

Binghamton City School District Brand Guide

Updated 10/7/22

BRAND GUIDE

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The purpose of this guide is to establish and maintain the consistent use of Binghamton City School District's logo, type font & color palette.

Branding is more than a logo. A well-developed brand is built on a foundation that represents the essence of the school's mission, vision, core values, attributes, and qualities of its academic and extracurricular programming. It's our most valuable communications asset. Brands encourage loyalty and create a sense of pride. School departments/clubs **ARE NOT** to develop or use other logos without the approval of the Communications Department.

The information contained in this brand guide has been with vendors, ensuring that each element is reproduced correctly.

If you have any questions on this brand guide please contact Tonia Thompson, Superintendent of Schools (607)762-8100 or email PR@binghamtonschools.org



Binghamton City School District
164 Hawley Street
Binghamton, NY 13902
BinghamtonSchools.org

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Shown here are what this guide will refer to as “District Logo” and “Athletics Logo”. These logos are what represent the Binghamton City School District. This Brand Guide will explain the proper way to display and use these logos along with the Dos and Don’ts in order to maintain a consistent brand. The primary logo for the Binghamton City School District is the B logo with red on the top left and blue on the bottom right. The secondary logo is the Patriots logo with double stars which is to be used for athletics.

District Logo



Athletics Logo



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Unacceptable uses of the logos

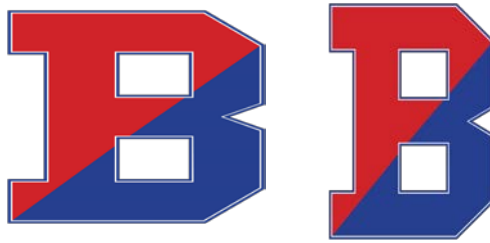
Don't stretch, condense or change dimensions.

Don't alter the placement or scale of elements.

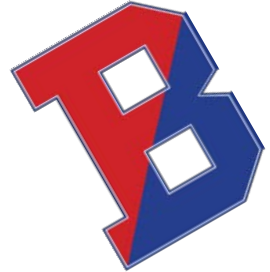
Don't change colors

Don't skew or bend

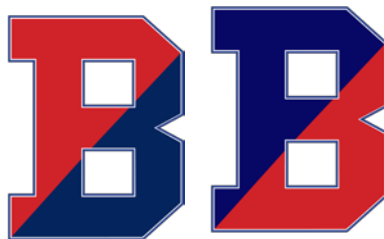
ImproperScaling



Improper Rotation



ImproperColoration



Improper Use/Alteration



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Colors are often used in the terms of CMYK or Pantone (used for print media), RGB (used in electronic media). It is important to understand color distinction between the two. In summary:

CMYK refers to the 4-color process (cyan, magenta, yellow and black) used on a commercial printing press. The 4-color process for Binghamton Red is C=11 M=99 Y= 96 K=2. The Binghamton Blue is C= 99 M= 89 Y= 10 K= 1. CMYK images will NOT work in electronic media.

Pantone refers to the specific ink color, also referred to as spot color, used on a printing press or ink transfer process such as silk screening. The Binghamton Red Pantone color is 1795C and the Binghamton Blue Pantone color is 7687C and is referred to by vendors using processes in which the Pantone color is matched to a paint or ink color. Other printing methods, such as using a laser printer or a digital press, may require test prints to determine which color mix works best on individual devices.

RGB refers to the color on a computer screen or monitor (red, green, blue). These colors are usually listed as a percentage of each value. For instance, the RGB value of The Binghamton Red is 210-35-42, which means 210 percent red, 35 percent green and 42 percent blue. Binghamton Blue is 37-64-143, which means 37 percent red, 64 percent green and 143 percent blue. Files in RGB format will NOT work in commercial printing. Here are the breakdowns of each approved color used in the identifying logo marks.

BCSD CMYK/Pantone/RGB Breakdowns



Binghamton Red
CMYK - 11/99/96/2
Pantone 1795C

Binghamton Blue
CMYK - 99/89/10/1
Pantone 7687C

RGB
R=210
G=35
B=42

RGB
R=37
G=64
B=143

Hexcode: #d2232a

Hexcode: #25408f



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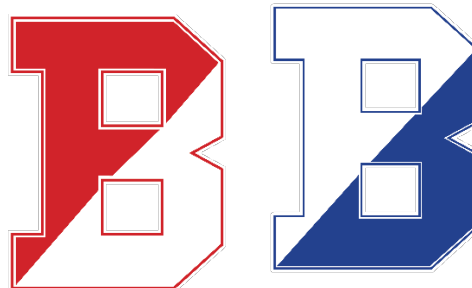
Copywriting

Consistency establishes trust. It is vital that BCSD logos be used in a consistent manner by all departments, offices, and divisions across Binghamton City School District. Our logos must not be altered in any way and should only appear in full color, approved one color, or, black and white.

