



BAS

BRIGHTON

AREA SCHOOLS

BRAND GUIDE

www.brightonk12.com



The Brighton Brand

A **consistent school brand** presentation **builds confidence and trust** within a community, as well as enhances brand awareness. As a valued member of the Brighton Area Schools Team you are at the forefront of promoting Brighton Area Schools through your daily interactions with students, parents, fellow staff members and our community.

Trust is the most critical component in building and maintaining a strong, **emotionally driven and enduring brand**. By following through with genuine, consistent interactions, you will be more effective at building a trusted brand presence over time. While gaining trust takes a lot of time and hard work, if you make it a priority and follow the guidelines outlined in this book, you can build a brand that results in loyal staff, students and resonates with community pride.

Trusted brands are perceived as having unparalleled competence, efficacy and effectiveness in **delivering** on their promises. By delivering consistently, you will be contributing value all the time.

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01

LOGOS

Our logos are the touchstone of our brand and one of the most valuable assets. We must ensure its proper usage.

District Logo / Paw Logo / B Logo / Logo Construction + Correct Usage

District Logo

Position, size, and color, along with the spatial and proportional relationships of the Brighton Area Schools logo elements, are predetermined and should not be altered.

Used consistently, they will reinforce public awareness of the school district.





100% Black



70% Black



100% White

BLACK, WHITE AND GRAYSCALE

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

The logotype and the symbol must be clearly distinguishable from the background color.

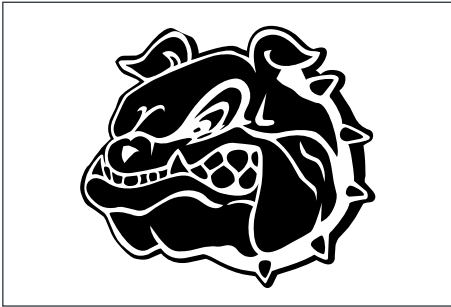
You must honor the Brighton Area Schools logo palette when possible, using black or white if necessary.

Bulldog Logo

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Paw Logo

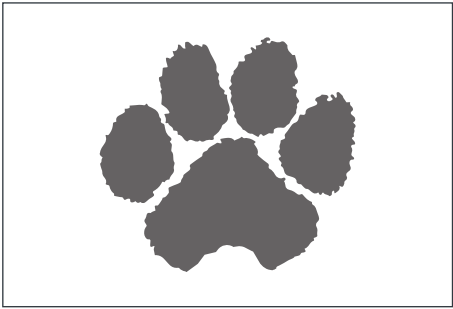
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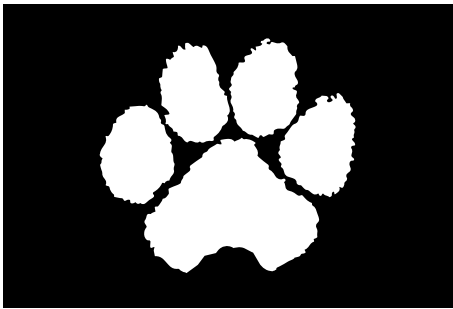




100% Black



70% Black



100% White

BLACK, WHITE AND GRAYSACLE

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B Logo

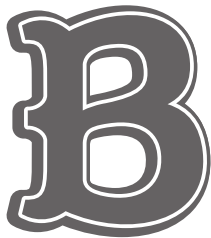
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School Building Logos

Position, size, and color, along with the spatial and proportional relationships of the Brighton Area Schools logo elements, are predetermined and should not be altered.

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Logo Construction + Usage

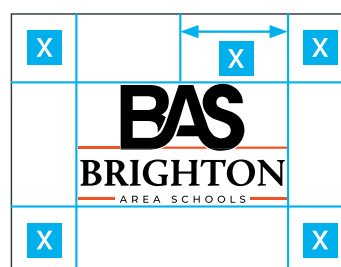
The Brighton Area Schools logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It never should be less than that. The logo must always fit into the clear-space area and can not be intervened by other graphical elements which could hinder legibility of the brand.

FULL LOGO + LOGO ICON

Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.



Whenever you use the logo, it should be surrounded with clear-space to ensure its visibility.



If you use the logo icon as a single object, it also needs clear-space all around.



