

# 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.*





## 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





## 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

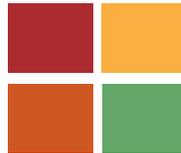
**Sky Blue**  
 RGB 0/132/200  
 CMYK 85/38/0/0  
 Hex 0084c8

**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



**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

**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**





## 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.





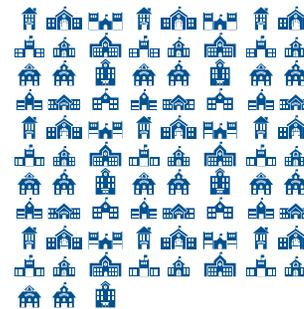
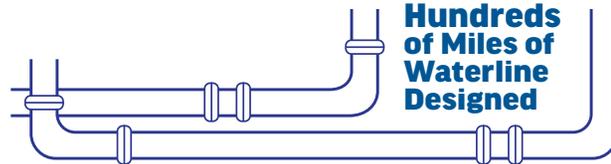
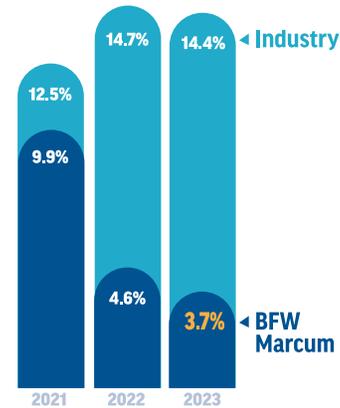
# Visual Identity

## 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 ∨

