Table of Contents

Introduction ................................................................. 3
Official Fonts ................................................................. 4
Official Name of School District ........................................... 5
District Logo: Full Color ..................................................... 6
District Logo Marks: Full Color ............................................. 7
District Logo: Two and Three Color ....................................... 8
District Logo Marks: Two and Three Color ............................... 9
Logo and Logo Marks: Official Ink Color Palette ....................... 10
Logo and Logo Marks: Size, Modification and Orientation .......... 11
Logo and Logo Marks: Separating from Other Elements .............. 12
Logo and Logo Marks: Black and White ................................. 13
Approved Merchandise Colors ............................................. 14
Approved Merchandise Colors: Full Color Logo ....................... 15
Approved Merchandise Colors: Full Color Logo Marks ............... 16
Approved Merchandise Colors: Two Color Logo ....................... 17
Approved Merchandise Colors: Two Color Logo Marks ............... 18
Approved Merchandise Colors: Black and White Logos ............... 19
Approved Merchandise Colors: Black and White Logo Marks ....... 20
Approved Merchandise Colors: One-Color Logos – Red & Blue ....... 21
Approved Merchandise Colors: One-Color Logo Marks – Red & Blue .... 22
Full Color Logo Marks: Athletics .......................................... 23
Two Color Logo Marks: Athletics .......................................... 24
Full Color Logo Marks: Other .............................................. 25
Two Color Logo Marks: Other .............................................. 26
Introduction

The Board of Education of the Broadalbin-Perth Central School District recognizes that the district’s name, logo and logo marks, when used as prescribed, are an invaluable asset to the district and the greater Broadalbin-Perth community in the form of pride and unity.

The board also recognizes that when there is no prescribed or consistent use of the district’s name, logo and logo marks, the brand asset (school pride and community unity) is diminished, and may be lost entirely.

The Broadalbin-Perth Central School District Identity Standards & Logo Use Guide tells how the district’s name, logo and logo marks are to be used.

Consistency and quality are the keys to creating a strong public relations asset for the school district and surrounding community. All staff and students are required to abide by this guide. Outside groups, such as the Parent Teacher Organization (PTO), Sports Boosters, Music Boosters and Broadalbin-Perth Education Foundation (BPEF), must abide by this guide when merchandising items that use or refer to the Broadalbin-Perth Central School District or any of its component parts (schools, sports teams, clubs, etc.).

The district logo and logo marks are the property of the Broadalbin-Perth Central School District. This artwork is solely intended for the promotion of the district and greater Broadalbin-Perth community. Distortions, alterations or use of this artwork in ways contrary to the standards put forth in this manual are prohibited.

A current electronic version of this guide may be found on the district website, www.bpcsd.org.

*Users are required to direct all vendor requests for logo and logo mark artwork to the communications office to ensure quality artwork reproduction.*

*Users are also strongly encouraged to contact the communications office for advice regarding compliance with this guide.*

**Broadalbin-Perth Communications Office**

100 Bridge Street, Broadalbin, NY 12025  
**Phone:** (518) 954-2640

Michele Kelley, Communications Specialist  
**Email:** kelleym@bpcsd.org

Betsy DeMars, Communications Specialist  
**Email:** betsy.demars@neric.org
The Broadalbin-Perth Central School District’s official fonts are Eurostile and Minion Pro.

Eurostile is used for headings and Minion Pro is used for body text. Good design requires heading and body text fonts to be different. Minion Pro is used for body text because of its professional look and easiness to read.

Eurostile font type can be regular, bold, italic or bold italic.

Minion Pro font type can be regular, bold, italic or bold italic.

Current standard template documents and forms for internal use can be downloaded from the Faculty/Staff Forms section of the district website.

Contact the district communications office at (518) 954-2640 with requests to create new forms or modify existing forms to meet the criteria outlined in this guide.

**Headline Font**

Eurostile LT Std (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Eurostile LT Std (Oblique)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Eurostile LT Std (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Eurostile LT Std (Bold Oblique)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Body Text Font**

Minion Pro (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro (Bold Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
The official district name is the Broadalbin-Perth Central School District. When the words “Broadalbin-Perth” are used, the hyphen is always included because it is part of the legally registered name of the district.

The district name and school names are considered headings when standing alone and should be printed using the Eurostile font.

The district name and school names are considered body text when not standing alone and should be printed using the Minion Pro font.

When printing to garments, a font variation may be required or desired. Please contact the district office or communications office for advice when printing to garments.

Examples of acceptable uses of the district name and school names are shown to the right. Please pay particular attention to the use of hyphens.