DON'T rotate the logo



DON'T add a drop shadow



DON'T rearrange elements



DON'T use different colors

INCORRECT USE

Please note: Although creativity is appreciated, please do not alter the logo in anyway.



DON'T stretch the logo



02

TYPOGRAPHY

Typography is 95% of design – it's a driving force in all forms of communication art.

The Primary & Secondary Font / Typography & Hierarchy

The Primary & Secondary

Font These fonts should be used in all Brighton Area Schools communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

HISTORY: Calluna

Calluna is slab serif text family that also has wonderful display qualities. Designed by Jos Buivenga, Calluna is the result of 1.5 years of work to develop a serious text family shaped with a flow between the serif and stem. There are 8 fonts in the Calluna family: Light, Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic and Black. The Calluna font family has support for a wide range in languages and and extensive OpenType features (each font has over 700 glyphs). Calluna is spaced and kerned with Igino Marini's iKern service. Calluna is a trademark of Exljbris Font Foundry and may be registered in certain jurisdictions.

PRIMARY FONT

Calluna

REGULAR

ITALIC

BOLD

BOLD ITALIC

Specimens

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&'()*=?,:;:-_

HISTORY: MONTSERRAT

Montserrat was designed by Julieta Ulnavosky in 2011. Her inspiration of this font came from traditional old posters and signs found in the historical Montserrat neighbourhood of Buenos Aires where she lives. She wanted to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The Montserrat typeface draws on rich history of craftsmanship and local knowledge to combine and preserve in a new, open source free typeface ready for use in the most modern environments. She published the typeface as a free web font in Google Fonts.

SECONDARY FONT

Montserrat

LIGHT

REGULAR

ITALIC

BOLD

BLACK

Specimens

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"\$%&/'()=?;,:- _

Typography + Hierarchy

The Brighton Area Schools primary and secondary typefaces require contrast to create hierarchy within the content. Use this as a guide for the basics.

SIZE + LAYOUT

Size is the simplest way to create contrast between different typographic elements in your design. With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and is easy for all to access.

Here are some of the most common techniques for the designs.

Main title: Calluna 60 pt bold

Title Header

Heading 1: Calluna 48 pt regular

Title Header

Heading 2: Calluna 30 pt italic

Title Header

Heading 3: Montserrat 24 pt italic

Title Header

Heading 4: Montserrat 14 pt regular

Title Header



CHARACTER & PARAGRAPH STYLES

BASIC TEXT BOLD UPPERCASE

ONSEQUIAE RATAM NOS MOLOREPUDAM ULPA IUR MA VOLORATIS ESSIMODIA SI CONECER RO-REPELICIA ILLUPTIOSAM ANDIGNIANT POS MINIMETUR, QUODICA TESEQUATUR, ACCUM RENDAM.

Basic text italic

Ciis eumendi gnimos aut labores sequis sunt quam fuga. Nequos eum facea vollab ius, odis ad moloreh endest, sum il exerio. Ique alit que dolupta musantis re que dero et abore. Hitis ipictias et, sum, ut aut Soluptas expernatet eos sa ilicae nonem acil.

Basic text white center

Accum niti blamus. Iberro con rem etum accum reperferatem esseque nonsenist ulpa ea doluptati ariae acid quas de omnihilia dero voluptasped quis cullabo. Ro eatibuscia doluptatae practecto vitam ulpa doloriorunt eius audit evelecae.

