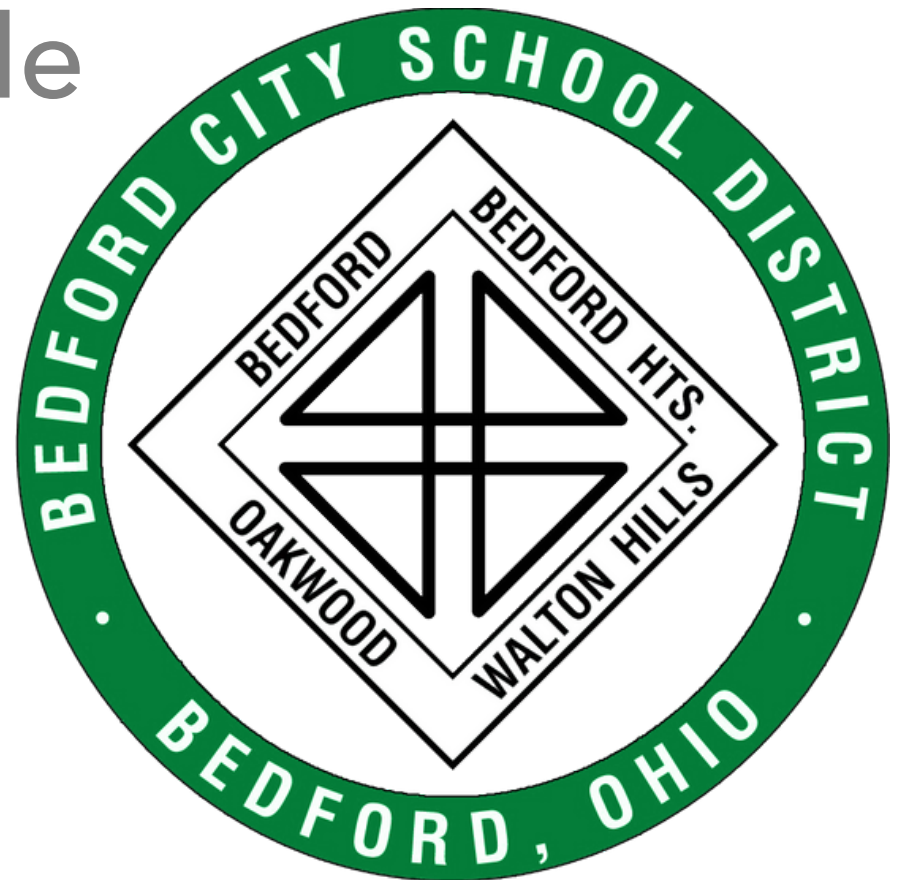


# BEDFORD CITY SCHOOL DISTRICT

Brand & Style Guide  
FALL 2018



# PRIDE TRADITION ACHIEVEMENT

The items illustrated on the following pages represent the Bedford City School District's (BCSD) institutional presentation to stakeholders: our brand.

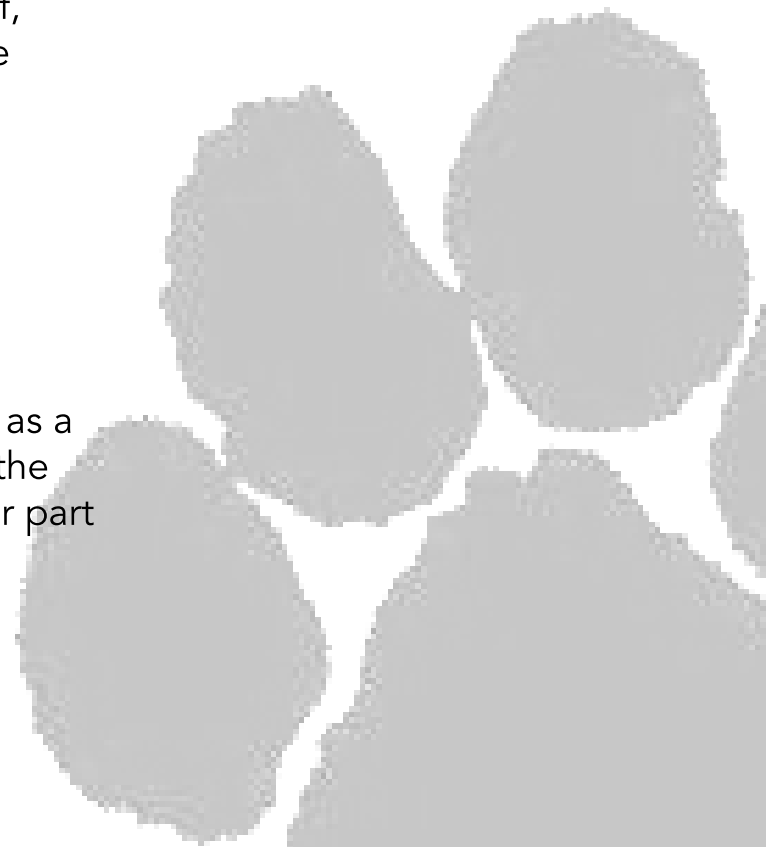
A strong, consistent brand is vital, because that's what helps students, staff, families, residents, and partners connect with who we are. Our brand is the emotional connection people make with our organization, ensuring:

- An enhanced connection with BCSD identity and values
- A consistent experience across all communications
- Differentiation from other school district brands
- Pride in the Bedford City Schools

These guidelines apply to all Bedford City School District communications as a valuable organizational asset communicating excellence in all that we do, the experience we offer, and the messages we share. Thank you for doing your part in ensuring BCSD's brand remains as vibrant as the community we serve.

Questions?

Beth Russell | Communications and Public Relations Specialist  
brussell@bedfordschools.org | 440.439.4520



# BCSD MESSAGING

## The Bedford City Schools Message

Bedford City School District's number-one priority is our student body and their success. With strong roots in tradition, our pride in our students, staff and the four communities we serve can be seen through our strong commitment to academic, artistic and athletic achievement.

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## Our Mission

Inspiring everyone, every day, to achieve excellence

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## Tagline

Pride, Tradition, Achievement

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## Vision

All students graduate as open-minded, responsible citizens

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## Core Values

Students are the focus of all decisions. As a result, we believe in:

- Providing a safe, supportive learning environment;
- Embracing diversity;
- Fostering each student's full potential;
- Building strong family and community partnerships;
- Developing academic excellence through a variety of rich experiences; and
- Promoting respect as a right and responsibility

The Communications Office is responsible for advancing the mission and vision of the Bedford City School District by communicating and partnering with internal and external stakeholders to support the success of students and the schools. Our goal is to maintain effective, timely and interactive communications with students, families, staff members, and community members.

To that end, a variety of communications tools and practices are used to reach out to our stakeholders.



[BedfordSchools.org](http://BedfordSchools.org)

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[BedfordCitySchoolDistrict](https://www.facebook.com/BedfordCitySchoolDistrict)

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[@BedfordCSD](https://twitter.com/BedfordCSD)

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[Superintendent's Update](#)

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[YouTube.com/bedfordcityschools](https://www.youtube.com/bedfordcityschools)

# BCSD STORY



## Pride

The central graphic knot design represents the proud connection of our four communities



## Tradition

The surrounding diamond showcases the district's four communities that originally formed the Bedford township



## Achievement

The enclosing circle illustrates how our school district brings our communities and schools together to support our students' achievement

# LOGO

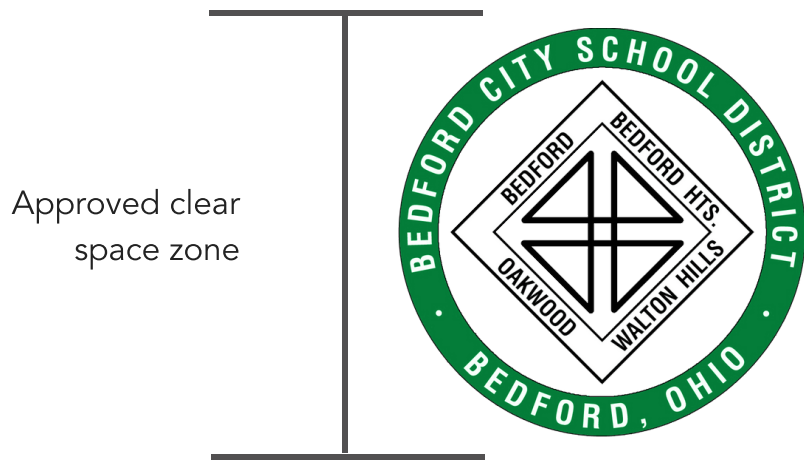
## Where Pride, Tradition, and Achievement come together

Logos are required to share a lot of information in a minimal amount of space, making it an important cornerstone of the Bedford City School District brand.

The Bedford City School District logo provides a clear, straight-forward visual representation of the district.

Together, these images depict the interconnectivity of our schools and our four communities to support the Bedford City School District's commitment to our students.

# LOGO ACCEPTABLE USES



## Secondary logo, greyscale and one color

On dark colored background use all white.  
On light background use one of the samples below.



## Primary logo, full color

For use on white or light colored backgrounds.  
Use in this 2 color format when possible.

Primary color is PMS 355. This can be used as the main color in the primary logo only.

PMS 621C is used as the accent color. For most logo uses, the central diamond should be the accent color.

Keeping the Bedford City School District's logo isolated from other elements is key to preserving its legibility. The minimum amount of clear space on all sides of the logo should be equal to the height of the enclosing circle with an equal amount of clear space always surrounding the mark. This separates the logo from headlines, text, imagery, or the outside edge of the application. More clear space is generally preferred.