Full-Color Logos



One-Color District Logo



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One-Color Athletics Logo (White logo printed on red or blue)



Black & White



Fonts

Binghamton School District uses a custom font set for its Athletic Logos. The font is AACHEN.

All other collateral materials such as letterheads, business cards, envelopes, printed and digital marketing materials shall use:

Georgia or **Georgia Bold**



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Print

All department forms, marketing materials, and other print materials prepared by or for BCSD must adhere to the logo, color, and font standards identified in this brand guide.

Electronic

E-Newsletters, Press Releases, Fax Cover Sheets, PowerPoint Presentations, and Webpages prepared for the district must adhere to the logo, color, and font standards identified in this brand guide.

Signage

Signage must be visible from a distance and include the Binghamton City School District Logo. Athletic signage will include the specified Athletic Logo and any other signage shall include the specified District Logo.

All vinyl colors shall be coordinated to match the CMYK or Pantone colors provided on the Color Standards page.

Apparel

The brand standards apply in the design and execution of apparel items, whether provided through the district or third-party purchasing.

Artwork

Vendors will need to be provided with appropriate artwork for the official district logos. The District Logo and Athletic Logo represented in the brand guide are the only allowed design. The artwork has been optimized and is available in vector file format. It will be distributed to the appropriate vendors upon approval from the district.

Copywriting

WORDS MATTER

As brand assets go, our writing is as important as how we look. Every written communication should be clear, accurate, and engaging and our written words should deliver something more—a consistent voice or tone that sets us apart and helps us connect on an emotional level with our audience. The Binghamton City School District’s written voice is:

- More friendly than formal
- Active instead of passive
- Smart, not “smarty pants” (avoid “academic-ese,” jargon, acronyms and legalese)
- Clear and Concise
- The Associated Press Stylebook is our primary editorial guide.

Editorial Guidelines

This section includes some of the items you are likely to encounter. We will periodically update this guide as our style preferences evolve and when clarification of guidelines is needed.

Academic Degrees

When writing advanced degrees, use the abbreviation with periods (Ex. Steve Smith, Ph.D.). On second reference, you may use Dr. Smith. Use an apostrophe for bachelor’s degree and master’s degree. Omit the apostrophe in associate degree and doctoral degree.

Acronyms

Spell out the full name on first reference unless the acronym is widely recognized. SAT is an example of a widely recognized acronym inside and outside academic circles. Generally, omit periods in acronyms.

Ages

Use figures for people and animals, but spell out for inanimate objects. (Ex. The student is 15 years old. The textbook is two years old.) Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. (Ex. the 7-year-old boy. The boy is 7 years old.)

Ampersands

Spell out “and.” Avoid using ampersands (&) unless they are part of an official title or in use on the district website or social media.

Classes and Courses

Lowercase general references to subjects. (Ex. mathematics, history, photography), unless they include the name of a country or language. (Ex. English literature). Capitalize exact course titles and those followed by a numeral. (Ex. U.S. Military History; Biology I).

Dates

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (Ex. Aug. 15, 2006, was the due date.) Spell out all months if using them alone or with only a year. (Ex. August 1980 was one of the hottest months on record.) If using only a month and a year, do not separate the year with a comma. (Ex. October 1989 was unusually cold.) If using the month, day and year, set off the year with a comma. (Ex. Feb. 1, 2015, was the last day to register.)

Binghamton City School District

For external audiences, use Binghamton City School District on first reference or BCSD. BCSD Board of Education

Grade Levels

Generally, spell out numbers one through nine (Ex. ninth grade). Use figures for 10 and above. Use all numerals in a mixed situation (Ex. 5th grade and 10th grade). Use a hyphen for ninth-graders, etc.

Percentages

Spell out instead of using the % symbol when using percentages in text.

Prekindergarten

Use prekindergarten on first reference. You can use Pre-K on subsequent references.

Superintendent

Use Binghamton City School District Superintendent Tonia Thompson, Ed. D. on the first reference. On second reference you may use the superintendent (lowercase) or Thompson.

Telephone Numbers

Use periods (Ex. 607.762.3000)

Time of Day

Use 8 a.m. instead of 8:00 a.m. Do not repeat a.m. and p.m. unnecessarily. (Ex. 4-5 p.m., 9 a.m.-3:30 p.m., 10 a.m.-noon, 2 p.m., or 4 to 5 p.m., 9 a.m. to 3:30 p.m., etc.) Use noon and midnight.

Titles

Capitalize when they precede a person's name. (Ex. The children sang to Principal Bill Smith as he entered the auditorium.)