List with bullets

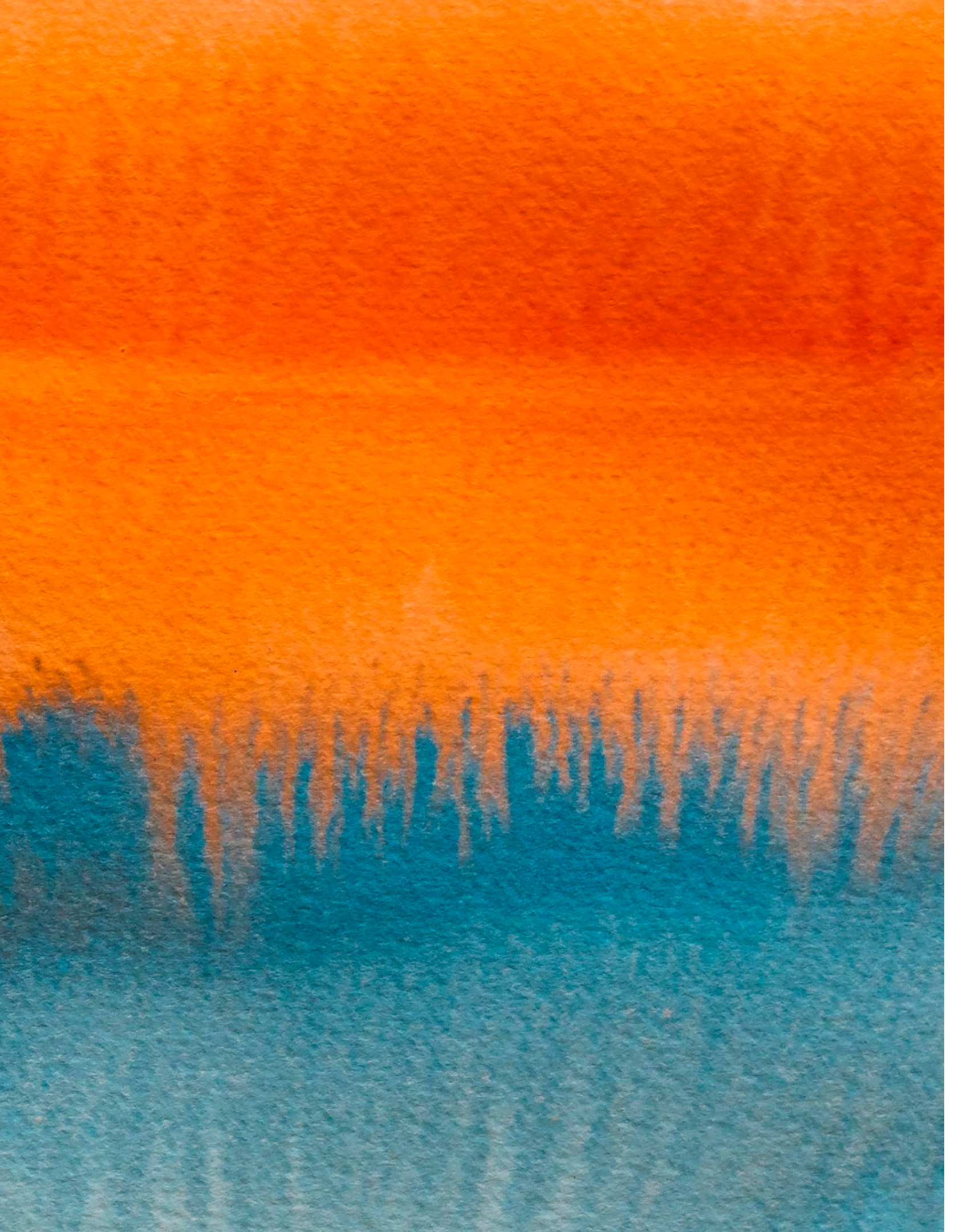
- *Ciis eumendi gnimos aut labores etiam tu est*
- *Sequis sunt quam fuga.*
- *equos eum facea vollab ius, odis ad moloreh endest, sum il exerio.*
- *Incidus, ipsam as eicillatur, volescit, aut expliquae es coria cusam earunt voluptis qui utate-turi*

Basic text regular gray

Antem autem que perum as et la verum dolum doles deliaep tatibus voluptatia volecat emporen daernam, vernatur? Quia dolorate nonsernat. Obis sam quos est eaturioris magnis aperestem illuptur magnihicias ullorit rehenia consequo doluptatae.

List with numbers

1. Denducil liquis re, quis eum sequi odiam recum,
2. Im res con reicti dolut pliqui blabores samus essum ut omnimolut quam, que pos as maio.
3. Me pero doluptat et pa si utatur re, to quisci ullaborro blaut quiaturi officit ianima el eius vent,
4. In explibus, te eosapit earchil imostrum expliquunt.



03

COLOR

With 93% of customers influenced by colors and visual appearance, make sure you use the right colors for your school.

