

Oneida-Herkimer-Madison BOCES  
**Graphic Identity Standards and Style Guide**



## The logo



The logomark  
or symbol

The logotype

## Identity Terminology

### Logomark/Symbol

A graphic identifier, one that uniquely represents the OHM BOCES and promotes immediate identification by the public.

### Logotype

The OHM BOCES' name designed in an individual style.

### Primary Logo

The official graphic arrangement of the symbol and logotype.

### Secondary Logo

An alternative arrangement of the symbol and logotype to be used in certain types of layouts.

### Brand

A consistent approach in communicating the mission of the OHM BOCES.

### Sufficient Space (safety zone)

Space around the logo is required so that it stands apart from surrounding visual elements. These elements should not be closer to the logo than one half of the width of the symbol (circles).

## Logo Color



PANTONE: 301U  
CMYK: C89, M60, Y23, K5  
RGB: R39, G99, B144  
HEX: 26638F

## Minimum Sizes

In order to maintain legibility, the minimum length of the horizontal logo is .35 inch. Minimum length of the stacked logo is .45 inch.



## Typefaces

Avenir Book Regular

Myriad Regular

**Myriad Bold**

*Myriad Italic*

***Myriad Bold Italic***

**Myriad Semibold**

***Myriad Semibold Italic***

## Logo Color

The official OHM BOCES color is PMS 301U (BOCES blue). The use of color creates a visual impact that reinforces the brand.



PANTONE: 301 U  
CMYK: C89, M60, Y23, K5

RGB: R39, G99, B144  
HEX: 26638F

### Four-color process and two-color printing

This refers to the logo symbol in multiple shades of BOCES blue and the logotype in BOCES Blue.



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### One-color printing

When printing in a single color, solid black or solid BOCES blue logos are acceptable.

Only in one-color printing may the logo appear in other colors. It is recommended, however, that the logo be reversed in these instances.



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### Printing on colored backgrounds

When printing the logo on light backgrounds, use the primary logo.

When reproducing on a darker background, use a reversed, white version of the logo.



## Primary Logo

The official graphic arrangement of the symbol and logotype.



## Secondary Logos

An alternative arrangement of the symbol and logotype to be used in certain forms of layout.



## Horizontal Acronym Logo

Whenever possible the full OHM BOCES logo should be used as shown above. In some cases where the logo is too wide for both small and large areas, we have designed a horizontal acronym logo.



## Vertical Acronym Logo

Whenever possible the full OHM BOCES logo should be used. In some cases where the logo is too wide for both small and large areas, we have designed a vertical acronym logo.



# Address Blocks and Stationery



## Oneida-Herkimer-Madison BOCES



P.O. Box 70 • 4747 Middle Settlement Road • New Hartford, NY 13413-0070

[www.oneida-boces.org](http://www.oneida-boces.org)



## Oneida-Herkimer-Madison BOCES

P.O. Box 70 • 4747 Middle Settlement Road  
New Hartford, NY 13413-0070

<p>The logo should be placed in the header, center aligned, with no spaces before or after it.</p>	<div style="text-align: center;">  <p><b>Oneida-Herkimer-Madison BOCES</b> P.O. Box 70 • 4747 Middle Settlement Road • New Hartford, NY 13413-0070 <a href="http://www.oneida-boces.org">www.oneida-boces.org</a></p> </div>
<p>1"</p>	<p>Patricia N. Kilburn, Ed.D. <i>District Superintendent</i> T: 315.793.8560 F: 315.793.8541 pkilburn@oneida-boces.org</p> <p>Myriad Pro, Regular, 11pt Myriad Pro Light, Italic, 10 pt Myriad Pro, Regular, 10 pt</p>
<p>We are collaborators, working together and partnering with leaders in education, business, industry, government and the local community to promote inclusive educational and career opportunities and equitable access in order to prepare all of our learners for the dynamic world of today and tomorrow.</p>	<div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;">  <p><b>Oneida-Herkimer-Madison BOCES</b> P.O. Box 70 • 4747 Middle Settlement Road New Hartford, NY 13413-0070</p> <p><b>Patricia N. Kilburn, Ed.D.</b> <i>District Superintendent</i></p> <p>T: 315.793.8560 F: 315.793.8541 pkilburn@oneida-boces.org <a href="http://www.oneida-boces.org">www.oneida-boces.org</a></p> </div>

## Incorrect Usage

The primary goal is to provide maximum legibility.

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### Don't Skew the Logo

This refers to unproportionately stretching the logo.



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### Avoid Chaotic Background Images

The logo may be used against colored backgrounds but only if it is legible.



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### Outlines

Do not outline the logo mark or logo text.



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### Reproducing the Logo

Do not repropotion or reposition the wordmark.



## Correct Usage

The primary goal is to provide maximum legibility.

