



***Learn. Share. Innovate. Inspire.***

# **Visual Identity & Style Guide**

9/28/18

# INTRODUCTION

On behalf of the school board, administration, faculty, staff, and students of our district, I want to welcome you to our district and encourage you to learn more about the many incredible programs and services we offer for students. This district has a long tradition of high achievement and success as a result of a focused and intentional strategic plan:

## **MISSION**

***Learn. Share. Innovate. Inspire.***

## **VISION**

Byron Public Schools:

A community of learners committed to making the world a better place.

## **PRIORITIES**

- 1) Personalize learning in pursuit of academic excellence
- 2) Inspire students and staff to develop their character, share their talents, and apply their learning
- 3) Maintain excellence in resource management

As part of the Byron Public School District, your child can expect challenging and engaging instruction, strong and regular communication from teachers and the school, excellent performance from the entire staff and myself, and most importantly, high expectations for what your child can achieve in this great district.

Every interaction in our organization matters and we work diligently to uphold our mission and strive to achieve our vision. We do this through communicating throughout all levels of the organization. A strong communication plan and guide is important for our organization. The primary role of the Byron branding guide is for our employees to apply Byron Public Schools branding correctly, ensuring our identity and presentation is as professional and respected as the educational service we provide.

As representatives of Byron Public Schools, we each have an opportunity to reinforce the quality of our brand every day. Our conversations, communications, and actions all contribute to how the Byron brand is perceived. Distinguishing this is key to managing our brand and to getting the most out of its potential.

Dr. Joey Page, Superintendent

Byron Public Schools

# TONE/WRITING STYLE

## **TONE OF THE BYRON BRAND**

While the writing style is professional, the content should not be stilted. The point or purpose of each article or publication should also be clear. The words and stories chosen should evoke our mission to Learn-Share-Innovate-Inspire, 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.
- Keep the use of acronyms to a minimum. If it is essential to use an acronym because the article references it many times, write it out in the first reference and follow with the acronym in parentheses. The acronym can then be used alone in the rest of the article.
- Spell check and proofread.
- Make sure your data are accurate and current.
- Maintain consistent messaging in all Byron Public Schools media by coordinating print publications with information that is published on the Web.
- Use the inclusive voice of “we,” “us,” and “our.”

## **NOMENCLATURE**

Byron Public Schools has a system for naming parts of our organization. To correctly reference our organization here are examples to follow:

- For the first reference, use “Byron Public Schools (BPS)” or “Byron Public School system (BPS).”
- Subsequent references can be to “Byron school system,” “BPS,” “the BPS system” or “the District.”
- “District” with a capital “D” refers to the school system’s administrative structure; “district” with a lower case “d” refers to the geographic area served by the Byron Public School system.
- References to individual Byron schools should be written out in full for the first mention followed by the school’s acronym. In subsequent mentions, either the acronym (e.g. BHS) or the first name of the school (e.g. Primary, Intermediate, Middle, High) may be used as a stand-alone reference.
  - Byron High School (BHS)
  - Byron Middle School (BMS)
  - Byron Primary School (BPS)
  - Byron Intermediate School (BIS)

# BRAND ELEMENTS

## PRIMARY DISTRICT LOGO

Primary district logo for Byron Public Schools.



## PRIMARY BEARS LOGO

Used when referring to athletics/activities.



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

# BRAND ELEMENTS (CONTINUED)

## LOGO FONTS

Fonts used in the logo. Not meant to be used in other district publications.



COLLEGE BLOCK 2.0

HALOGEN SLAB BLACK

# ADDITIONAL LOGO USAGE

## SINGLE COLOR/GRAYSCALE LOGO MARKS

Use the single color/grayscale logo marks when using a single color logo on a light background or for black-and-white uses.



## REVERSED LOGO MARKS

Use the reversed logo marks when using a single color logo on a dark background.



