The following Graphic Guidelines will assist in effectively using the new Bartholomew Consolidated School Corporation Brandmarks for print and digital media applications and communication materials. Consistent use and observance of these guidelines will result in clearer, more impactful messaging to our many audiences, partners, and stakeholders. For consistency and quality, please do not re-create the artwork, but always use the available digital art files.
The BCSC Strategic Plan Brandmark Signature

The new BCSC Strategic Plan Brandmark is the design which visually represents the positive work of the recent strategic plan initiative. Below are descriptions of the three graphic elements that comprise the signature.

Checkmark Icon
The checkmark icon symbolizes positive choice in education. The four stripes represent Parents, Learners, Educators, and Community Partners.

BCSC Acronym
A refreshed and modern typographic design of the Bartholomew Consolidated School Corporation acronym.

Strategic Statement
This descriptive statement is used to express the collaborative meaning and goals of the BCSC Strategic Plan.
The BCSC Brandmark Signature is the updated design which is intended for use when only the acronym and identifier are needed. Below are descriptions of the two graphic elements that comprise the signature.

**BCSC Acronym**
A refreshed and modern typographic design of the Bartholomew Consolidated School Corporation acronym.

**Identifier Lines**
These two lines simply describe and identify the School Corporation.
The Brandmarks should always be reproduced in full color. When using offset printing, the approved PMS® spot and CMYK color specifics are listed below. When using in digital applications, RGB and Hex numbers are provided for reference.

**Black**
RGB: 34 / 34 / 34  
C0 / M0 / Y0 / K100  
Hex: #222222

**PMS® 208**
RGB: 139 / 30 / 65  
C33 / M98 / Y60 / K26  
Hex: #861e41

**Two-Color Brandmark appearing on white background.**

**Two-Color Brandmark reversed out of Black background.**

**Single-color Brandmark reversed out of PMS 208 background.**
Primary Colors and Alternative Backgrounds

The Brandmarks should always be reproduced in full color. When using offset printing, the approved PMS® spot and CMYK color specifics are listed below. When using in digital applications, RGB and Hex numbers are provided for reference.

### Black
RGB: 34 / 34 / 34  
C0 / M0 / Y0 / K100  
Hex: #222222

### PMS® 208
RGB: 139 / 30 / 65  
C33 / M98 / Y60 / K26  
Hex: #861e41

---

Two-Color Brandmark appearing on white background.

---

Two-Color Brandmark reversed out of Black background.

---

Single-color Brandmark reversed out of PMS 208 background.
BCSC Brandmarks Clear Area Spacing and Sizing

For distinct visibility when either Brandmark is reproduced, there should be a minimum amount of clear area away from any other text, illustration, or photo elements around the Signature. The recommended minimum clear area (x) is equal to the height of the “eye” in the “B” typeform.

Sizing and Limitations
There are no limits on how large either Brandmark may be reproduced. But for best legibility, Brandmarks should not be reproduced smaller than 0.5” (48px) in overall height.
For the best opportunity to succeed in all of our BCSC communications, consistent and correct use of the Brandmarks is necessary. Below are examples of both correct and incorrect design uses of the BCSC Brandmarks.