



BROWNSBURG COMMUNITY SCHOOL CORPORATION

Brand Quick Reference Guide

Art is for INTERNAL use only.

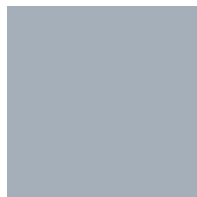
Contact [Vicki Murphy, Coordinator of Communications](#), with any questions on internal use or requests for external use.

COLOR PALETTE

To ensure proper use of the Brownsburg colors, use the format below that is appropriate for your needs. PMS colors are to be used with professionally produced print jobs.



PMS - PANTONE® VIOLET C
CMYK - 89/100/1/2
RGB - 72/45/140
HEX/HTML - 482d8c



PMS - PANTONE® 429 C
CMYK - 35/23/19/2
RGB - 162/170/173
HEX/HTML - A2AAAD



PMS - PANTONE® Process Black C
CMYK - 0/0/0/100
RGB - 48/46/44
HEX/HTML - 302E2C

Special Notes: Apparel Embroidery - Madeira Polyneon #1722

Athletic Uniforms: Nike Purple - 545, Nike Court Purple - 547

Paint Color: Sherwin-Williams - Ultra Deep/CCE Colorant 32/L1-20/R3-57/W1-12

Color is an important part of Brownsburg Community School Corporation. It is part of our identity. Using our color palette throughout web and printed materials will maintain our visual consistency which is essential to a strong brand identity.

Color choice will appear differently on each computer monitor, and will vary from monitor to printed piece. **To ensure print material color consistency, be sure to use the CMYK color formulas presented. For web color consistency, use the RGB or HEX formulas.**

TYPOGRAPHY

Brownsburg

Verdana - BCSC Communications and Web Typeface

Brownsburg

Futura Extra Bold - BHS Athletics

Brownsburg

Impact - BCSC Specialty Typeface

Brownsburg

Avenir - BCSC Specialty Typeface



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DISTRICT LOGOS

District logos should be used for district-level applications. The Bulldog is a long-standing official mascot of BCSC. The bulldog shown below is the only variation that should be used. BCSC has this mascot available in a variety of file options.



Corporation Logo

This logo should be used at the District level.



Corporation Mascot

Bulldog Head Only (no body). Used as BCSC official mascot branding.



BHS Athletics Block B Logo

This logo should only be used for Athletic Purposes.



BCSCPD Badge

This logo should only be used by BCSCPD.



Brownsburg High School Crest

The BHS Crest should not be used for general high school branding.

LOGO AND MASCOT PHASE OUT

Old logos and mascots are being phased out of Brownsburg Community School Corporation. Please replace any old logos and mascots with the approved district logo and mascot as new material is ordered. Below are examples of old logos and mascots.





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ADDITIONAL LOGO OPTIONS

School logos should be used for formal school-level applications.



**BROWN
ELEMENTARY SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER



**LINCOLN
ELEMENTARY SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER



**BROWNSBURG EAST
MIDDLE SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER



**ALPHA
ALTERNATIVE LEARNING PROGRAM
AT HARRIS ACADEMY**

HIGHER • ACHIEVEMENT • TOGETHER



**CARDINAL
ELEMENTARY SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER



**REAGAN
ELEMENTARY SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER



**BROWNSBURG WEST
MIDDLE SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER



**HARRIS
ACADEMY**

HIGHER • ACHIEVEMENT • TOGETHER



**DELAWARE TRAIL
ELEMENTARY SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER



**WHITE LICK
ELEMENTARY SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER



**BROWNSBURG
HIGH SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER



**BROWNSBURG
EARLY CHILDHOOD CENTER**

HIGHER • ACHIEVEMENT • TOGETHER



**EAGLE
ELEMENTARY SCHOOL**

HIGHER • ACHIEVEMENT • TOGETHER

INCORRECT LOGO USE

To protect Brownsburg Community School Corporation logos, do not alter or distort them in any way. Changes, no matter how small, weaken the corporation logo's protectability and impact and detract from the consistent image intended to project. Even well-intentioned changes can have a negative impact. Athletic logos, BCSCPD badge and the BHS Crest follow these same rules against improper use.