# ADDITIONAL ELEMENTS

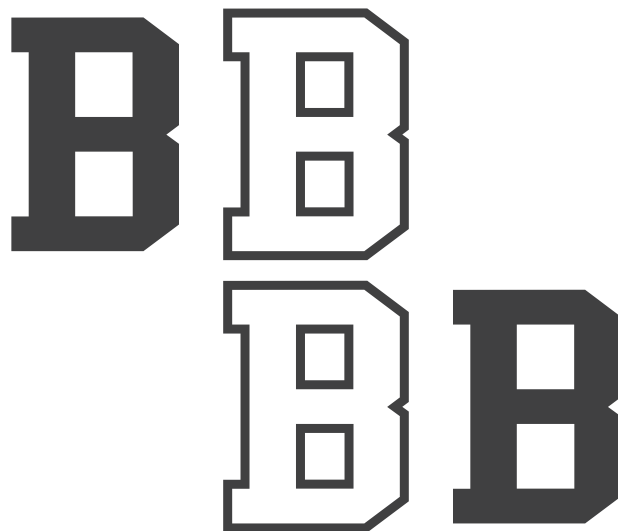
## BEAR ICON

The Bear icon is a secondary, complementary element and should be used on it's own sparingly.



## B ICONS

Various “B” icons in several color configurations and formats. These are secondary, complementary graphics.



# ADDITIONAL LOGOS

## SCHOOL LOGOS

Individual school logos for Primary School, Intermediate School, Middle School and High School.



## COMMUNITY EDUCATION

Individual Community Education logo.





# ADDITIONAL ELEMENTS (CONTINUED)

## BYRON BLAZON

To some, this looks like a coat of arms or a crest, but the proper name is blazon. This was first created in 1968 by Dan Danielson. It was updated in 2018 under the leadership of Superintendent Dr. Joey Page to reflect an update to the district logo. Previously, many bears were used throughout the district. A new bear was created to give brand consistency across the schools and athletic teams in Byron. The blazon was updated to incorporate contemporary elements that match the new bear head and support the overall design. There are several elements to this image which are described below.

- The scale symbolizes the balance of the school curriculum as well as the balance between suburban and farm communities.
- Originally, the number 1 depicted the present school location as the original school site.
- The Polaris identifies Byron as the highest point in Olmsted County. It is also a symbol of Minnesota as the "North Star State."
- On the left side is a lyre and winged foot. The lyre is symbolic of the arts and the winged foot symbolizes athletics.
- On the right side is a cornucopia which symbolizes productivity, especially farming.
- The torches symbolize academic achievement.
- Below the shield, a ribbon is inscribed with Byron.
- The bear is the school mascot and also symbolizes that Bear Grove was the first name of the present town of Byron.



# ADDITIONAL LOGOS (CONTINUED)

## ACTIVITIES, ATHLETICS & PROGRAMMING LOGOS

Badge logos for each activity/program.



## ALTERNATIVE LOGOS

Each activity also has the following 3 versions of their logo.



# TYPOGRAPHY

## PRIMARY FONTS

First choice for publications.

Raleway Font Family

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#%&^\*()

Use **RALEWAY BOLD ALL CAPS** for headers

Use ***Raleway Bold Italic*** for the “Learn. Share. Innovate. Inspire” mission statement.  
***Learn. Share. Innovate. Inspire.***

Open Sans Font Family

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#%&^\*()

Use Open Sans Regular for body copy

## ALTERNATE FONTS

Use when primary fonts are unavailable.

Helvetica Font Family

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#%&^\*()

**Alternate:** Use **HELVETICA BOLD ALL CAPS** for headers

**Alternate:** Use Helvetica Regular for body copy

**Alternate:** Use ***Helvetica Bold Oblique*** for the “Learn. Share. Innovate. Inspire” mission statement.  
***Learn. Share. Innovate. Inspire.***

Helvetica Neue Font Family

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#%&^\*()

**Alternate:** Use **HELVETICA NEUE BOLD ALL CAPS** for headers

**Alternate:** Use Helvetica Neue Regular for body copy

**Alternate:** Use ***Helvetica Neue Bold Oblique*** for the “Learn. Share. Innovate. Inspire” mission statement.  
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# SIZE & SPACING

## LOGO SCALE

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



## SAFE ZONE

Allow free space around the logo that is the width of the "B" in Byron at minimum. No other elements, such as text or images, should interrupt this area.



