Brand Standards & Style Guide

Bondurant-Farrar
Community School District

March 1, 2021

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About Us

Who We are

Background

Located less than 10 miles from Des Moines, Ankeny, and Altoona; Bondurant offers small town living with the close convenience of a major metropolitan area. In Bondurant, you'll find friendly neighbors, a great school system, and plenty of room to enjoy the outdoors.

The size of the district allows students the individual attention needed to succeed, while providing the advantages of a bigger school. Total enrollment is approximately 2,500 students and projected to grow considerably for the foreseeable future.

Students in preschool through second grade attend Morris Elementary, opened in the fall of 2014. Anderson Elementary is home to students in grades third through fifth. The middle school houses grades sixth through eighth and is on the same 55 acre campus as Morris and Anderson. The High School, built in 2010, is on the north side of town and home to ninth through twelfth grade students. The school district comprises 85 square miles of Polk County.

Along with the Bluejay Booster Club, Fine Arts Booster Club, and the Elementary PTO, many community clubs and organizations support the students and staff through donations and volunteering. Formed in 2008, the Bondurant-Farrar Education Foundation partners with the Bondurant-Farrar CSD to create opportunities for alumni, friends, and the community to support and enhance educational excellence.

Statements

Accountability

Mission & Vision Statements

Mission Statement
Help all children develop their talents in order that they may become productive citizens.

Vision Statement
The Bondurant-Farrar Community School District is committed to providing:

- Optimal opportunities and sincere encouragement to students to succeed socially, emotionally and academically
- A safe and orderly environment where all students are comfortable and secure
- A mutually supportive, collaborative and productive home-school partnership
- A curriculum to meet the needs of a diverse learning community
- Research-based instruction designed to meet the needs of all students
- Teaching and modeling the character qualities of trustworthiness, respect, responsibility, fairness, caring, and citizenship to students

# Color Guide

Color System

Colors

The primary color palette consists of three main colors (blue, white, and black) that should be present in all materials. These colors used in conjunction with one another is paramount to maintaining brand consistency and correlation.

HEX		231F20	
RGB		35, 31, 32	
CMYK		0, 0, 0, 100	
PMS		Black C	

HEX	19468D
RGB	25, 70, 141
CMYK	100, 84, 12, 3
PMS	PANTONE 286 C

HEX	76777A
RGB	118, 119, 122
CMYK	56, 47, 44, 10
PMS	PANTONE Cool Gray 9 C

HEX	BBBBBB
RGB	187, 187, 187
CMYK	27, 21, 22, 0
PMS	PANTONE Cool Gray 4 C

HEX	FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

HEX	5887DA
RGB	88, 135, 218
CMYK	66, 43, 0, 0
PMS	PANTONE 2718 C

Color System

Color Distribution

The diagram below is a guideline to show how colors should be distributed on all branded materials in order to create an even balance of white space and colors in various layouts.