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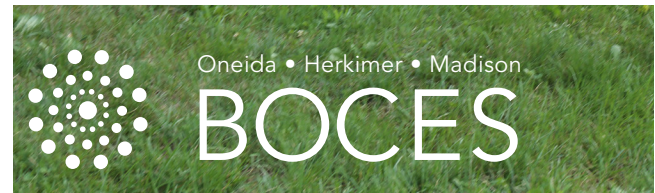
### Proportionately scale the logo

Instead of screwing the logo scale it proportionately.



### Avoid Chaotic Background Images

The logo may be used against colored backgrounds but only if it is legible.

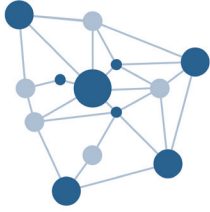


### Reverse

Do not outline the logo mark or logo text. Instead, use the reverse logo.



# Logos for OHM Programs



P·TECH OHM

Oneida · Herkimer · Madison BOCES  
"Creating Tomorrow's Leaders Today"



ONEIDA-HERKIMER-MADISON  
**LEARNING NETWORK**



**PROGRAM &  
PROFESSIONAL  
LEARNING**



ONEIDA-HERKIMER-MADISON BOCES



# Web Guidelines

As web communicators, we have one chance to make a first impression – on every page of the OHM BOCES website.

Schoolwires is the web content management system for the OHM BOCES. It allows website contributors to update their own web content.

The following guidelines are based on the OHM BOCES’ identity standards to ensure a consistent user experience and to project our brand.

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## Visual Hierarchy

Visual Hierarchy is used to rank design elements and influence in the order you want your users to view them. By using principles like contrast, scale, balance and, more, you can help establish each element in its rightful place and help the most important elements stand out.

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### Text

All text should be in Arial font. Headings should be 18 pt., subheadings 14 pt. and body text 10 pt.

Heading

Subheading

body text

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### Color

All body text should be in black on white background. Headings can be in black or BOCES blue on a white background.

Heading

This is sample body text.

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### Font Styles

Refrain from overusing italics and underline in text. Italics should be used when identifying titles or names. Do not underline the headings.

~~Heading~~

~~*Auditions for Beauty and the Beast begin on Monday.*~~

Heading

Auditions for *Beauty and the Beast* begin on Monday.

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### Photographs

Any photographs posted to the website or social media with students in them must have signed photo releases. (See social media policy for more information.)



## Mission Statement

We are collaborators, working together and partnering with leaders in education, business, industry, government and the local community to promote inclusive educational and career opportunities and equitable access in order to prepare all of our learners for the dynamic world of today and tomorrow.

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## Photography & Design

To help build the OHM BOCES brand, high quality photography is essential. This photography should be used on main imagery within any medium. Whether the subject is the environment, still life or a person, the quality and lighting reflect the quality and tone of our brand.

School Communications can photograph your event or occasion. Call Rebecca Neary at 315.793.8528 at least one week prior to the event to schedule your photo opportunity.

All Marketing Materials need to be designed by School Communications or sent to School Communications prior to distribution to ensure it meets the required OHM BOCES brand standards. Contact Andrea Rafferty at 315.793.8545 or [arafferty@oneida-boces.org](mailto:arafferty@oneida-boces.org) for marketing or branding inquires.

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## Name

Our official name is Oneida-Herkimer-Madison BOCES. After a first reference to the Oneida-Herkimer-Madison BOCES, OHM BOCES is acceptable as a second reference. OHM BOCES is also acceptable in limited, informal situations, or where space is limited.

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## E-mail Signature

E-mail signatures need to include the OHM BOCES logo. For brevity and ease of use, the following format is recommended. To edit your signature in Gmail click the gear icon, settings, scroll down to the signatures section then type in your signature. **If you are unsure of your official OHM BOCES job title, please contact the Human Resources Office to find out what title to include in your email signature.** Staff members are welcome to include their pronouns in their email signature, but are not required to do so. If you choose to include your pronouns, please place them in parentheses immediately following your name.\*

Rebecca Neary  
she/her/hers (*\*optional*)  
Oneida-Herkimer-Madison BOCES  
Public Relations Specialist  
School Communication Service  
Phone: 315.793.8528  
Email: [rneary@oneida-boces.org](mailto:rneary@oneida-boces.org)  
[www.oneida-boces.org](http://www.oneida-boces.org)



← Sans Serif, Normal



→ Sans Serif, Normal

↵ Sans Serif, Small

"We are better together. We are OHM BOCES!"

The information in this e-mail and any attachments are confidential. It is intended solely for the attention and use of the named addressee(s). If you are not the intended recipient, please notify the sender immediately. Unless you are the intended recipient or his/her representative you are not authorized to, and must not, read, copy, distribute, use or retain this message or any part of it. As the integrity of e-mail across the Internet cannot be guaranteed messages and documents sent via this medium are potentially at risk.

Please refer questions to:

**School Communications**

phone: 315.793.8528

[www.oneida-boces.org](http://www.oneida-boces.org)



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