

Speaking as one

Broome-Tioga BOCES Branding Guide



Overview



Broome-Tioga BOCES
435 Glenwood Road
Binghamton, NY 13905

Broome-Tioga BOCES enjoys a well-earned reputation as an educational leader in our community and beyond. As a result of that reputation, we have been able to attract and retain top-quality administrators, teachers and support staff, have enjoyed growing demand for our innovative programming, and have seen steady growth in student enrollments.

How we are perceived by others in the educational arena and the public in general has a significant impact on our success as an organization and, by extension, the success of our students. In other words, our image – **our brand – is key to our value as an educational commodity.**

Much like one's reputation, positive brand identity is not something that can be taken for granted; it must be continually monitored and maintained. To that end, we have developed this branding guide to ensure our organization's "best foot" is always put forward.

It is commonly said that your brand is your promise to your customers; a successful brand delivers on that promise. Our promise is to provide high-quality, innovative learning opportunities and support services in an environment that nurtures, inspires and enriches lives.

This is a promise we can all be proud of.

In basic terms, our logo is the graphic representation of our organization.* It is designed to provide instant brand recognition among our peers and the general population. It should appear on all printed materials, specialty items, vehicles, badges and electronic communications prepared on behalf of our organization; examples being all presentations, formal documents, newsletters, web pages, social media channels, business cards, promotional items, etc. With rare exception, our logo should not be modified or altered in any way.** It is recommended that the logo stands on its own - be allowed to breathe - and not be combined with other logos of equal size or graphic elements that overshadow our logo.

The approved primary logo

To be used on official organization documents and electronic pages, including newsletters, flyers, certificates, signs, business cards, websites, videos, social media platforms, etc.



* Unauthorized use of the Broome-Tioga BOCES logo is prohibited.

** Those contemplating logo modifications of any sort should first consult with the Office of Communications & Public Relations.

The primary logo

Electronic files

Electronic files in **EPS**, **EMF** and **JPEG** format are available and recommended for printed materials.

EPS is a file extension for a graphics file saved in the Encapsulated PostScript (EPS) file format.

EMF, or “Enhanced MetaFile” is an image format used in Windows OS for printing.

JPEG files are not scalable and cannot be printed with a transparent background. JPEG stands for Joint Photographic Experts Group, the originator of the format.

PNG, or Portable Network Graphic, is a type of raster image file. It’s a common file type with web designers because it can handle graphics with transparent or semi-transparent backgrounds. Not recommended for printing.

The **vector** (EPS,EMF) version of these formats is preferred, as it can be scaled without losing quality.

Color palette

Generally speaking, the BOCES logo should **always** be printed in BOCES blue. On certain occasions, it may also be produced in all black or in reversed fashion (a grayscale version on a dark background). It is recommended that major graphic elements in page design (bars, swooshes, etc.) also incorporate the BOCES blue.

Note: Occasionally, an all-white version of the logo is needed. In that event, consult with the Office Communications & Public Relations.

BOCES Blue / Black / Grey

C85 M46 Y0 K0
R0 G122 B195
HEX #007AC3



The logo does contain a white stroke around the perimeter. Only visible against a colored background or used with a drop shadow.

Approved



Not approved



Logo use

To use the logo in a document, do not try to “open” the file. You should either “place” or “insert picture” and select the file. Double clicking the file will launch a program to edit the file.

Distortion of the logo in any form is never okay. Care must be taken when placing the logo into a document to avoid stretching or compression.

Note: A white box is produced when a JPEG is placed over a solid background. The use of a .png or .eps file rectifies this problem.

Secondary logos

As a general rule, the creation/use of program-specific logos is discouraged. We are all part of one team, and our logo choice should reflect that important fact. We recognize, however, that over the course of time certain secondary logos have been widely used and have enjoyed a level of success in gaining public recognition. Examples of such logos include those created for New Visions, P-TECH, PALS, Oak Tree, Evertech Academy, Rock On Café, and the Professional Learning and Innovation Center. For that reason, these secondary logos have undergone a redesign that maintains the program identity while making clear its overall BOCES affiliation. **It must be understood that these logos are, in fact, secondary** and should not be used outside of program-specific purposes when the primary logo is more appropriate.

Note: Those contemplating the creation of a new secondary logo should do so in consultation with the Office of Communications & Public Relations.

Secondary logo examples:



The typefaces used in the construction of the BOCES logo are Avant Garde and Garamond. We recommend that the Avant Garde and Garamond (normal, condensed and italic) type families be considered in newly designed pieces whenever practical; however, other fonts are acceptable, examples being Times New Roman, Helvetica, Tahoma, Clearface, Calibri and Arial. Note that each of these is a sans serif font.

The most important factor when choosing a font is readability. To ensure our messages are clearly understood and effective, they must be composed in a font that readers can readily comprehend. Cursive fonts, for example, should be avoided, As should fonts that are extra bold and in all caps. The bottom line- **Don't let the font get in the way of the message.** Consistent use of typography will aid in our effort to achieve a uniform, professional look for Broome-Tioga BOCES.

Recommended fonts:

Arial

Calibri

Clearface

Garamond

Helvetica

ITC Avant Garde

Times New Roman

Tahoma

Typography

Writing

To ensure that our organization speaks in one consistent, professional “voice,” we have adopted the “Associated Press (AP) Stylebook” as the official guide for all written communications produced in the name of our BOCES.

