

**BETHANY
COMMUNITY SCHOOL**

BRAND GUIDE



HOME OF THE WOLVES

The following manual provides you with specifications to accurately utilize the Bethany Community School brand elements. The Bethany Community School brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Bethany Community School brand elements follow this manual with attention to detail in order to preserve and protect the Bethany Community School brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.



Creation, application or any use of the Bethany Community School brand elements must conform to approved standards as authorized by Bethany Community School. Additionally, it is imperative that Bethany Community School brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Bethany Community School brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Bethany Community School.

Brand Standards

USE OF THE LOGOS



Approved Logos

Primary Logos

Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

Wordmarks and Secondary

Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

Initial(s) or Interlock

Interchangeable with Wordmarks and Activity Mark, but is more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

Circle Mark

Can be used on specific activity fashion gear, uniforms, specific club designs, specific sport designs, signage, informal letterhead, etc. (eg. Football, Baseball, etc.)

ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.



1



2

Approved Logos



3



4



5

- 1 Mascot
- 2 Initials
- 3 Mascot Head
- 4 Primary Mark
- 5 Secondary Mark
- 6 Primary Wordmark
- 7 Secondary Wordmark
- 8 Circle Mark



6



7



8



The outline shown in white, in the right image, is necessary for dark colored backgrounds. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples.
See Page 3.2



If present, highlights, shadows, bevels, halftones and/or gradients may be omitted to enhance the logos in various printing applications and where limited color variations are needed.

Approved Logos

LOGO MODIFICATIONS

SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark **must be approved by the school administration.**



Royal Blue

Grey

Pantone
Web
CMYK
RGB

PMS 661 C
#003594
C: 100 M: 81 Y: 0 K: 13
R: 0 G: 53 B: 148

PMS 422 C
#9EA2A2
C: 36 M: 26 Y: 23 K: 4
R: 158 G: 162 B: 162



White

Dark Grey (Initials only)

Pantone
Web
CMYK
RGB

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

PMS 430 C
#7C878E
C: 50 M: 34 Y: 27 K: 11
R: 124 G: 135 B: 142

Approved Colors

IDENTITY COLORS

Royal Blue, Grey, and White are the official approved colors of Bethany Community School and play a major role in supporting the core visual identity of the brand.

Royal Blue and Grey are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White should only be used as a secondary accent color.

***All Logos were created using the PANTONE+ Solid Coated color book.**

***Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.



Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Royal Blue, Grey, transparent or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).



Approved Colors

ONE COLOR LOGOS



In one color designs, the eyes will always be dark.



Simply inverting the color will result in a photo negative look that is not acceptable for the brand.

Approved Colors

ACCEPTABLE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

College Block 2.0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Nissan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

The approved fonts are College Block 2.0 and Nissan. College Block 2.0 and Nissan should always be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the school.

The primary text has been customized specifically for the Bethany Community School brand.

FONT FILES

*VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.