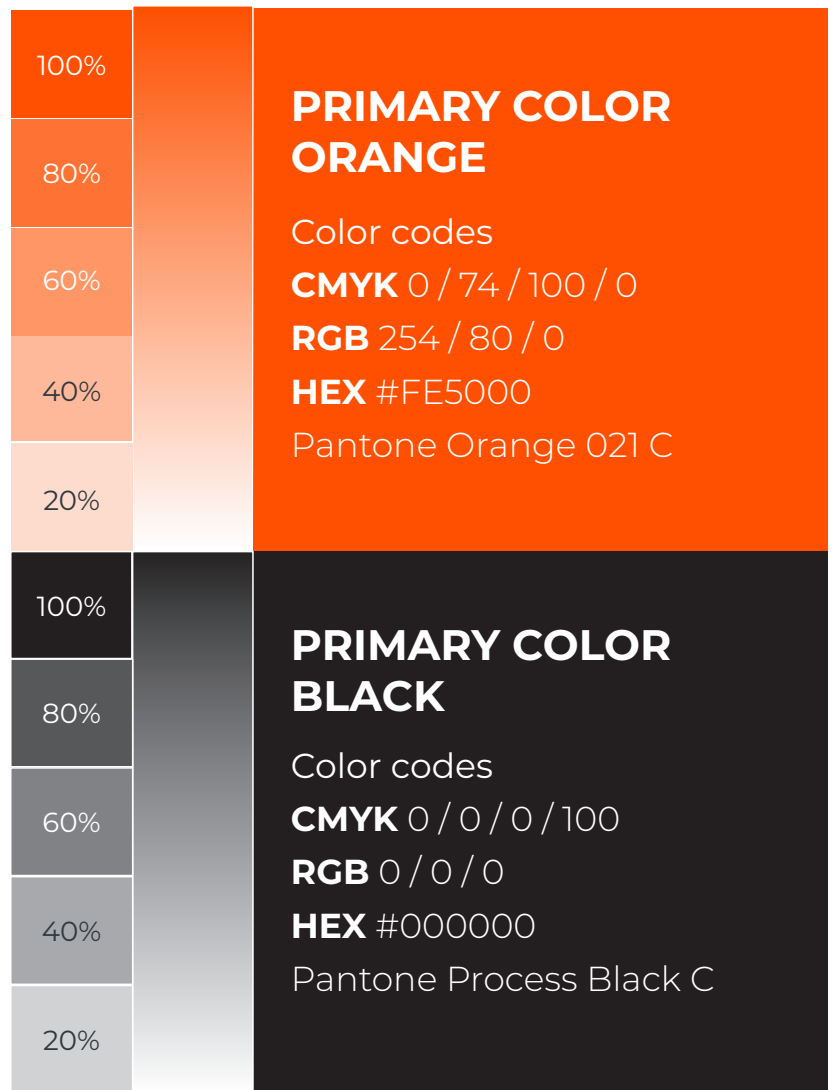
The Logo Color Palette / Secondary Color Palette / The Moodboard

Color

The following palette has been selected for use in Brighton Area Schools communications. Lighter tints of these colors are also allowed, but the Logotype + background may only be used with a 100% tint.

THE LOGO COLOR PALETTE

Use of color for the printed & digital logo. The primary colors include orange and black, that embodies the creativity and dynamic of the district. A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.



100%	SECONDARY COLOR BLUE SKY Color codes CMYK 85 / 58 / 0 / 0 RGB 45 / 108 / 181 HEX #2D6CB5 Pantone P 104-15
80%	
60%	
40%	
20%	
100%	SECONDARY COLOR COOL GRAY Color codes CMYK 14 / 9 / 8 / 70 RGB 98 / 100 / 101 HEX #626364 Pantone 10 C
80%	
60%	
40%	
20%	

SECONDARY COLOR PALETTE

The secondary color palette includes specifications for Pantone colors on coated stock (C), when reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB). The palette allows the addition of secondary colors to enrich the Brighton Area Schools visual identity as a whole. Lighter tints of these colors are also allowed.

These colors are complementary to our official colors, but are not recognizable identifiers for our company. Use the secondary color sparingly.

The Moodboard

Be sure to use photos that have tones that match the color palette when advertising for Brighton Area Schools.



MOODBOARD ORANGE

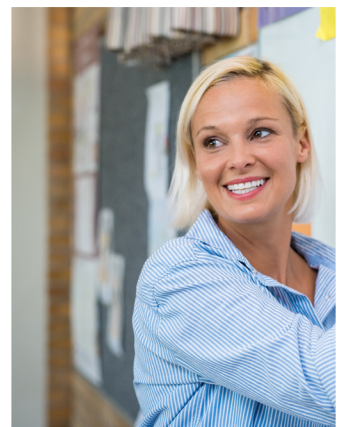
If you are using the primary color palette, photos should contain orange elements.