AP is an internationally recognized writing style used by journalists and public relations professionals across the globe. Hundreds of pages long, the AP Stylebook speaks to nearly every aspect of writing, including grammar, word usage, punctuation, capitalization, syntax and much more.

Much as speaking in one voice is important to maintaining our brand, writing in a common, professional style speaks volumes about who we are and reinforces our reputation as educational leaders in the community.

The AP Stylebook is available in hard copy or an online subscription. Those needing help in obtaining a copy or subscription should contact BOCES Office of Communications & Public Relations.



With much of our communications being conducted electronically - email, text, etc - employees are reminded that the rules of grammar and professional standards still apply.

Abbreviations, acronyms, slang and amusing emojis may be acceptable among close friends and colleagues but should be avoided when communicating on behalf of our organization.

Careful, precise language may take more time to compose, but it will help ensure that the reader will understand the message and not be distracted or misled. It is also recommended that employees choose a font that is easy to read and in keeping with the professional standards herein described.

A note of caution: While the “auto-correct” function in many programs can be useful in identifying/avoiding typos and other errors, it can also lead to embarrassing, if not disastrous, consequences. Always double-check your message before hitting the “send” button.

The signature line

It is recommended that all BOCES employees include the following components on their signature line:

- Name, BOCES title (BOCES only) and department
- Email address and telephone number
- BOCES full name and physical address
- BOCES website address
- BOCES primary logo (only)

No other graphics should be used.

Electronic communications

Email signature line example:



John Smith
Manager
Customer Service
jsmith@btboces.org
(xxx) xxx-xxxx Ext. xxx

Broome-Tioga BOCES
435 Glenwood Road
Binghamton, New York 13905
www.btboces.org

Stationery & promotional materials

When creating letterhead, business cards, and other such materials, it is recommended that our logo be left-aligned (exception for business card variant) with the accompanying text in block style. A QR code (if needed) should be printed on the back of the card.

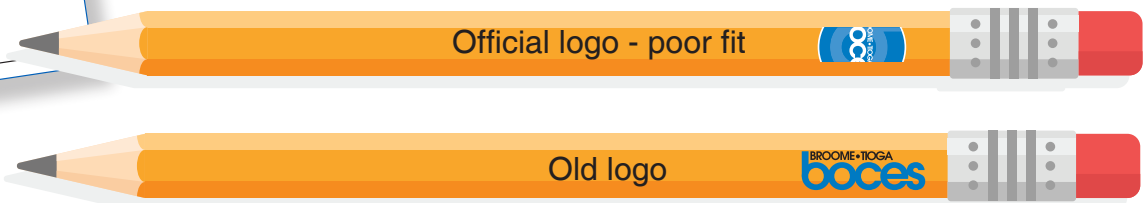
Shown are examples of how a division should “personalize” stationery. In generic form, the rule and division name are omitted.

Note: Templates for some of these items can be found here: <https://drive.google.com/drive/folders/1KPcH0xJi8lwsZez-XM6rNcOsM-C77xTM>

When ordering promotional materials, be sure that our logo will fit in a clear, legible manner without alteration or modification of any kind. If that is not possible, limited use of the old BOCES logo (sans motto) is permitted.

Special note: Use of the old BOCES logo should be as a last resort when the official logo will not fit. Consultation with the Office of Communications & Public Relations is recommended before proceeding.

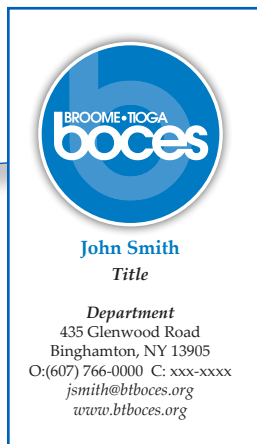
Example:



John Smith
Manager
Department
435 Glenwood Road
Binghamton, NY 13905
O:(607) 766-0000 cell: 000-0000
dept@btboces.org

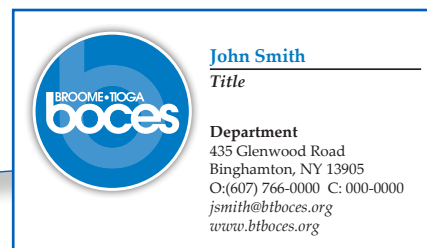


435 Glenwood Road
Binghamton, NY 13905



John Smith
Title

Department
435 Glenwood Road
Binghamton, NY 13905
O:(607) 766-0000 C: xxx-xxxx
jsmith@btboces.org
www.btboces.org



John Smith
Title

Department
435 Glenwood Road
Binghamton, NY 13905
O:(607) 766-0000 C: 000-0000
jsmith@btboces.org
www.btboces.org

Website

Maintaining a consistent look throughout our website is critical to establishing organizational identity.

Our web hosting service – eSchoolView – has preset (default) fonts and font colors designed to make page creation simple and consistent throughout the website. It is recommended that all webpage editors use these default settings.

Generally speaking, each web page should have one heading, usually appearing as the page title, followed by subheadings that are smaller and less pronounced and aid in segmenting the page's content. The use of third-party logos is strongly discouraged.

When writing for the web, always consider the audience with whom you wish to communicate. To be effective, content written for a broad audience needs to be clear, concise and understandable.





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