



Branding Guide



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Mission, Vision & Strategic Directions

Mission Statement:

Our mission is to challenge, educate, & inspire all students to reach their highest level of achievement in academics, athletics, & the arts.

Vision Statement:

High expectations - Exceptional results

Belief Statements:

We Believe:

- High expectations inspire high achievement & lifelong learning.
- Learning occurs best in a safe, healthy, & positive environment.
- Excellence in academics, athletics, & the arts is important in creating well-rounded citizens.
- Preparing learners for the future is an innovative & evolving process.
- Collaboration with parents & families to promote success.
- In the five core values of the Hornet Way: respect, honesty, kindness, responsibility, & fairness

Strategic Plan Focus Areas:

Our 2022-2027 strategic plan revolves around three main focus areas:

- Student Support
- Staff Support
- Family & Community Engagement

To learn more about the goals & objectives within these focus areas, see our strategic plan document, which can be found on our website.

Incorporating into Communications:

All district communications & marketing materials should reflect the district's brand verbally & visually by incorporating aspects of our mission, vision & strategic plan. By doing so, you will reinforce & expand our district's brand.

Voice & Tone

Being consistent with elements of our brand, including voice & tone, builds brand awareness & stronger relationships with our stakeholders--making them feel engaged with, & informed about, our schools.

Guidelines:

Be conversational & informal

- Try to write in first person (you, we, us)
- Avoid acronyms unknown to the general public
- Use action verbs to avoid past tense

Be informative & trustworthy

- Avoid opinion-based information
- Cite where you are receiving information from
- Provide thorough information with facts

Be professional & friendly

- Don't use inappropriate language
- Always use spell check & re-read content
- Let your positive, upbeat attitude shine through
- Don't speak in an "institutional" voice

Be quick & to the point

- Use bullet points & small blocks of content
- Eliminate words that don't add value or understanding
- Use charts when appropriate to convey meaning

District Name

In order for stakeholders to easily identify our school district, a common & consistent name needs to be used. For this reason, Big Lake Schools, has been chosen as the official name for our district that should be used on all internal & external communication & marketing pieces.

The exception to this would be legal documents requiring a specific naming convention or documents requiring the use of our district number.

Acceptable Name:

Big Lake Schools

Not Acceptable Names:

Big Lake Public Schools

Big Lake School District

School District 727

Correct Possessive Form:

Big Lake Schools'

Incorrect Possessive Form:

Big Lake School's

Logo Usage

The Big Lake Schools logo includes two graphic elements, the water wave & the words “Big Lake Schools.” The two elements combined create our brand identity. The Big Lake Schools logo should appear prominently on all district publications. The master logo should be the version used whenever possible; however, alternative versions are available for special circumstances.

Master:



Building Specific:



Gray-scale:



**Alternative Master
(Yellow Background):**



**Alternative Master
(Blue Background):**



The alternative masters should be used for situations when a solid colored background is needed.

The logo should never be re-colored & must always have at least 1/4” of safe or clear space around it. See the hornet logo section for information on safe space.

Additionally, always hold down shift when re-sizing the logo to ensure the proportions remain intact. Logos can be downloaded from the staff resources google drive (“Communications” folder).

Signature Color Palette

Big Lake Schools primary colors are blue & gold, as indicated below. The palette consists of a mix of colors with consistent intensities. The main primary blue (294C) should be used in all publications & should be the dominate color.

Primary Colors:

PMS:294C
CMYK: 100/75/15/15
RGB: 0/72/130
HEX: 004983

PMS:130 C
CMYK: 0/30/100/0
RGB: 252/184/19
HEX: FDB913

Complementary / Accent Colors:

PMS:660
CMYK: 88/50/0/0
RGB: 0/117/188
HEX: 0075BC

PMS:1595
CMYK: 0/71/100/3
RGB: 234/106/32
HEX: EA6A20

PMS:326
CMYK: 81/0/39/0
RGB: 0/180/174
HEX: 00B5AF

PMS:7670C
CMYK: 72/78/0/0
RGB: 98/82/163
HEX: 6252A3

CMYK refers to a 4-color ink process & it should be used primary for printed materials only. **RGB** should be used for any materials that will be primarily viewed on a computer screen or the web. **HEX** is used for website elements only.

Signature Fonts

Fonts, also known as typography, play an extremely important role in branding by ensuring all of our communications & marketing materials contain the same look & feel.

Primary Font #1:

Abadi MT Condensed Extra Bold has been chosen for our primary sans serif font. It should be used for headlines, building names, & program names. If Abadi MT Condensed extra bold is not available, Impact can be used.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary Font #2 / Accent Font:

Noteworthy has been chosen for our accent sans serif font. It should be used for sub-headlines, captions, & other areas where creativity is called for. If Noteworthy is not available, Abadi MT Condensed Light can be used.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Font:

Century Schoolbook should be used as the main font for text bodies in standard documents; however, if it is unavailable the following can be used as substitutes: Garamond, Times New Roman.

Century Schoolbook is the preferred font:

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Email Signatures

All outgoing emails must include a signature that follows the format below. Quotes, slogans, graphics, or stationary templates should not appear as part of your signature. If sending email from a smartphone or tablet, this signature does not need to be used; however, it should be replaced by “sent from my iPhone” as an example.

Format:

Name | Job title (include grade or subject area for teachers)

Big Lake Schools | Building or Program Name

Street Address | Big Lake, MN 55309

O: Office # | F: Fax # | C: (if you have a district cell phone)

www.biglakeschools.org

High Expectations, Exceptional Results

Color, Font & Size:

Our exact branded colors & fonts are not available through our email provider, so colors & fonts have been chosen that most closely represent our branded look & feel.

See the email signature set-up guide in the staff resources google drive (“Branded Items” folder within the “Communications” folder) for directions on how to customize your signature correctly with the right colors & fonts.

A Word on Email Communication:

Often times meaning is misunderstood in email due to the nonexistence of body language & tone-both of which play an extremely important part in communication. For that reason, always be aware of the perceived tone of an email, & never use ALL CAPS in email communication. If a complex or sensitive topic is being discussed, it is typically best to use the phone or an in-person meeting as the communication channel.

Athletics & the Hornet Logo

The hornet logo shown below is a trademarked logo owned by Georgia Tech that Big Lake Schools has a license agreement to use; however, the agreement has certain terms & conditions that govern it. For this reason, the hornet logo should be reserved primarily for athletic purposes only. In some cases, the hornet logo can be utilized by individual buildings, but for official school items only.

General Guidelines:

Big Lake Schools may not sublicense, grant permission, or provide third parties the use of the logo outside the capacity that it is used as a Big Lake Hornet.

For cost concerns, the royal body can be black & the black tail areas can be royal; however, no additional changes should be made to the logo.

The shape & color of the hornet logo should remain untouched besides the exceptions stated. This includes leaving the (R) trademark designation intact.

The hornet should not appear by itself, but should always include the words, “Big Lake Hornets.”

Hornet Logo Safe Space:

Safe space, or clear space, is the margin surrounding the logo.

At minimum, a 1/4 inch of safe space should be observed around the entire logo to ensure that other design elements do not interfere with the logo.



Questions or Comments?

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