

*Inspiring Everyone,  
Every Day,  
to Achieve Excellence*



# Brand & Style Guide

Effective Date 2019

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# Pride - Tradition - Achievement



The items illustrated on the following pages represent the Bedford City School District's (BCSD) institutional presentation to stakeholders: our brand.

A strong, consistent brand is vital, helping students, staff, families, residents, and partners connect with who we are. Our brand is the emotional connection people make with our organization, ensuring:

- An enhanced connection with BCSD identity and values
- A consistent experience across all communications
- Differentiation from other school district brands
- Pride in the Bedford City Schools

These guidelines apply to all Bedford City School District communications as a valuable organizational asset communicating excellence in all that we do, the experience we offer, and the messages we share. Thank you for doing your part in ensuring BCSD's brand remains as vibrant as the community we serve.

## Questions?

Beth Russell, *Communications and Public Relations Specialist* | [brussell@bedfordschools.org](mailto:brussell@bedfordschools.org) | 440.439.4520

# BCSD Messaging

## The Bedford City Schools Message

Bedford City School District's number-one priority is our students and their success. With strong roots in tradition, our pride in our students, staff and the four communities we serve can be seen through our strong commitment to academic, artistic and athletic achievement.

## Our Mission

Inspiring everyone, every day, to achieve excellence.

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## Tagline

Pride. Tradition. Achievement.

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## Vision

All students graduate as open-minded, responsible citizens.

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## Core Values

Students are the focus of all decisions.

As a result, we believe in:

- Providing a safe, supportive learning environment
- Embracing diversity
- Fostering each student's full potential
- Building strong family and community partnerships
- Developing academic excellence through a variety of rich experiences
- Promoting respect as a right and responsibility

# BCSD Story

The Communications Office is responsible for advancing the mission and vision of the Bedford City School District by communicating and partnering with internal and external stakeholders to support the success of students and the schools. Our goal is to maintain effective, timely and interactive communications with students, families, staff members, and community members.

To that end, a variety of communications tools and practices are used to reach out to our stakeholders.



BedfordSchools.org



BedfordCitySchoolDistrict



@BedfordCSD



YouTube.com/bedfordcityschools



Newsletters



Mass Notification System



Mobile App (coming in 2019-2020 school year)

## Questions?

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# Logo



## Where Pride, Tradition, and Achievement come together

### Logo

Logos are required to share a lot of information in a minimal amount of space, making it an important cornerstone of the Bedford City School District brand.

The Bedford city School District logo provides a clear, straightforward visual representation of the district.

### Pride

The bold green BCSD block letters reinforce the request made by many of our stakeholders to use the term **Bedford City School District** rather than *Bedford City Schools*. We were told by parents and community members in several district-sponsored focus groups that using the word District sounded more inclusive of our four communities that the district proudly serves. The term Bedford City Schools could be misconstrued as only schools that were located in the city of Bedford.

### Tradition

The surrounding diamond showcases the values that define what the Bedford City School District means to many stakeholders. The three words encased in the diamond – Pride, Tradition, and Achievement – were common themes that consistently emerged in our focus groups when stakeholders were asked to describe what the District meant to them. The decision was made to maintain the diamond shape in our new logo to carry forward the tradition of our old logo in which the four cities were written on the four sides of the diamond.

### Achievement

*"There are two thing we should give our children: one is roots and the other is wings." – Author Unknown*

The main priority of the District is student achievement. It is one of the parent's jobs to give their children roots. It is one of the District's jobs to help them develop wings to encourage independence to help them soar upon graduation. The graphic at the bottom of the logo represents these wings as well as open pages of a book, a symbol of education.

The combined elements of the logo illustrate how the Bedford City School District brings our communities and schools together to support our students' achievement.

# Logo: Acceptable Uses



## Primary logo, full color

For use on white or light colored backgrounds. Use in this two-color format when possible. If the logo will be used in such a way that the community names won't print clearly (e.g. printed small or silk screened), then the secondary logo should be used.



## Secondary logo

When the logo will be used in such a way that the community names will not be readable, the secondary logo should be used. When possible, the community names may be printed next to the logo.



## On dark backgrounds and one color usage

On dark colored background use all white. For one-color applications, use one of the logos below.



