

20
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Brand GUIDELINES

Among our most valuable assets, our brand is the unique expression by which we intend to be recognized, in what people see, hear and feel.



Visual Identity

THE LOGO

With tagline

Names appearing together.



Names appearing separately.
Do not show separate logos together.





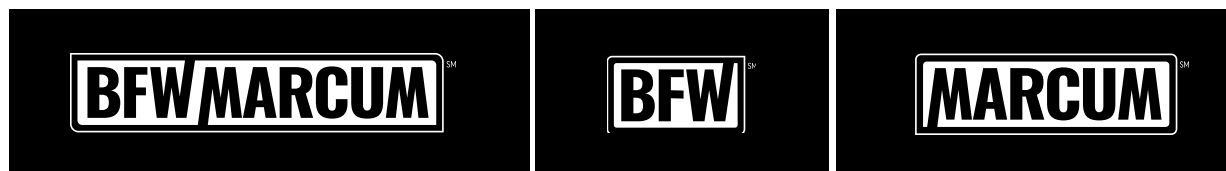
Visual Identity

THE LOGO

Black



White





Visual Identity

LOGO USAGE

Spacing



Maintain spacing around the logo:

- 1/2 the height of the logo
- 1/4 of the width

Sizing

Maintain appropriate sizing—**no smaller than 1.5"**.



Font

The logo font is treated as a unique graphic element. It is not repeated in headlines, which would diminish its importance. Complementing fonts provided here may be used rather than trying to match the logo.

Incorrect Usage

To uphold the integrity of the brand, refrain from the following or similar misuse.

Combined with other elements



Drop Shadow



Distorted proportions



Incorrect color: the logo shall only appear in BFW Blue, black or white



Busy background, poor visibility





Visual Identity

FONT

Clean, strong, confident, and geometric.

For digital purposes, such as Word or Powerpoint, Arial may be substituted.

The logo font is to be set apart and unique—not matched in layout.

Headlines

Neue Aachen Pro

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,:?!\$&*)
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,:?!\$&*)

Body Copy

Good Headline Pro

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,:?!\$&*)
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,:?!\$&*)
Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,:?!\$&*)



Visual Identity

COLOR

Supports brand recognition and communicates tone and personality without word or image.

Technical	Intelligent
Industrial	Approachable
Creative	Current
Confident	Dependable

• Primary: BFW Blue

Color proportions might vary depending on the tone and intent of the piece, but strive for cohesive and consistent color in communications. Do not use tints of BFW Blue. Tints of the secondary colors remain more vibrant.

• Secondary: Sky Blue, Turquoise, Aquamarine, Sand, Grey and tints thereof. These colors are used for large areas of color to add variation, organize, and show emphasis.

• Accent: Red, Yellow, Orange, Green

These are to be used for minor elements, infographics, and to add interest and emphasis. These are rarely, if ever, to be used in a prominent way.

Primary Color

Headlines
Large Shapes

BFW Blue
RGB 0/86/148
CMYK 100/55/0/24
Hex 005694

Sky Blue
RGB 0/132/200
CMYK 85/38/0/0
Hex 0084c8

Turquoise
RGB 0/168/194
CMYK 90/0/20/6
Hex 00a8c2

Aquamarine
RGB 0/118/137
CMYK 90/0/20/30
Hex 007689

Accent Color

Infographics
Small Shapes



BFW Gray RGB 96/109/133 CMYK 67/53/33/9 Hex 606d85

Turquoise tint

Sky tint

Aquamarine tint

Sand RGB 231/224/203 CMYK 3/4/16/6 Hex e7e0cb

Sky tint

Red RGB 172/43/48 CMYK 22/96/87/14 Hex ac2b30

Yellow RGB 251/175/65 CMYK 0/36/84/0 Hex fbaf41

Orange RGB 207/87/35 CMYK 14/79/100/3 Hex cf5723

Green RGB 101/166/105 CMYK 65/15/76/1 Hex 65a669





Visual Identity

PHOTOGRAPHY

Confident, natural, authentic, accurate, current, aspirational.

Use a balance of local site photos along with stock images that add context, visual texture and help elevate communication.

Authentic diversity is a value.





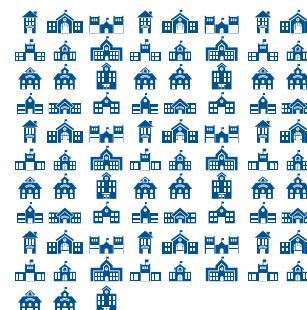
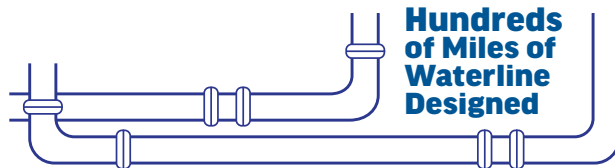
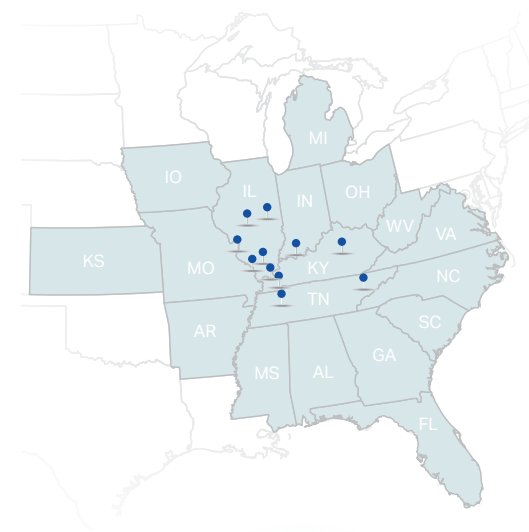
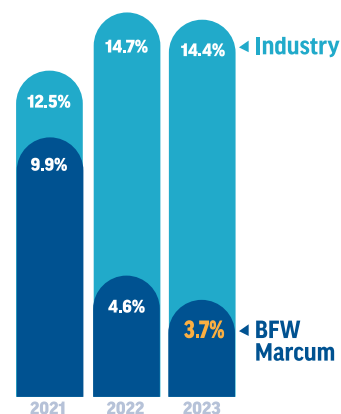
Visual Identity

GRAPHICS

Simple, clear, informative, current, brand colors.

Should improve clarity and emphasis, rather than to decorate.

They should not complicate the communication.



83
Illinois
Schools
Served





Visual Identity

GRAPHICS

// The Angle

In structure, angles represent inherent strength. In composition, the diagonal is a dynamic design element. The Angle appears in our logo as a symbol of unity and dynamic strength. **As a design element, the Angle may be repeated throughout layout to reinforce the brand.**

Recommendations

- Up and to the right when possible.
- Subtle. Not forced. Don't overdo it.
- Dynamic: Leading the eye and creating movement in the composition.
- Avoid creating a feeling of chaos.
- Options
 - Implied by white space
 - Textures, pattern
 - Graphic elements
 - Graphic text // (not body copy)

Thin Rule

A thin rule may be used and repeated as a design element mirroring the logo. The rule or box reinforces the idea of organized structure. As before, this element should assist the content, rather than to decorate or divide.

∨ The Angle in structure

In composition ∨