60%

15%

10%

5%

5%

5%
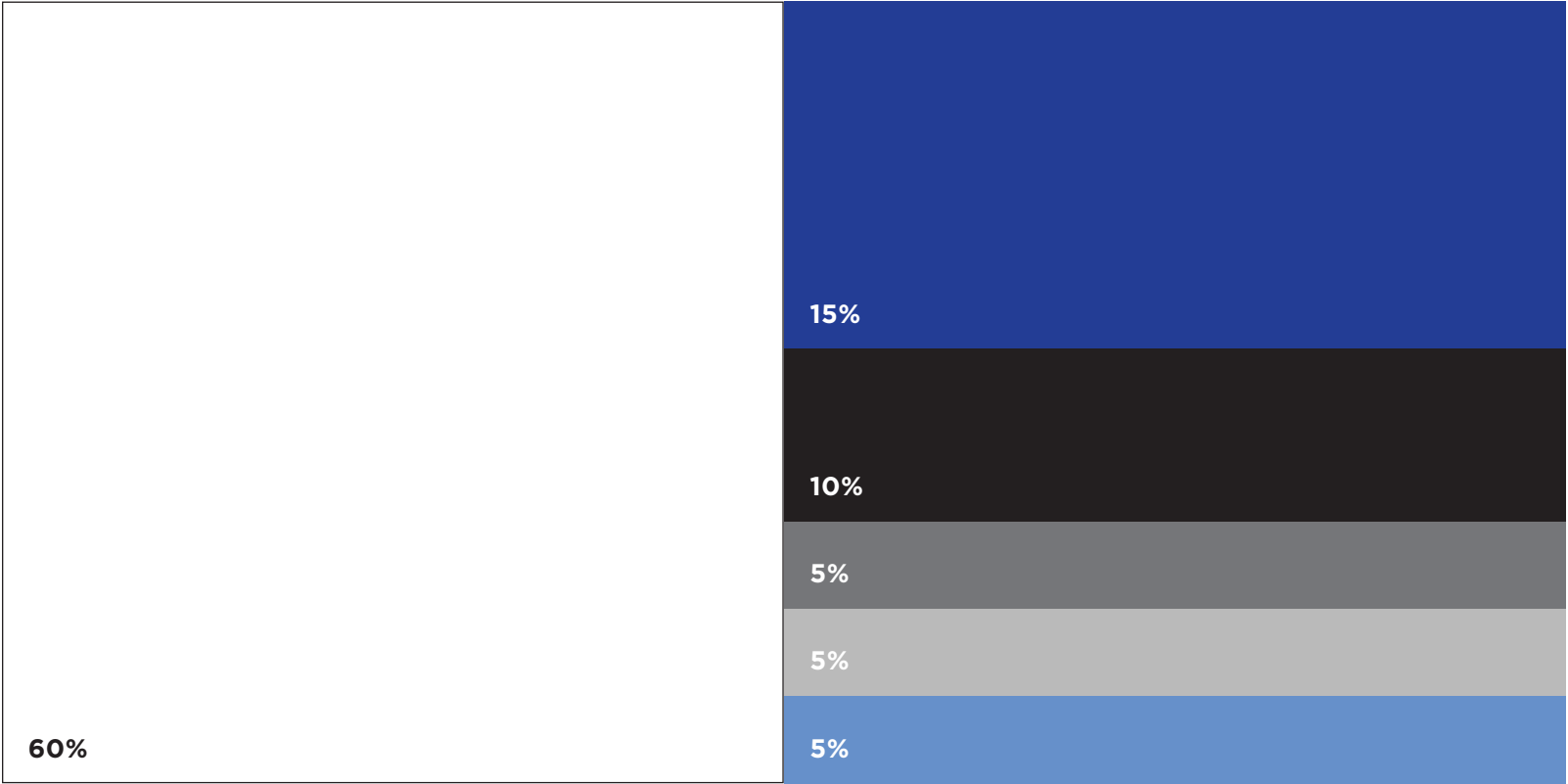
Typography

Typeface

Primary Typeface

Gotham is the primary type system for Bondurant-Farrar. Gotham is a sans serif font that is modern, clean and easy to read. It's highly successful on print and digital mediums. This font family includes many different weights. It's important to utilize these different weights to create text hierarchy throughout Bondurant-Farrar's branding.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
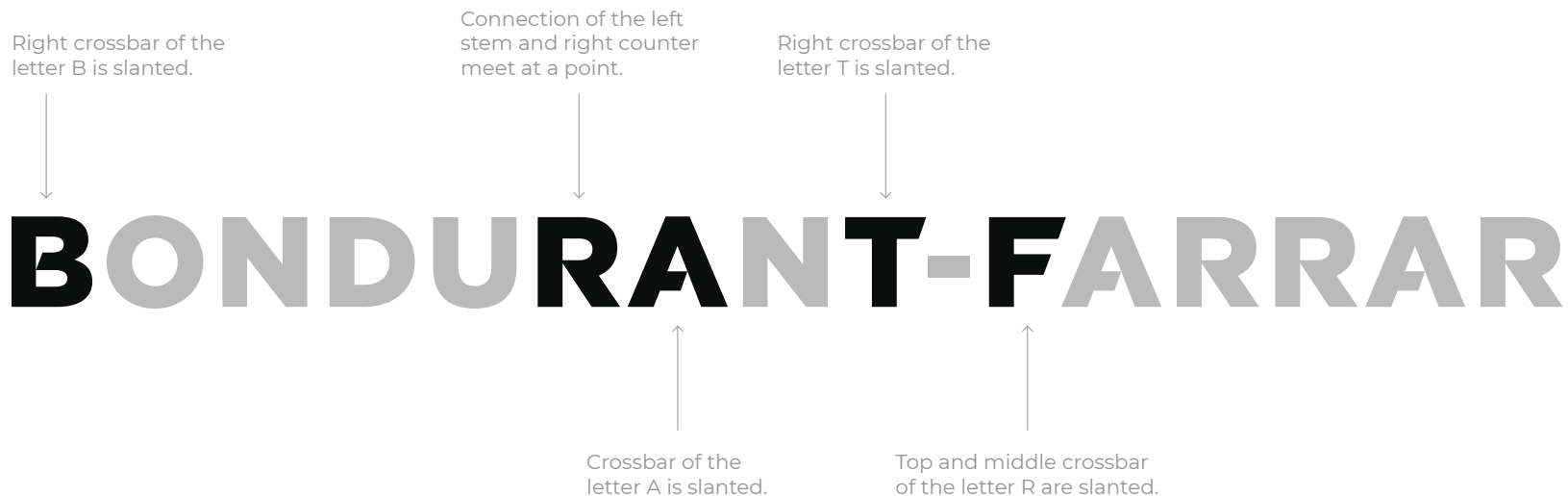*abcdefghijklmnopqrstuvwxyz*
0123456789

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typeface

Custom Typefaces

While Gotham is the primary type system for Bondurant-Farrar, in some instances the type is edited. These changes give the font a more active feel by incorporating movement in a subtle way so that the font still remains minimal, clean, and professional. The example below shows which letters are edited, those being the letters A, B, F, R, and T. These five letters are the only letters that are edited.

Right crossbar of the letter B is slanted.

Connection of the left stem and right counter meet at a point.

Right crossbar of the letter T is slanted.

BONDURANT-FARRAR

Crossbar of the letter A is slanted.

Top and middle crossbar of the letter R are slanted.

