



BEMIDJI

AREA SCHOOLS
INDEPENDENT SCHOOL DISTRICT #31

Home of the
LUMBERJACKS



Visual Identity & Style Guide

INTRODUCTION

On behalf of the school board, administration, faculty, staff, and students of our district, welcome to our district. You are encouraged to learn more about the many incredible programs and services Bemidji Area Schools offers for students. This district has a long tradition of high achievement and success as a result of a focused and intentional strategic plan:

MISSION STATEMENT

Empower each learner to succeed in our diverse and changing world.

BELIEF STATEMENTS

We believe:

- 1) Each learner will be challenged to develop his/her full potential.
- 2) Learning is a lifelong process that enriches our lives.
- 3) Education is a partnership among school, family, and community.
- 4) There are expectations of quality for ourselves and for others.
- 5) Our school district values and reflects culturally diverse talents, backgrounds, and viewpoints.
- 6) All students should take responsibility for their own success.
- 7) Our staff are highly qualified and should be reflective of our student body.

INTENT OF THIS STYLE GUIDE

This guide describes the collection of brand elements representing Bemidji Area Schools through our use of logos, writing style and typography, and colors, which are valuable district assets. These elements are used to shape a differentiated brand signifying trust and reliability, a strength while remaining approachable.

The intent of our guide is to send and encourage a consistent message with the use of the Bemidji Area Schools' name, not to make every document or publication look exactly the same. These guidelines apply to apparel as well as print, electronic, and web communications. Consistent and repetitive use of our visual images will unify and strengthen the District's brand identity.

tone & writing style

tone of the Bemidji Brand

While the writing style is professional, the content should not be unnatural. The purpose of each article, document, or publication should also be clear and concise. The verbiage and subject chosen should evoke our mission to empower each learner to succeed in our diverse and changing world while communicating simply and clearly.

Writing Style Guidance

- Write simply and clearly.
- Use the direct voice.
- Use words that complement your choice of photography or images.
- Format correctly. Single space between sentences. Use the Oxford comma.
- Keep the use of acronyms to a minimum. Write the full reference and follow with the acronym in parentheses. The acronym can then be used alone in the rest of the document.
- Spell check and proofread.
- Ensure your referenced data is accurate and current.
- Maintain consistent messaging in all Bemidji Area Schools media by coordinating print publications with information that is published on the Web.
- Use the inclusive voice of “we,” “us,” and “our.”

Nomenclature

Bemidji Area Schools has a system for naming areas of our organization. To correctly reference our organization, here are few examples to follow:

- For the first reference, use “Bemidji Area Schools (BAS)” or “Independent School District 31 (ISD 31).”
- Subsequent references can be to “BAS,” “ISD 31” or “the District.”
- “District” with a capital “D” refers to the school system’s administrative structure. While “district” with a lower case “d” refers to the geographic area served by the Bemidji Area Schools system.
- References to individual Bemidji schools should be written out in full for the first mention, followed by the school’s acronym. Subsequent stand-alone references can either be to the acronym (e.g. BHS) or the first name of the school (e.g. Gene Dillon, Lincoln).
- Bemidji High School (BHS)
- Bemidji Middle School (BMS)
- Gene Dillon Elementary School (Gene Dillon)
- Lincoln Elementary School (JW Smith)

School Colors

R 0
G 0
B 204

C 93
M 87
Y 0
K 0

PANTONE 2736C
HEX# 0000CC

R 204
G 204
B 204

C 19 C 0
M 15 M 0
Y 16 Y 0
K 0 K 20

PANTONE COOL GRAY 3C
HEX# CCCCCC

Supplemental Colors

C 75 R 0
M 68 G 0
Y 67 B 0
K 90

PANTONE 426C
HEX# 000000

C 0 R 255
M 0 G 255
Y 0 B 255
K 0

PANTONE 000C
HEX# ffffff

C 14 R 217
M 11 G 216
Y 12 B 214
K 0

PANTONE COOL GRAY 1C
HEX# D9D8D6

C 18 R 208
M 14 G 207
Y 15 B 205
K 0

PANTONE COOL GRAY 2C
HEX# D0cfd

C 69 R 51
M 63 G 51
Y 62 B 51
K 58

PANTONE Black 7C
HEX# 333333

C 40 R 96
M 75 G 51
Y 100 B 18
K 50

PANTONE 732C
HEX# 603312

C 30 R 148
M 72 G 78
Y 100 B 16
K 24

PANTONE 724C
HEX# 944e10

C 33 R 126
M 75 G 64
Y 100 B 21
K 35

PANTONE 725C
HEX# 7e4015

FONTS

BEMIDJI

AREA SCHOOLS

FONT: LITHOS PRO - BLACK

BEMIDJI

FONT: IMPACT 20% SHEAR

HEADERS

FONT: TREBUCHET MS - BOLD - UPPER CASE

Body copy.

FONT: TREBUCHET MS - regular - UPPER & lower case

HEADERS

FONT: LUCIDIA SANS - UPPER CASE
(ALTERNATE HEADER FONT)

Body copy.