**Broadalbin-Perth Central School District**

- Broadalbin-Perth (always with hyphen)
- BPCSD (without hyphen)
- B-P (with hyphen)

**Broadalbin-Perth High School**

- B-P High School (with hyphen)
- BPHS (without hyphen)

**Broadalbin-Perth Middle School**

- B-P Middle School (with hyphen)
- BPMS (without hyphen)

**Broadalbin-Perth Intermediate School**

- B-P Intermediate School (with hyphen)
- BPIS (without hyphen)

**The Learning Community at Broadalbin-Perth**

- The Learning Community
- TLC*

* In a sentence, the article “the” should not be used before “TLC” unless referring to something associated with the school, e.g., “the TLC office” or “the TLC student handbook.”
**District Logo: Full Color**

The Broadalbin-Perth district logo is original copyrighted artwork.

On a white background, the district logo is a three-color logo:
- PMS* 295 (blue)
- PMS 194 (red)
- PMS Black (gray)

On a non-white background, the district logo is a four-color logo:
- PMS 295 (blue)
- PMS 194 (red)
- PMS Black (gray)
- PMS White

See the official color palette on page 10 for more information.

Colors shown in this guide or in any electronic form (e.g., JPEG, PDF) are approximate and are not to be used for ordering or reproduction.

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* PMS stands for Pantone Matching System, which is an industry standard color matching system developed by Pantone, Inc.
District Logo Marks: Full Color

Broadalbin-Perth has three logo marks. These logo marks are original copyrighted artwork.

The logo marks may be used alone or in conjunction with the district logo on uniforms, merchandise and promotional material.

On a white background, the district logo marks are three-color:
- PMS 295 (blue)
- PMS 194 (red)
- PMS Black (gray)

On a non-white background, the district logo marks are four-color:
- PMS 295 (blue)
- PMS 194 (red)
- PMS Black (gray)
- PMS White

See the official color palette on page 10 for more information.

Colors shown in this guide or in any electronic form (e.g., JPEG, PDF) are approximate and are not to be used for ordering or reproduction.
**District Logo: Two & Three Color**

The Broadalbin-Perth district logo may also be reproduced without the gray accent.

On a white background, the district logo is a two-color logo:
- PMS* 295 (blue)
- PMS 194 (red)

On a non-white background, the district logo is a three-color logo:
- PMS 295 (blue)
- PMS 194 (red)
- PMS White

See the official color palette on page 10 for more information.

Colors shown in this guide or in any electronic form (e.g., JPEG, PDF) are approximate and are not to be used for ordering or reproduction.

* PMS stands for Pantone Matching System, which is an industry standard color matching system developed by Pantone, Inc.
District Logo Marks: Two & Three Color

Broadalbin-Perth’s three logo marks may also be reproduced without the gray accent.

The logo marks may be used alone or in conjunction with the district logo on uniforms, merchandise and promotional material.

On a white background, the district logo marks are two color:
- PMS 295 (blue)
- PMS 194 (red)

On a non-white background, the district logo marks are three-color:
- PMS 295 (blue)
- PMS 194 (red)
- PMS White

See the official color palette on page 10 for more information.

Colors shown in this guide or in any electronic form (e.g., JPEG, PDF) are approximate and are not to be used for ordering or reproduction.
Logo and Logo Marks:
Official Ink Color Palette

Color is critical to the development of a strong identity system and brand.

Extra care must be taken to ensure that the specified PMS colors for the logo and logo mark are reproduced per the PMS Chart.

Different materials absorb color differently, which makes matching the required PMS colors as much, if not more, of an art than a science on the vendor’s part. Request a sample to ensure color and artwork reproduction accuracy before approving a job with a vendor.

Colors shown in this guide or in any electronic form (e.g., JPEG, PDF) are approximate and are not to be used for ordering or reproduction.

- **PMS 295**
  - C=100; M=82; Y=35; K=33
  - R=0; G=46; B=95
  - Hex={00,2E,5F}

- **PMS 194**
  - C=27; M=97; Y=69; K=20
  - R=155; G=36; B=62
  - Hex={9B,24,3E}

- **PMS Black**
  - C=100; M=100; Y=100; K=100
  - R=0; G=0; B=0
  - Hex={00,00,00}

- **PMS White**
  - (to be used only when logo is printed over dark colors)
  - C=0; M=0; Y=0; K=0
  - R=255; G=255; B=255
  - Hex={FF,FF,FF}

*Pantone Matching System (PMS) colors are used by most vendors to accurately reproduce colors on different materials. Alternatively, CMYK formulas may be required when printing (on paper, fabric, plastic, etc.), and RGB formulas may be required when using the logo on a screen (television, computer monitor). Hexidecimal (Hex) colors are used in website development (HTML, CSS, etc.) and other computer applications.*
Logo and Logo Marks: Size, Modification and Orientation

Minimum Size
The logo and logo marks must be reproduced at a minimum size of 1 inch. This will ensure readability and reproduction fidelity.