Typeface

Custom Typeface Examples

Below are a few examples of when the edited letters from the previous page are used. These are only used in logos and logo lockups, and are not used in copy text, such as headings, subheadings, and body copy.

BONDURANT-FARRAR

BLUEJAYS

BONDURANT-FARRAR

WRESTLING

BONDURANT-FARRAR

BASKETBALL

BONDURANT-FARRAR
MORRIS ELEMENTARY

BONDURANT-FARRAR
ANDERSON ELEMENTARY

BONDURANT-FARRAR
MIDDLE SCHOOL

BONDURANT-FARRAR
HIGH SCHOOL

Type Basics

Hierarchy

Text hierarchy is an organizing system involving text size, font, and text layout to create a hierarchical division that helps readers find specific information in a body of text and helps establish level of importance within the body of text.

Headlines

Gotham Black is ideal for big, bold main headlines and larger callouts. Use often with tracking set to 0 and use Bold Italic as needed.

Subheadlines

Gotham Medium is ideal for bold subheadlines and smaller callouts. Use often with tracking set to 0 and use Bold Italic as needed.

Body Copy

Gotham Book is ideal for body copy. Use this for all body copy and any copy that accompanies a headline and subheadlines. Use often with tracking set to 0 and use Italic and Bold Italic as needed.

Use Gotham Bold for links. Use Gotham Bold Italic as needed.