# COLOR & LOGO USAGE

## PRIMARY COLORS

PANTONE: 7548C  
RGB: 255 / 198 / 0  
CMYK: 0 / 12 / 98 / 0  
HEX: #ffc600



PANTONE: Black 7C  
RGB: 61 / 57 / 53  
CMYK: 38 / 35 / 33 / 92  
HEX: #3D3935

## LOGO FILE TYPE USAGE

### WEB

File Type: .png  
Color: RGB or HEX color code

### PRINT

File Type: .pdf or .png  
Color: CMYK color code

### APPAREL

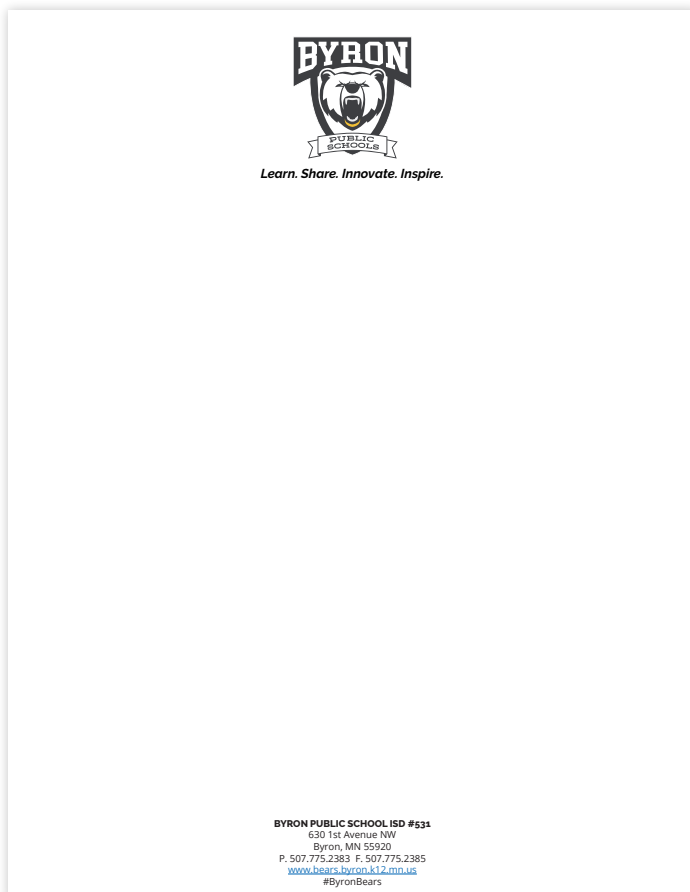
File Type: .eps  
Color: Pantone color code

# TEMPLATES

## BUSINESS CARDS

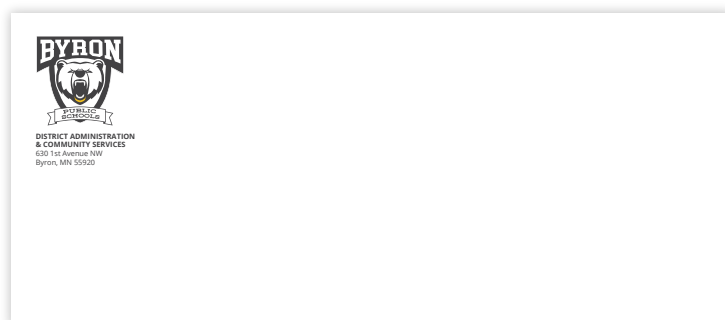


## LETTERHEAD

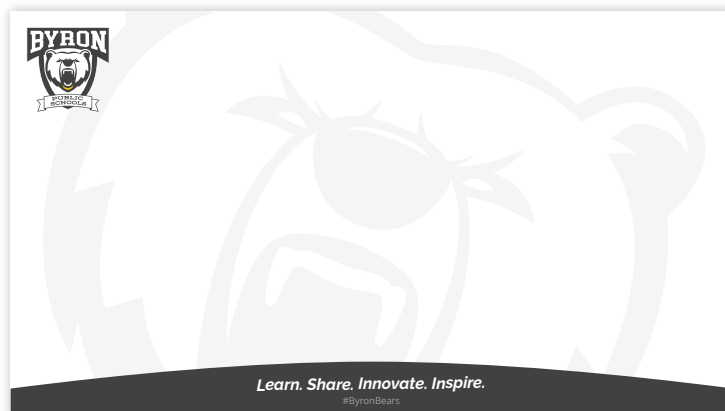


# TEMPLATES (CONTINUED)

## ENVELOPES



## POWERPOINT



## VIDEO



# CONTACT & RESOURCES

## ACCESSING THE LOGOS

All district logos can be found at:

[www.bears.byron.k12.mn.us/Byron\\_Public\\_Schools/communications/](http://www.bears.byron.k12.mn.us/Byron_Public_Schools/communications/)

## CONTACT

For any questions, please contact Jen Hegna at [jen.hegna@byron.k12.mn.us](mailto:jen.hegna@byron.k12.mn.us)