FONT: lucida Sans - regular - UPPER & lower case
(ALTERNATE BODY COPY)

HEADERS

FONT: VERDANA - UPPER CASE
(ALTERNATE HEADER FONT)

Body copy.

FONT: Verdana - regular - UPPER & lower case
(ALTERNATE BODY COPY)

HEADERS

FONT: SEGOE UI- UPPER CASE
(ALTERNATE HEADER FONT)

Body copy.

FONT: Segoe UI- regular - UPPER & lower case
(ALTERNATE BODY COPY)

LOGO USE FILE GUIDE

WEB

File Type: .png

Color: RGB or HEX color code; use HEX when the final product is viewed on websites, PowerPoints

PRINT

File Type: .pdf, .png or .eps

Color: CMYK color code or Pantone; use for printing full-color brochures, flyers, posters, etc.

APPAREL

File Type: .eps

Color: Pantone color code

.JPEG

Use on white backgrounds. Small scale items only, JPEG files lose resolution when enlarged.

.PNG

Use on colored backgrounds; full-color lower resolution compressed file; not suitable for print

.PDF

Viewable format and easy to share

.EPS

Use for print, screen-printing, embroidery, cut vinyl decals, ect.; vector format with high resolution graphics

LOGO GUIDLINES

APPROVED USE OF LOGOS

Only use logos provided by Bemidji Area Schools. Logos will be made available for use.

Only use approved colors or the closest available equivalent.

Do not incorporate your own logo.

Do not alter or distort the logos in any way. This includes stretching / warping, changing typefaces, changing colors, or rearranging the elements.

Do not use outdated logos or those no longer used by Bemidji Area Schools communications.

The size of the logo used should be directly proportional to the size of the item on which it's displayed.

When scaling the logo, keep the same proportions to ensure legibility. It is recommended that no logos are smaller than 1 inch wide.

Do not use any logos to impersonate any person or entity, falsely state or otherwise misrepresent your affiliation with a person or entity associated with Bemidji Area Schools.

Do not use any logos in a manner that is unlawful, threatening, harassing, defamatory, vulgar, invasive of another's privacy, or racially, ethically, or otherwise objectionable.

CLUB & OTHER ALTERNATE LOGOS

Modifications of the logo are only allowed with approval by the Superintendent with guidance provided by the marketing committee. Approved club logos will be made available for use.

The original logo elements must be preserved and the "B" portion of the logo must remain blue.

Additional elements may be added to the "axe" and must be comprised of the approved logo colors.