Type Basics

Tracking

Tracking allows for comfortable breathing space between text that makes it easier to read.
Too much, or too little, tracking makes reading the text difficult to digest.

✓
Correct Headline
← Tracking set at 0
Text size 24pt

⊗
Wrong Headline

✓
Correct Subheadline
← Tracking set at 0
Text size 14pt

⊗
Wrong Subheadline

✓
This example text is to show the correct use of tracking for body copy when used in sentences and paragraphs.
← Tracking set at 20
Text size 10pt

⊗
This example text is to show the incorrect use of tracking for body copy when used in sentences and paragraphs.

Type Basics

Leading

Appropriate leading allows for easier reading. When the leading becomes too loose or too open the content becomes difficult to read.

✔
Correct
Headline Leading

← Leading set at 26pt
Text size 24pt

✖
Wrong

Headline Leading

✔
Correct
Subheadline Leading

← Leading set at 16pt
Text size 14pt

✖
Wrong

Subheadline Leading

✔

This example text is to show the correct use of leading for body copy when used in sentences and paragraphs.

← Leading set at 14pt
Text size 10pt

✖

This example text is to show the incorrect use of leading for body copy when used in sentences and paragraphs.

Type Basics

Alignment

✓

This example text is to show the correct use of text alignment when forming sentences and paragraphs. Having a unified system of text alignment creates strong systems for the eye to follow, aiding readability, organization and overall style.

⊗

This example text is to show the incorrect use of text alignment when forming sentences and paragraphs. Having a unified system of text alignment creates strong systems for the eye to follow, aiding readability, organization and overall style.

⊗

This example text is to show the incorrect use of text alignment when forming sentences and paragraphs. Having a unified system of text alignment creates strong systems for the eye to follow, aiding readability, organization and overall style.

⊗

This example text is to show the incorrect use of text alignment when forming sentences and paragraphs. Having a unified system of text alignment creates strong systems for the eye to follow, aiding readability, organization and overall style.

Type Basics

Rags

✓

In typography, "rags" refer to the irregular or uneven vertical margins of a block of type. Usually it's the right margin that's ragged, but either or both margins can be ragged. This example text shows how the right side margin of text should look like.

✗

In typography, "rags" refer to the irregular or uneven vertical margins of a block of type. Usually it's the right margin that's ragged, but either or both margins can be ragged. This example text shows how the right side margin of text should not look like.

Widows

✓

A widow is a short line, usually one word, at the end of a paragraph. Widows can interrupt the reader's eye and negatively effect readability. This example text shows a paragraph without a widow present.

✗

A widow is a short line, usually one word, at the end of a paragraph. Widows can interrupt the reader's eye and negatively effect readability. This example text shows a paragraph with a widow present.

Type Basics

Title Case

Write in title case for headlines and subheadlines at all times. Title case is much more recognizable and easier to read compared to "all caps". Use sentence case as needed.

✔

This Is Title Case

✔

This is sentence case.

⊗

THIS IS HARD TO READ.

Spacing Content Hierarchy

✔

Headline Text ⟵ Space after Headline Text: 1p0

Subheadline Text ⟵ Space after Subheadline Text: 0p6

This example shows you how to properly space the headline text, subheadline text, and body copy when they're used together as a system. This helps create text hierarchy, which creates a system for organizing type that establishes an order of importance, allowing the reader to easily find what they are looking for and navigate the content.

⊗

Headline Text

Subheadline Text

This example shows you how to properly space the headline text, subheadline text, and body copy when they're used together as a system. This helps create text hierarchy, which creates a system for organizing type that establishes an order of importance, allowing the reader to easily find what they are looking for and navigate the content.

Type Basics

Text Size Ratio

Below is an example of text size ratio. While the text doesn't have to be the exact size in all instances as below, it should follow the exact ratio shown between the headline text, subheadline text and body copy. For example, there should be a 10 pt difference between the headline text and the subheadline text. There should then be a 4 pt difference between the subheadline text and the body copy.