Solid Black



PMS 355

## Questions?

Beth Russell, *Communications and Public Relations Specialist* | [brussell@bedfordschools.org](mailto:brussell@bedfordschools.org) | 440.439.4520

# Logo: Spacing

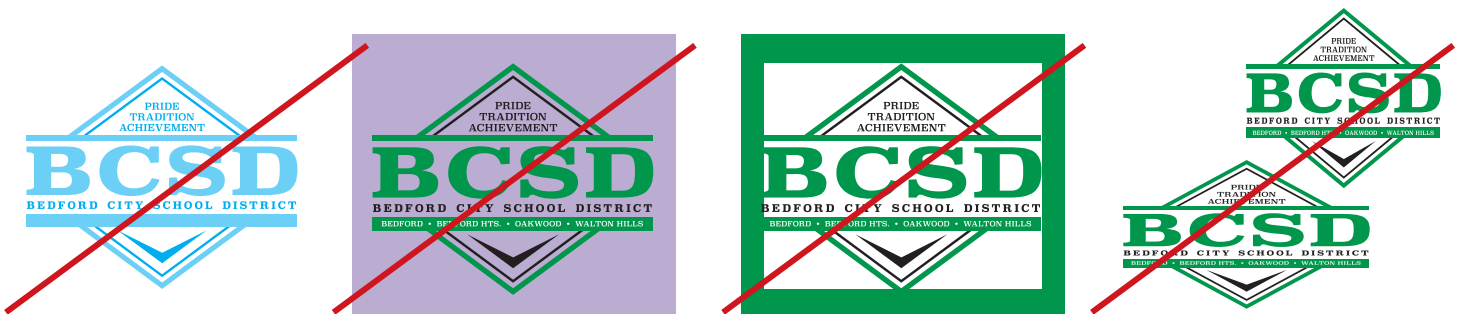


Keeping the Bedford City School District's logo isolated from other elements is key to preserving its legibility. The *minimum* amount of clear space on all sides of the logo should be equal to space from the edge of the logo to the base of the triangle. This separates the logo from headlines, text, imagery, or the outside edge of the application. More clear space is generally preferred.

# Logo: Unacceptable Uses

Shown are examples of incorrect usage of the logo. If a question arises concerning the application of the mark, please contact:

Beth Russell, Communications & Public Relations Specialist  
brussell@bedfordschools.org | 440.439.4520



Colors outside of the approved palette

Unacceptable cropping on a dark background

Stretching or squashing

# Athletics Logos

The Bedford City School District's Athletics logos are an integral part of every Athletics branded piece of communication or item — they should not be altered for any reason. See approved versions of the logo for reference.



## Combination Logo

To be used as a stand alone logo only. This is the primary athletics logo for the Bedford Bearcats.



## Bearcat

Can be used as a stand alone logo or in combination with the Bearcat script or Bedford B.



## Paw

Can be used as a stand alone logo or in combination with the Bearcat or Bedford script.



## Bedford B

Can be used as a stand alone logo or in combination with the script Bedford.



## Baby Bearcat

May be used as the district mascot at the primary level.

## Questions?

Beth Russell, *Communications and Public Relations Specialist* | [brussell@bedfordschools.org](mailto:brussell@bedfordschools.org) | 440.439.4520



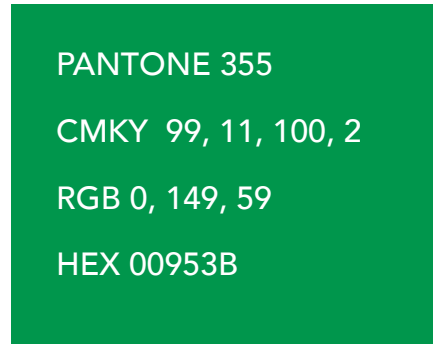
# Color Palette

Color plays an important role in the Bedford City School District's brand. The palette of colors shown are approved and specified for various print or electronic media.

Consistent use of these colors will contribute to the cohesive look of the Bedford City School District brand identity across all relevant media.

Check with your designer or printer when using the Bedford City School District colors to ensure that they will always be consistent.

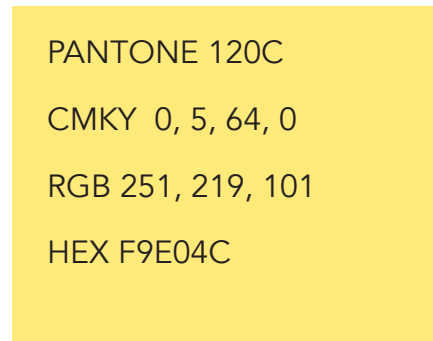
## PRIMARY COLOR



## DIGITAL



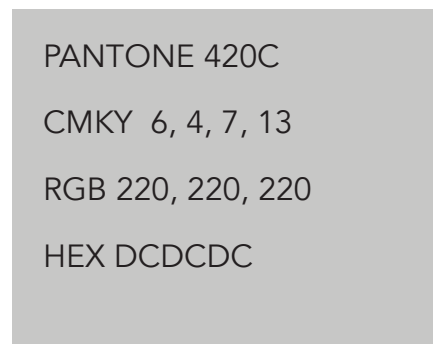
## ACCENT 1



## ACCENT 2



## ACCENT 3



**Note: Accent colors are to be used sparingly.**

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# Typography & Fonts

Typography plays an important role in communicating an overall tone and quality.

