should be used as a guide as shown in the example below. The minimum margin should increase proportionately as the logo is scaled up, and decrease as the logo scaled down. Spacing should be applied as shown here:



Minimum Size

The logo should never be smaller than **41 mm** wide without the tagline and **106 mm** with the tagline.

Maximum Usage

The logo may not appear more than once on any surface. It may appear more than once on any application if only one side or surface is visible at a time.

Acceptable Usage Examples



The logo seen here in 4 color without background is on the same color as the logo yellow



The 4 color logo seen here is place on a color that allows you to clearly see the logo colors



The 4 color logo seen here is place on a color gradient that allows you to clearly see the logo colors



Use the logo with white background when placing on busy backgrounds



When using 1 color printing, make sure the logo is clearly legible as shown here

Unacceptable Usage Examples



Background color is too similar to logo blue, Logo does not have enough margin



When color is possible use 4 color logo instead of 1 color



Logo is not showing all components (CITY SCHOOL DISTRICT is missing)



Background image is too busy to see the logo clearly



When 4 color is available use lively colors or images for the background so the logo pops off in a happy way

Brand Colors

Logo Colors

The Blue and Yellow colors below are the logo color values.

Complimentary Colors

The following are the complimentary color values for use in the branding efforts.

4 Color, CMYK(Cyan, Magenta, Yellow, Black) (Values are in %)



C.....100
M.....77
Y.....0
K.....20



C.....0
M.....10
Y.....100
K.....0



C.....50
M.....32
Y.....0
K.....0



C.....30
M.....0
Y.....45
K.....0



C.....0
M.....48
Y.....100
K.....0



C.....0
M.....30
Y.....100
K.....0

PMS (Pantone Matching System) Color



PMS 288



PMS 109



PMS 7452



PMS 7487



PMS 144



PMS 130

HEX Color



#00428A



#FFDD00



#819CD1



#B7DBA5



#F28B00



#FDB913

RGB



R.....0
G.....66
B.....138



R.....255
G.....221
B.....0



R.....129
G.....156
B.....209



R.....183
G.....219
B.....165



R.....248
G.....151
B.....29



R.....253
G.....185
B.....19



Fonts

Consistent use of the typefaces supports the branding efforts.

The font “Arial Narrow” is to be used for formatting type within graphics, office materials and documents. This font was chosen due to its easy availability as most PC’s come with the font preloaded. This saves cost and trouble.

You may use any of the following variations:

Arial Narrow

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic

You may also use any of the following variations when the narrow version of the Arial font will not be legible or it not present on your system:

Arial Regular

Arial Regular Italic

Arial Bold

Arial Bold Italic

Business Cards

2 phone number version



3 phone number version

Note that the phone numbers are spaced evenly to align with the website URL.



Font Note

Names, email, and website URL should always be Arial Narrow Bold.

Titles should always be Arial Narrow Italic.

Address and phone numbers should always be Arial Narrow Regular.