If it is necessary to make the logo or logo marks smaller, please contact the district office or communications office.

Modifications
The logo and logo marks may not be altered by, for example, changing the artwork’s proportional size (distortion), orientation (rotation), color or shade.

All logos and logo marks must be displayed horizontally. Examples of unacceptable positions are shown at right.

Incorrect Uses
Logo and Logo Marks: Separating from Other Elements

The minimum clear space between the logo or a logo mark and other design elements is ¼ inch, as illustrated.

The logo and logo marks must have a clear space surrounding them to ensure proper visual balance and ease of identification. No other text or graphic is allowed within the designated clear space.

The logo and logo marks cannot bleed off the edge of a page or object.

Incorrect – No Clear Space

Correct – Clear Space

MATHEMATICS
Logo and Logo Marks: Black and White

Use black and white artwork provided by the district office or communications office to make photocopies. The black and white artwork is specifically designed for this purpose and it will reproduce better than the full color artwork.
Approved Merchandise Colors

The logo and logo marks may be reproduced on the colors listed to the right. These are common colors for garments and other merchandise.

The only acceptable team uniform colors are blue (PMS 295), red (PMS 194) and white.

Below is a sample list of merchandise subject to the background color requirement:

- T-shirts
- Sweatshirts and sweatpants
- Jackets
- Water bottles
- Hats
- Towels
- Spirit noisemakers (e.g., clappers, thundersticks)
- Bags
- Umbrellas
- Mugs
- Buttons
- Pins

Garment or merchandise color should match as closely as possible to these approved background colors.

Different materials absorb color differently, which makes matching the required PMS colors as much, if not more, of an art than a science on the vendor’s part. Request a sample to ensure color and artwork reproduction accuracy before approving a job with a vendor.

Colors shown in this guide or in any electronic form (e.g., JPEG, PDF) are approximate and are not to be used for ordering or reproduction.

Note: Pink may be used as a background color for cancer awareness purposes ONLY. If the logo or logo marks are to be used on tie-dye t-shirts, the tie-dye must be blue and white; red and white; or red, white and blue.
**Approved Merchandise Colors:**

**Full Color Logo**

The district’s full-color logo may be reproduced on the colors listed at right.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.

- 3-Color on White
- 4-Color on Black
- 4-Color on Blue (PMS 295)
- 4-Color on Red (PMS 194)
- 4-Color on Light Gray
- 4-Color on Dark Gray
Approved Merchandise Colors:
Full Color Logo Marks

The district’s full-color logo marks may be reproduced on the colors listed on this page.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.
Approved Merchandise Colors: Two and Three Color Logo

The district’s two-color logo may be reproduced on the colors listed at right.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.
Approved Merchandise Colors: Two and Three Color Logo Marks

The district’s full-color logo marks may be reproduced on the colors listed on this page.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.
Approved Merchandise Colors:
Black and White Logos

The district’s one-color logo may be reproduced on the colors listed at right.

In order to achieve the proper figure/ground contrast, the black version of the one-color logo must be used on white and light gray. The white version must be used on all other approved merchandise colors.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.

Black on White

White on Black

White on Blue (PMS 295)

White on Red (PMS 194)

Black on Light Gray

White on Dark Gray
Approved Merchandise Colors: Black and White Logo Marks

The district’s logo marks may be reproduced using black on white or light gray merchandise, or white on red, blue, black or dark gray merchandise.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.
Approved Merchandise Colors: 
One-Color Logos - Red & Blue

The district’s one-color logo may be reproduced in either red or blue on a white or light gray background.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.
Approved Merchandise Colors: One-Color Logo Marks – Red & Blue

The district’s logo marks may be reproduced in either red or blue on a white or light gray background.

These colors are simulations only and are not meant to be exact colors because each substrate material (paper, cloth, etc.) will result in a different color appearance.
Full Color Logo Marks: Athletics

Baseball  Basketball  Bowling

Cheerleading  Football  Golf

Soccer  Track  Volleyball
Two Color Logo Marks: Athletics

Baseball  Basketball  Bowling
Cheerleading  Football  Golf
Soccer  Track  Volleyball
Full Color Logo Marks: Other

Any district club or student group that does not already have an approved logo variation may use the general Patriots shield logo mark featuring the star.

A district club or student group that wishes to have a logo variation created to represent that club or student group should contact the district communications office. All requests must be approved by the superintendent of schools.

No district club or student group may alter the Patriots shield logo mark in any way.
Two Color Logo Marks: Other

Any district club or student group that does not already have an approved logo variation may use the general Patriots shield logo mark featuring the star.

A district club or student group that wishes to have a logo variation created to represent that club or student group should contact the district communications office. All requests must be approved by the superintendent of schools.

No district club or student group may alter the Patriots shield logo mark in any way.