# LOGO

## UNACCEPTABLE USES



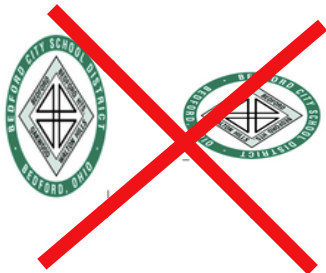
Colors outside of the approved palette

Shown are examples of incorrect usage of the logo. If a question arises concerning the application of the mark, please contact:



Unacceptable cropping on a dark background

Beth Russell  
Communications & Public Relations Specialist  
[brussell@bedfordschools.org](mailto:brussell@bedfordschools.org)  
440.439.4520



Stretching or squashing

# Athletics Logos

The Bedford City School District's Athletics logos are an integral part of every Athletics branded piece of communication or item — they should not be altered for any reason. See approved versions of the logo for reference.

## 1. Combination Logo

To be used as a stand alone logo only.  
This is the primary athletics logo for the Bedford Bearcats.



## 2. Bearcat

Can be used as a stand alone logo or in combination with the Bearcat script or Bedford B.



## 3. Baby Bearcat

To be used as the district mascot at the elementary level.



## 4. Pawprint

Can be used as a stand alone logo or in combination with the Bearcat Script.



## 5. Bedford B

Can be used as a stand alone logo or in combination with the Bearcat.





# Color Palette

Color plays an important role in the Bedford City School District's brand. The palette of colors shown are approved and specified for various print or electronic media.

Consistent use of these colors will contribute to the cohesive look of the Bedford City School District brand identity across all relevant media.

Check with your designer or printer when using the colors to ensure that they will be always be consistent.

PANTONE 355

CMKY 99, 11, 100, 2

RGB 0, 149, 59

HEX 00953B

PRINT

PANTONE 356

CMKY 89, 28, 100, 16

RGB 0, 121, 53

HEX 007935

DIGITAL

PANTONE 120C

CMKY 0, 5, 64, 0

RGB 251, 219, 101

HEX F9E04C

ACCENT 1

PANTONE 420C

CMKY 6, 4, 7, 13

RGB 220, 220, 220

HEX DCDCDC

ACCENT 2

# Typography & Fonts

Typography plays an important role in communicating an overall tone and quality. Careful use of typography ensures clarity and harmony in all Bedford City School District communications. The primary typefaces used are Cambria, Avenir Medium and Avenir. In the event a user does not have access to the above typefaces, acceptable alternatives are Times, Arial Medium, and Arial.

**Headings Cambria Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

**Sub-Headings Avenir Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Body Text Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Stationery

Dimensions: 8.5" x 11" (Letter)

Do not create your own letterhead for personal use.

Do not display additional logos on the Bedford City School District's letterhead.

Personalized Bedford City School District letterhead and envelopes can be ordered through a School Dude ticket.

Beth Russell  
brussell@bedfordschools.org  
440.439.4520



Dr. Andrea Celico  
Superintendent  
xxx.xxx.xxxx  
xxxxx@bedford.k12.oh.us

<stationery placeholder>

# Forms

Please use these guidelines when creating forms for public distribution:

The Bedford City School District logo should appear in upper left hand corner.

Use Bedford City School District fonts and colors when possible.

For multi-page documents, the BCSD logo needs to appear on first page only.



## School Supply List 2018-2019

<form placeholder>

# Business Cards



<business card placeholder>

Personalized Bedford City School District business cards can be ordered through:

Roxane Strenger, Executive Assistant to the Superintendent

440.439.4777

[rstrenger@bedfordschools.org](mailto:rstrenger@bedfordschools.org)



# Questions?

Contact the Communications and Public Relations Specialist with any questions or to inquire about ordering marketing material.

Beth Russell | 440.439.4520 | [brussell@bedfordschools.org](mailto:brussell@bedfordschools.org)

Bedford High School  
481 Northfield Road  
Bedford, OH 44146  
440.439.4848  
440.439.4627 FX

Columbus Intermediate School  
23600 Columbus Road  
Bedford Heights, OH 44146  
440.786.3322  
440.439.0495 FX

Central Primary School  
799 Washington Street  
Bedford, OH 44146  
440.439.4225  
440.439.4361 FX

Heskett Middle School  
5771 Perkins Road  
Bedford Heights, OH 44146  
440.439.4450  
440.786.3572 FX

Carlwood Intermediate School  
1387 Caryl Drive  
Bedford, OH 44146  
440.439.4509  
440.439.0365 FX

Glendale Primary School  
400 W. Glendale Avenue  
Bedford, OH 44146  
440.439.4227  
440.439.3487 FX

# Pride Tradition Achievement

