

Bartholomew Consolidated School Corporation

Graphic Guidelines 2022

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.



The BCSC Brandmark Signature

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.



Primary Colors and Alternative Backgrounds



Black

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



PMS® 208

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

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.

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



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



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

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.

Two-Color
Brandmark
appearing
on white
background.

BCSC
Bartholomew Consolidated
School Corporation

Two-Color
Brandmark
reversed
out of Black
background.

BCSC
Bartholomew Consolidated
School Corporation

Single-color
Brandmark
reversed out
of PMS 208
background.

BCSC
Bartholomew Consolidated
School Corporation

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.



BCSC Strategic Plan Clear Area



BCSC Brandmark Clear Area

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.



Best Design Practices for BCSC Brandmarks Use

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.



Examples of Improper Uses