Color BAS Logo



Single Color BAS Logo



Full color



5 color



Reverse Logo



Flannel



Logo Type File



BEMIDJI

LUMBERJACKS

#GOJACKS

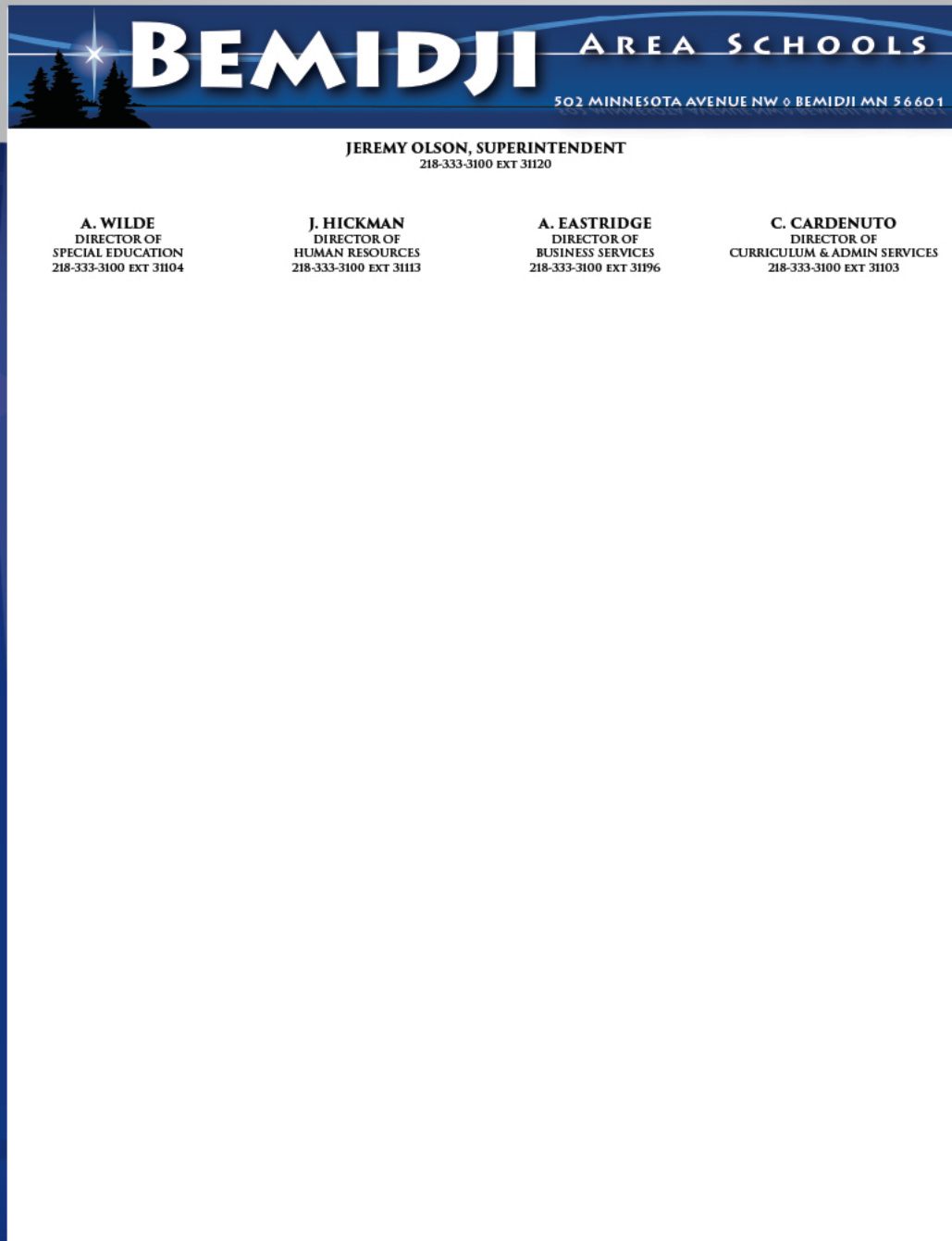
WEB BANNERS



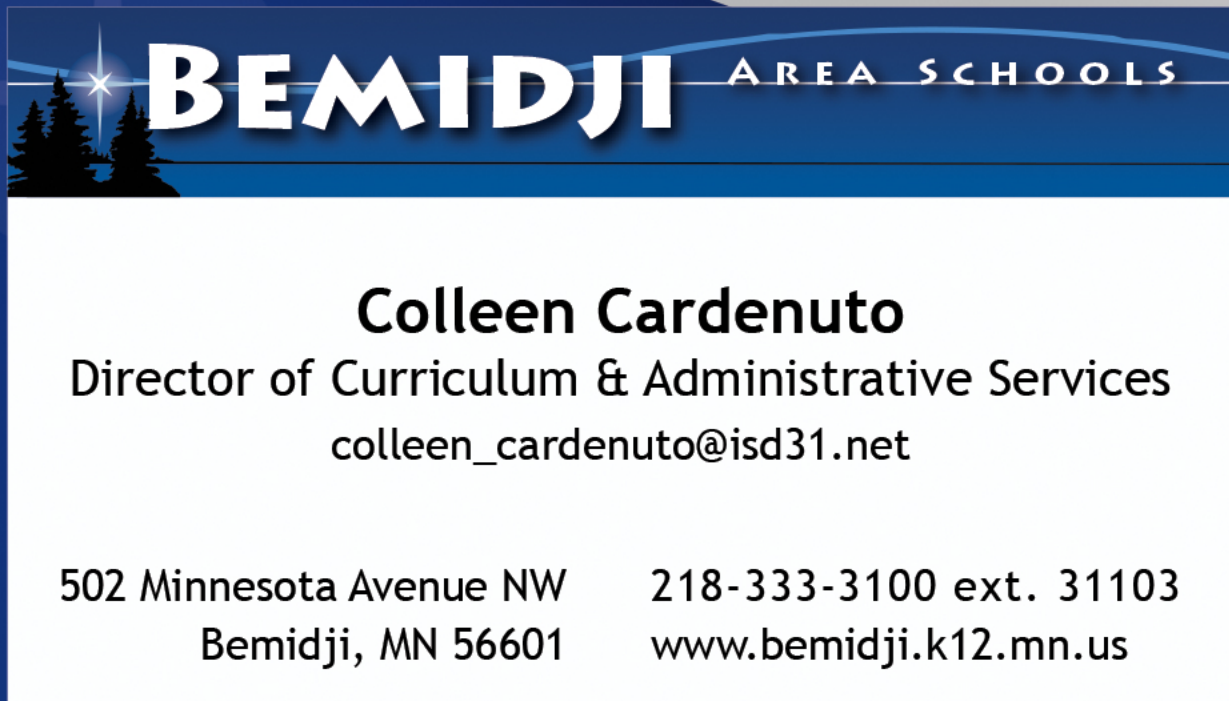
POWER POINT FILE



LETTERHEADS



Business Cards



BEMIDJI

AREA SCHOOLS

Colleen Cardenuto

Director of Curriculum & Administrative Services

colleen_cardenuto@isd31.net

502 Minnesota Avenue NW
Bemidji, MN 56601

218-333-3100 ext. 31103
www.bemidji.k12.mn.us

Indian Education



Career Academies



Lumberjacks Circle Logo



Visual Arts Logo