Letterhead

Templates

Microsoft Word templates can be found zip compressed and ready for download at

<http://www.beverlycityschool.org/letterhead.html>

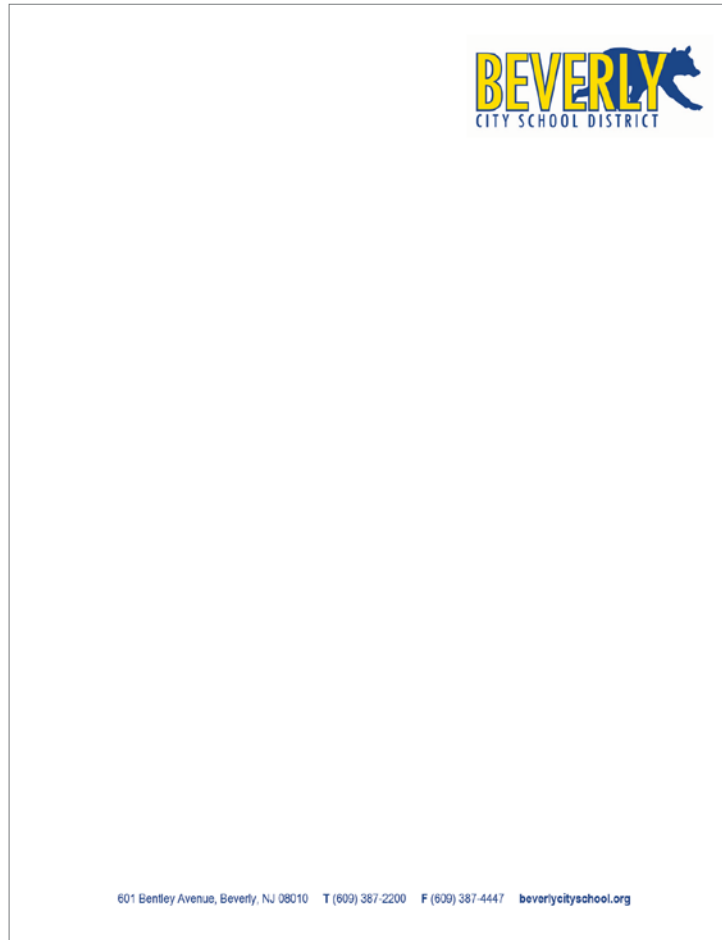
The zip files contain the following files:

BCSD_Word.docx

BCSD_Word_Alternate.docx

Please note these documents are not for professional printing.

Letterhead seen at 46% of actual size



Letterhead Alternate seen at 46% of actual size



Font Note

Website URL should always be Arial Narrow Bold.

Address and phone numbers should always be Arial Narrow Regular.

Memo

Templates

Microsoft Word templates can be found zip compressed and ready for download at


<http://www.beverlycityschool.org/letterhead.html>

The zip files contain the following file:

BCSD_Memo_Template.docx

Please note these documents are not for professional printing.

Memo seen at 46% of actual size



MEMO

To: Someone's Name Here
From: Someone's Name Here
Date: September 30, 2016
Subject: Put Subject Here

Start memo here ...

601 Bentley Avenue, Beverly, NJ 08010 T (609) 387-2200 F (609) 387-4447 beverlycityschool.org

Font Note

Website URL should always be Arial Narrow Bold.

Address and phone numbers should always be Arial Narrow Regular.

Envelope

Internal Office Printing of Addresses

Two Microsoft Word Templates are setup for printing addresses. One without branding may be used for printing on Professionally Preprinted #10 envelopes and one with branding for printing on blank #10 envelopes.

You will find the production files zip compressed and ready for download at

<http://www.beverlycityschool.org/envelope.html>

Font Note

Names should always be Arial Narrow Bold.

Professional titles should always be Arial Narrow Italic.

Address should always be Arial Narrow Regular.

Envelope without branding

[Recipient Name]
[Street Address]
[City, ST, ZIP Code]

Envelope with Branding

Beverly City School District
601 Bentley Avenue
Beverly City, NJ 08010

[Recipient Name]
[Street Address]
[City, ST, ZIP Code]

BEVERLY
CITY SCHOOL DISTRICT

PowerPoint

Production Templates

Microsoft PowerPoint Branded templates zip compressed and ready for download can be found at

<http://www.beverlycityschool.org/powerpoint.html>

The zip files contain the following files:

BCSD_PowerPoint.potx

fonts/arial narrow reg.ttf

Opening the PowerPoint for the first time

When you open the PowerPoint for the first time you will see the Title Slide design as only visible slide type. You may start here and modify the slide as needed.

Applying or adding other branded slide layouts

If you right-click the small preview of the slide to the left of the screen and scroll down to “New Slide” you can then add new slides as needed. To apply a different branded layout other than the title slide; right-click the slide you want to modify and scroll to “Layout” and choose which Master slide design you would like and click it in the right-most open panel.