MOODBOARD BLUE

Blue tones are also great to use in correspondence to the primary color, orange.





03

STATIONERY

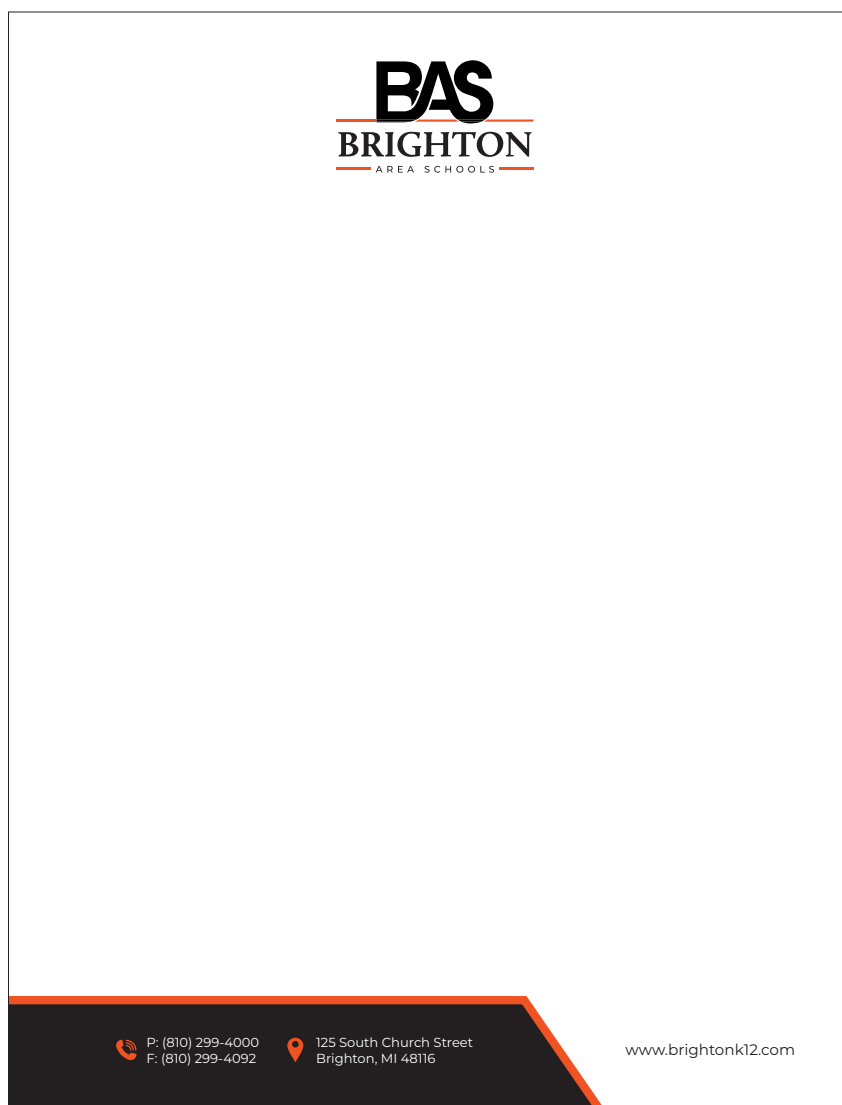
When it comes to developing the stationery, consistency is the key for all layouts and designs

The Letterhead / The Business Card & Envelope / Social Media Etiquette / Email Signature + Email Etiquette

Stationery Set

Our stationery is one of the most widespread forms of contact for business and corporate communications. Clean and simple, we designed our stationery to align with our visual system for Brighton Area Schools.