Careful use of typography ensures clarity and harmony in all Bedford City School District communications. The primary typefaces used are Cambria, Avenir Medium and Avenir. In the event a user does not have access to the above typefaces, acceptable alternatives are Century Gothic and Arial.

Headings

**Cambria Bold**

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Sub-Headings

**Avenir Medium**

Alternative Acceptable Font for Sub-Headings:  
**Century Gothic Regular**  
**Arial Regular**

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Body Text

Avenir Book

Alternative Acceptable Font for Body Text:  
Century Gothic Regular  
Arial Regular

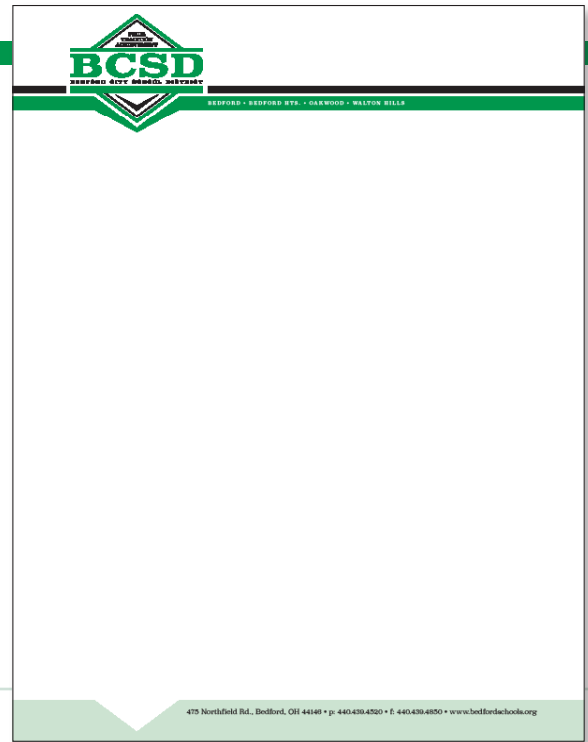
Questions?

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# Application

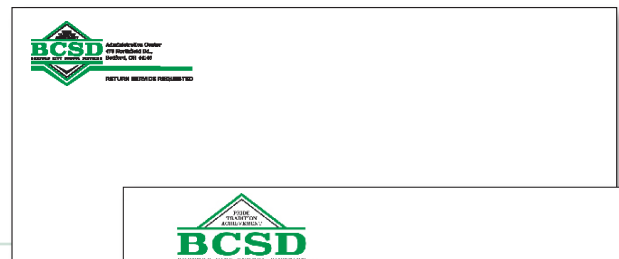
## Letterhead

- Dimensions: 8.5 x 11" (Letter)
- Do not create your own letterhead for personal use.
- Do not display additional logos on the Bedford City School District's letterhead.
- Personalized Bedford City School District letterhead and envelopes can be ordered through an IT School Dude ticket.



## #10 Envelopes

- Use district-issued envelopes in correspondence to any external stakeholders.
- Envelopes can be ordered by creating an IT School Dude ticket.



## Forms

Please use these guidelines when creating forms for public distribution:

- The Bedford City School District logo should appear in upper left hand corner.
- Use Bedford City School District fonts and colors when possible.
- For multi-page documents, the BCSD logo needs to appear on first page only.

## Business Cards

Personalized Bedford City School District business cards can be ordered through:  
 Roxane Strenger, Executive Assistant to the Superintendent  
 440.439.4777 | [rstrenger@bedfordschools.org](mailto:rstrenger@bedfordschools.org)





## Questions?

Contact the Communications and Public Relations Specialist with any questions or to inquire about ordering marketing material.

Beth Russell | 440.439.4520 | [brussell@bedfordschools.org](mailto:brussell@bedfordschools.org)

# Bedford City School District

## Bedford High School

481 Northfield Road  
Bedford, OH 44146  
440.439.4848  
440.439.4627 Fax

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## Heskett Middle School

5771 Perkins Road  
Bedford Heights, OH 44146  
440.439.4450  
440.786.3572 Fax

## Columbus Intermediate School

23600 Columbus Road  
Bedford Heights, OH 44146  
440.786.3322  
440.439.0495 Fax

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## Carylwood Intermediate School

1387 Caryl Drive  
Bedford, OH 44146  
440.439.4509  
440.439.0365 Fax

## Central Primary School

799 Washington Street  
Bedford, OH 44146  
440.439.4225  
440.439.4361 Fax

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## Glendale Primary School

400 W. Glendale Avenue  
Bedford, OH 44146  
440.439.4227  
440.439.3487 Fax