Headline Text ← Headline text is set at 24 pts

Subheadline Text ← Subheadline text is set at 14 pts

This example shows you how to properly space ← Body copy text is set at 10 pts
the headline text, subheadline text, and body copy when they're used together as a system. This helps create text hierarchy, which creates a system for organizing type that establishes an order of importance, allowing the reader to easily find what they are looking for and navigate the content.

Logo Guide

Logo System

Size & Spacing

The most important part of your brand is consistent logo usage. Its placement and size should remain consistent across various mediums while following specific guidelines. Below is a list of common logo misuses:

- Don't change the logo's orientation
- Don't bevel or emboss the logo
- Don't place the logo on busy background
- Don't change the logo colors
- Don't crop the logo

- Don't add effects to the logo
- Don't use a logo outline
- Don't skew, stretch or squeeze the logo
- Don't crowd the logo
- Don't insert new elements into the logo

BONDURANT-FARRAR
COMMUNITY SCHOOL DISTRICT

Safe Space of 0.5 inches. This applies to all variations of the Bondurant-Farrar logo family.

The logo should never be any smaller then shown below. This applies to all variations of the Bondurant-Farrar logo family.

1"

BONDURANT-FARRAR
BLUEJAYS

1.5"

BONDURANT-FARRAR
COMMUNITY SCHOOL DISTRICT

2"

Logo System

District Academic Logos

Logo System

Building Specific Academic Logos

Logo System

Primary Activities Logos

Logo System

Specific Athletic, Activity & Organization Logos

BONDURANT-FARRAR
BASKETBALL

BONDURANT-FARRAR
BLUEJAY PRIDE MARCHING BAND

BONDURANT-FARRAR
BOOSTER CLUB

BONDURANT-FARRAR
BASKETBALL

BONDURANT-FARRAR
BLUEJAY PRIDE MARCHING BAND

BONDURANT-FARRAR
BOOSTER CLUB

BONDURANT-FARRAR
BASKETBALL

BONDURANT-FARRAR
BLUEJAY PRIDE MARCHING BAND

BONDURANT-FARRAR
BOOSTER CLUB

Logo System

One Color Bluejay Head

Icon System

Simplified Brand Marks

Use of Legacy Logos

Vintage Throwback

Use the full body Bluejay mascot logo as a vintage throwback option for merchandise materials only. This logo holds tradition and is beloved by past alumni. It is a reminder of a past era and the history, character, and traditions of Bondurant-Farrar. Avoid using this logo as an identifying mark.

In order to use the logo below, written conformation from the Bondurant-Farrar Community School District is needed.

Discontinued Logos

Altered Logos

Do not using the following logos at any given time. These logos do not align with Bondurant-Farrar's updated brand standards. If seen in use, please contact the Bondurant-Farrar Community School District to determine next steps in replacing the outdated branding and implementing the new brand standards to ensure brand consistency across all mediums.
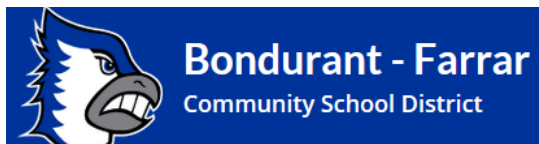
Legal Notes

Use of Elements

Approval Request

In order to use any of the Bondurant-Farrar Community School District branding elements, written conformation from the Bondurant-Farrar Community School District is needed. By receiving written approval, Bondurant-Farrar Community School District can ensure that branded elements on materials such as merchandise, websites, advertisements, printed materials, etc. are used properly. A request for approval will create order and consistency with the schools branded image.

For additional information regarding the use of Bondurant-Farrar logos and for approvals for their use, please contact:

Bondurant-Farrar Community School District
300 Garfield Street SW
Bondurant, IA 50035

Phone: 515-967-7819
Fax: 515-967-7847

www.bfschools.org/communications

Contact Information

Questions

For additional questions please contact:

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