

BUCKEYE VALLEY LOCAL SCHOOLS

BRAND GUIDE

MAIN LOGO USAGE (MARK/ICON ONLY)

These three versions are the official Buckeye Valley Local Schools logos to be used on any uniforms purchased by Buckeye Valley, BV Boosters or BV PTO. Any Spirit Wear or uniform designed and/or promoted by any Buckeye Valley staff member, coach, booster group or PTO group are also required to use these versions only.



v1 : Shield



v2 : Baron



v3 : Baron Head



v4 : BV Mark



v5 : Baron Head with Text

MAIN LOGO USAGE (TEXT ONLY)

The text "Buckeye Valley Local Schools" or "BV" or anything written out in letters must utilize the official fonts "Chunk Five" or "Aleo." No other typefaces or fonts are permitted unless used alongside the official branding to communicate other text.

**BUCKEYE
VALLEY
BARONS**

**BUCKEYE
VALLEY
BARONS**

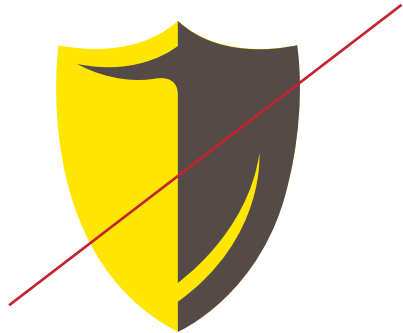
**BUCKEYE VALLEY
LOCAL SCHOOLS**
**BUCKEYE VALLEY
LOCAL SCHOOLS**

WE ARE
BV

Examples

INCORRECT MAIN LOGO USAGE

Please do not use other colors besides the official colors. Do not stretch the logo or use the outline style. Do not place the logo on any other colors besides the official colors (see page 5).



BLACK & WHITE USAGE

When knowingly printing the Buckeye Valley Local Schools logo in black & white, utilize the official BW versions displayed below. Do not just convert a colored version of the logo into greyscale or they will not translate well on certain colors.



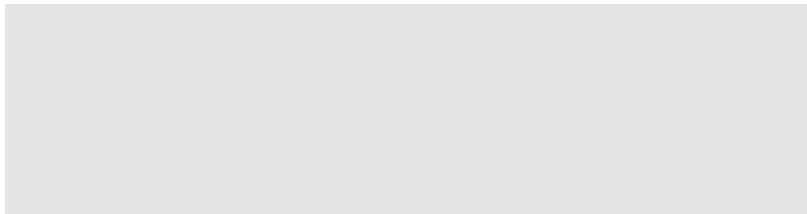
OFFICIAL COLORS



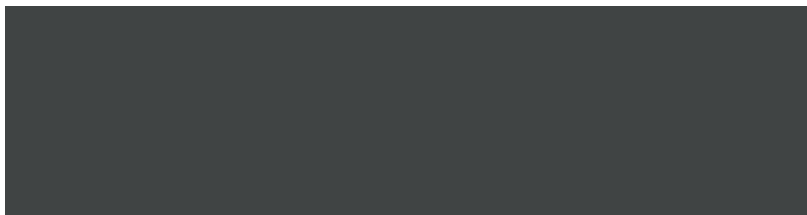
Web Hex Code #FFC100
C: 0 M: 25 Y: 100 K: 0
Pantone 7408



#471600
C: 44 M: 81 Y: 85 K: 68
Pantone 4625



#E5E5E5
C: 9 M: 6 Y: 7 K: 0
Pantone 663



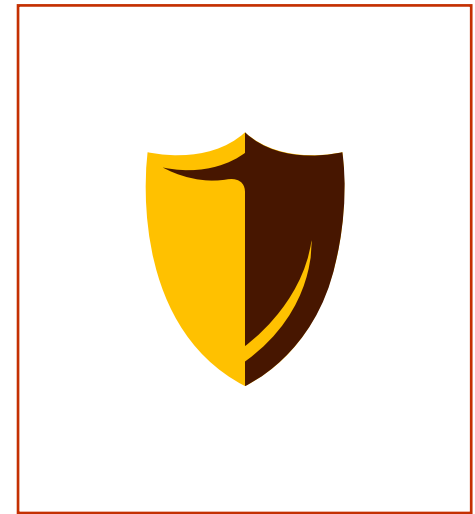
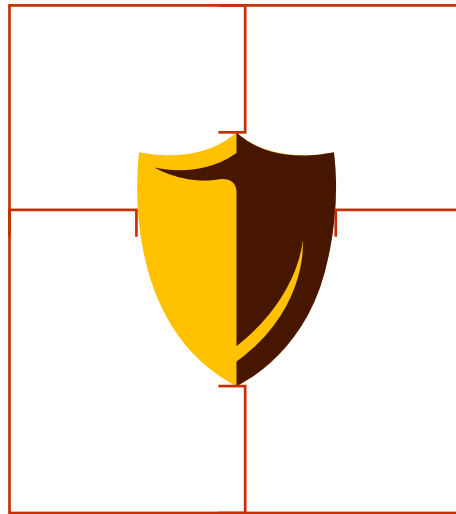
#404444
C: 69 M: 59 Y: 59 K: 44
Pantone 446



#FFFFFF
C: 0 M: 0 Y: 0 K: 0

EXCLUSION ZONE

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of half the height of all logos. This is the minimum amount of space that should surround the logo. You can have more space. Just make sure it's even on all sides! This is a general guideline and can be an estimate on height.



OFFICIAL FONT

The official font is called ChunkFive and should be used when communicating all text and words for Buckeye Valley Local Schools.

ChunkFive

ChunkFive

ChunkFive

Keep in mind that the kerning (spacing of the letters) of the text Buckeye Valley Local Schools (or We Are BV, Buckeye Valley Barons, etc) is set to 200pt. See below for text in ChunkFive without the kerning.

ChunkFive

ChunkFive

ChunkFive

Kerning set to 0pt. You may use this when communicating more than just the school name or a phrase.

Aleo

Aleo

Aleo

Aleo can also be used when typing out the name or any other typographic phrase. It is a Google Font. Kerning is set to 75pt.

COLLATERAL USAGE

See the chart below for logos and usage in collateral. If choosing grey as uniform color all uniforms must be the official gray color only. All collateral or apparel can range in the shades of gray if the color gray is chosen as the official color of use.



**Apparel
Uniforms**

**Younger
Grades**

**When
minimized
to small**



**Apparel
Uniforms**



**Apparel
Uniforms**

**Younger
Grades**

**When
minimized
to small**



**Any usage
is approved**