THE
BRONXVILLE
SCHOOL
1922
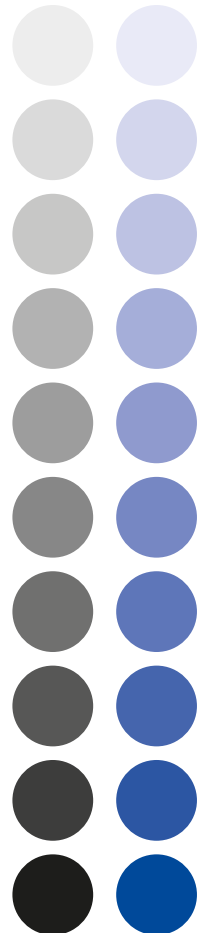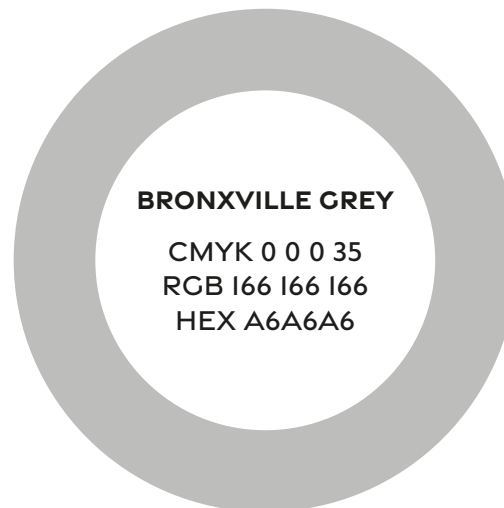
STYLE GUIDE

COLOR PALETTE

Color is as significant to a graphic identity as symbols and marks.

Tints of the brand colors may be used sparingly and with careful consideration.

Please only use the colors listed here, except with explicit permission from Marketing.

BRONXVILLE BLUE

CMYK 100 75 0 0
RGB 0 57 166
HEX 0039A6

BRONXVILLE GREY

CMYK 0 0 0 35
RGB 166 166 166
HEX A6A6A6

BLACK

CMYK 0 0 0 100
RGB 0 0 0
HEX 000000

B FONTS

The logo font is **Gravesend Sans Bold** available from Adobe Fonts.

DO NOT alter the logo font in any way.

This font can also be used for headings.

All fonts within this family can be used sparingly.

The primary body copy font is **Noto Sans Light** and is also available from Adobe Fonts or Google Fonts.

All fonts within this family can be used.

This font should generally be **BLACK.**

GRAVESEND SANS BOLD

GRAVESEND SANS MEDIUM
GRAVESEND SANS LIGHT
GRAVESEND SANS FINE
GRAVESEND SANS INLINE

Noto Sans Light

Noto Sans Regular
Noto Sans Medium
Noto Sans SemiBold
Noto Sans Bold

To ensure continuity of the brand, every effort should be made to use this font, however **Montserrat** from Google Fonts can be used for limited purposes.

Please check with Marketing before doing so.

LOGOS

The logos and seal shown here, should be used in the majority of situations.

The portrait version should be considered first, but the logo chosen will be determined by the nature of use and the space available.
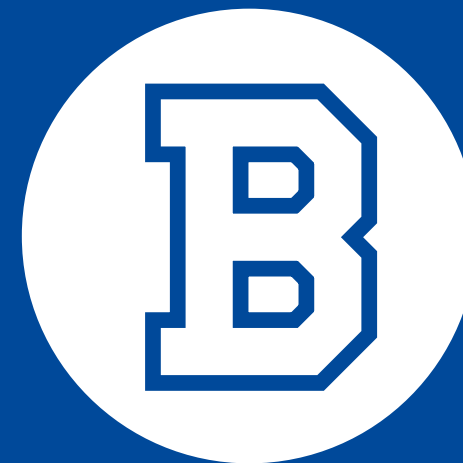
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BRONXVILLE 'B'

The Bronxville 'B' is used for athletics and to show school spirit.

It may also be used where space is at a premium. In these circumstances, The Bronxville School should be well known enough that it can be recognized by a single letter.

Available in one or two colors, the two-color version below should be used where possible.

The circular versions may be used where extra definition is needed.

BRONCOS

The Bronco mascot is also used for athletics and to show school spirit.

The mascot should primarily be used with the Bronxville 'B' attached.

If using the Bronco on it's own, Bronxville or Bronxville Broncos should appear alongside it in the Gravesend Font.

BRONXVILLE
BRONCOS

ATHLETICS

The Bronco mascot can be tailored for individual sports, as shown below.

All logos in the list opposite are available from Marketing.

CROSS COUNTRY

LACROSSE

BASEBALL
BASKETBALL
CROSS COUNTRY
FIELD HOCKEY
FLAG FOOTBALL
FOOTBALL
GOLF
ICE HOCKEY
INDOOR TRACK
LACROSSE
SKIING
SOCCER
SOFTBALL
SQUASH
SWIM & DIVE
TENNIS
TRACK & FIELD
VOLLEYBALL

PROMISE

The Bronxville Promise logo highlights important traits students should strive to achieve while at school and beyond.

THE BRONXVILLE PROMISE · INNOVATE · LEAD · ENGAGE · BELONGING · THINK CRITICALLY ·

THE BRONXVILLE PROMISE · INNOVATE · LEAD · ENGAGE · BELONGING · THINK CRITICALLY ·

BACKGROUNDS

Most logos include a white border, so they may be used on colored backgrounds. Bronxville blue or grey should be used wherever reasonably possible.

Alternatively, a white only version of the logo is available to be used on solid blue background only.

DO NOT place logos on any other color without permission from Marketing.

THE BRONXVILLE SCHOOL
1922

INNOVATE • LEAD • ENGAGE
THE BRONXVILLE PROMISE
THINK CRITICALLY • BELONGING

BRONXVILLE
BRONCOS

B CLEARANCE AND SIZING

Adherence to a minimum clear area around the logos helps ensure clarity of the brand.

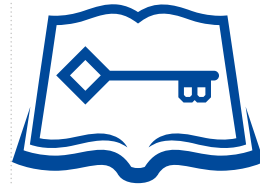**No copy or any other graphics may encroach on this minimum space.**

25MM

The minimum height of the logo is 25mm.

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B SCALE

When presented together, all logos should be consistent in size and based on the diameter of the two circles, as shown below.

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