THE LETTERHEAD



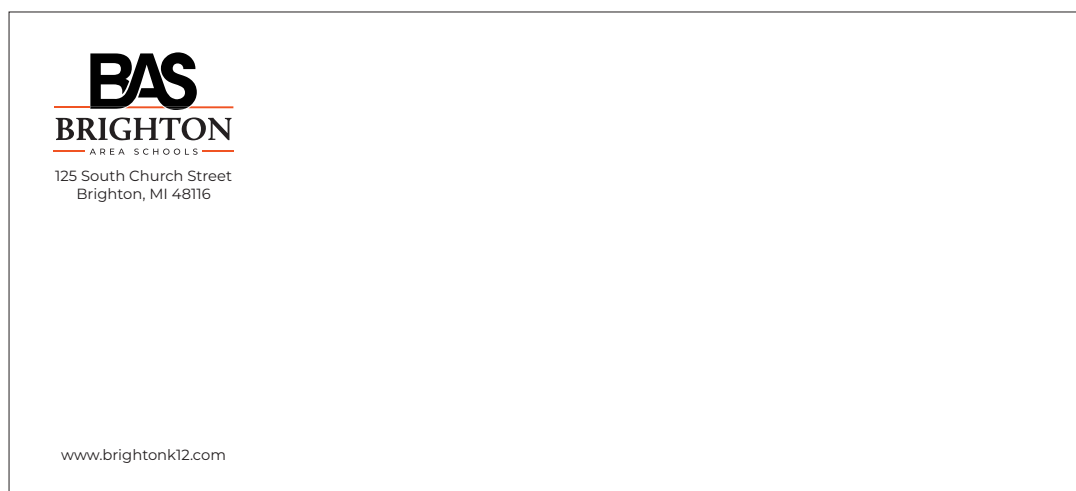
BUSINESS CARDS

The business card will be used for all official contact and communication of our company. These are the approved layouts.



ENVELOPES

The envelope will be used for all official contact and communication of our company. These are the approved layouts.



Social Media Etiquette

SOCIAL MEDIA ETIQUETTE

The BAS Board approved a new policy that was adopted covers the use of social media by staff and students. This policy is meant to protect both the user and the school district.

Many of our staff are using social media to promote the amazing learning going on in BAS. We also have staff members that are not sure what to think of social media when it comes to professional use. I use social media to showcase BAS because that is where our families are and expect to receive information these days. I am also comfortable in using these modes of communication. However, not everyone is comfortable in using social media and that is OK.

Please do not feel pressured to use social media and please reach out to me, the central office team, or your building principal/director if you are needing questions answered when it comes to using social media during the school day. To help you understand the policies and best practices in using social media for professional reasons, please see the highlights here.

Best Practices:

<https://education.cu-portland.edu/blog/leaders-link/educational-social-media-use/>

Do's

- Do use separate personal and professional social media accounts. Putting a boundary between school and personal life is good for your career and less stress on you.
- Do make sure you have strict privacy settings and review those settings frequently. Especially if you use one social media account per site.
- Do follow these suggested guidelines for teachers and social media.


Don'ts

- Don't say anything on your social media profile that you wouldn't say in class.
- Don't get too chatty with students on your professional profile. This may confuse students into thinking you're available 24/7 for this, that and the other.
- Don't share too much. Personal pictures from your weekend have no business being on your professional profile.

Good examples of how to use social media (See full article ISTE):

What's working. Share examples of student work that show what's resonating with students in your classroom. ...it's not bragging, it's exposing the proven successes so other educators can benefit.

What's not. There will be classroom fails. Share



those, too, and seek feedback on how you could improve the lesson or project next time.

Tribe-finders. It can be lonely when you're the only one in a particular role on campus. If you're the only coding teacher or iLab leader for example, ... create posts about your role that will help you find your tribe.

Student leadership examples. Start sending the message that students can lead by sharing about student-led clubs or anything students are doing that puts them in a leadership position...identify student leaders.

Awe-inspirers. Students are doing amazing things and social media posts are an exceptional way to tell about them. From maker projects to student broadcasts to project-based learning, show student creation and learning in action to prove that students don't need a recipe, they need the opportunity to design and create.

Important inquiries. Have questions that need immediate answers, say about an edtech resource or an innovative way of teaching a concept? Post your questions on social media to get the solutions rolling in.

Positive trends in education. Trending positive in education is a movement of it's own. Join in by posting about the positive things you're seeing, like amazing acts of kindness, good deeds done by students or ways students are giving back in the community.

The bigger picture. Share student work beyond your own classroom.

Digital resume builders. Conference attendance, successful lessons, new edtech

tools you've discovered and blog posts are all fodder for building your digital resume. Share out what you're doing, creating and experiencing across your professional life.

Review of the Policy:

The Board of Education authorizes the use of social media to promote community involvement and facilitate effective communication with students, parents/guardians, staff (including district volunteers).

The district will use approved social media platforms/sites as interactive forms of communication (i.e Twitter, Facebook, Youtube)

Staff (including district volunteers) may, with prior approval/authorization from the Principal and/or Director, use social media platforms sites for classroom instruction or school sponsored events.

Students must adhere to the schools Student Technology Acceptable Use and Safety Policies.

Include district volunteers in the expected standards of conduct on District-Approved Social Media (i.e PTO).

Do NOT use social media to post grades, interact with students or parents that involve topics that fall under the FERPA law. (The school district discourages any interaction regarding grades or other confidential information to be discussed via social media. If communication on these topics take place, the conversation must be archived just as an email would).

Email Signature + Email Etiquette

EMAIL SIGNATURE

An email signature is an electronic business card. At its most basic, a professional email signature should include personal information such as full name, title, phone number and email address.

You can transform a basic email signature into a marketing opportunity to increase brand recognition, showcase achievements and link to social media outlets.



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Assistant to Superintendent Dr. Matthew S. Outlaw

Brighton Area Schools

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EMAIL ETIQUETTE

When the use of email became common in the early 90s, the business world changed. Email now takes up a significant portion of our workday. According to a study by the International Data Corporation (IDC), workers spend 28 percent of their workweek reading and answering email.


While we try to work faster and more efficiently, we must not forget the social rules that accompany any form of communication. Here are some of the dos and don'ts of email etiquette.

Source: Entrepreneur.com/article/272780

Do have a clear subject line. Most of us have to compete with the hundreds of emails clogging our inbox every day, so the clearer your subject line, the more likely your message will be read. For example, if you're sending a proposal to someone, be specific and write, "The Fitch Proposal Is Attached."

Don't forget your signature. Every email should include a signature that tells the recipient who you are and how to contact you. Set it up to automatically appear at the end of each email. Include all of your contact details so the recipient doesn't have to look up your address, email or phone number.

Do use a professional salutation. Using "Hey," "Yo," or "Hiya" isn't professional, no matter how well you know the recipient. Use "Hi" or "Hello" instead. To be more formal, use "Dear (insert name)." Using



the person's name in the salutation -- "Hello Robert" -- is quite appropriate, but remember not to shorten a person's name unless you're given permission to do so.

Don't use humor. Humor does not translate well via email. What you think is funny has a good chance of being misinterpreted by the other party, or taken as sarcasm, without the accompanying vocal tone and facial expressions. When in doubt, leave humor out of business communications.

Do proofread your message. Don't be surprised if you're judged by the way you compose an email. For example, if your email is littered with misspelled words and grammatical errors, you may be perceived as sloppy, careless, or even uneducated. Check your spelling, grammar and message before hitting "send."

Don't assume the recipient knows what you are talking about. Create your message as a stand-alone note, even if it is in response to a chain of emails. This means no "one-liners." Include the subject and any references to previous emails, research or conversations. It can be frustrating and time consuming to look back at the chain to brush up on the context. Your recipient may have hundreds of emails coming in each day and likely won't remember the chain of events leading up to your email.

Do reply to all emails. Give a timely and polite reply to each legitimate email addressed to you. Even if you do not have an answer at the moment, take a second

to write a response letting the sender know you received their email. Inform the sender if their email was sent to the wrong recipient, too.

Don't shoot from the lip. Never send an angry email, or give a quick, flip response. Give your message some thoughtful consideration before sending it. If you feel angry, put your message into the "drafts" folder, and review it again later when you are calmer and have time to formulate an appropriate response.

Do keep private material confidential. It is far too easy to share emails, even inadvertently. If you have to share highly personal or confidential information, do so in person or over the phone. Ask permission before posting sensitive material either in the body of the email or in an attachment.

Don't! overuse exclamation points. Exclamation points and other indications of excitement such as emoticons, abbreviations like LOL, and all CAPITALS do not translate well in business communications. Leave them off unless you know the recipient extremely well. It's also not professional to use a string of exclamation points!!!!

It may take some practice to keep your emails professional and to the point, but you will look more polished and organized in the long run.



**“ EDUCATION IS THE PASSPORT TO
THE FUTURE FOR TOMORROW
BELONGS TO THOSE WHO
PREPARE FOR IT TODAY. ”**

- Malcolm X



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