

Brand Guidelines

The following guide establishes best practices to effectively use logos, colors, fonts and other brand assets.



PRIMARY LOGO

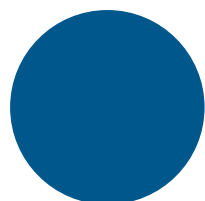


LOGO VARIATIONS



SUBMARK

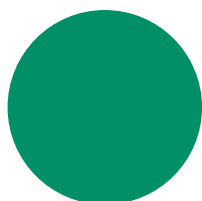
The primary logo will be used for the majority of applications. The primary logo can be used on sports apparel, business cards, flyers, promotions, and letterhead. The primary logo variations are used in place of the primary logo when a less detailed version is needed, or it is being placed on a colored background. The sub mark can be used when a smaller, less detailed logo is needed. For formal applications such as letterhead and official documents, primary logo should be used. Modifications of the logo or adjusting the logo elements in any way are not allowed. THE LOGO CAN BE SCALED BUT MUST REMAIN THE SAME PROPORTIONS. NO STRETCHING OR DISTORTING.



#00568c

RGB-0 87 140

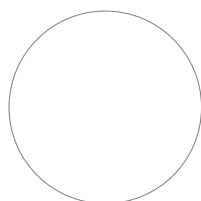
CMYK-98 69 21 5



#008e66

RGB-0 143 102

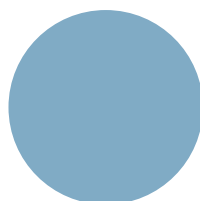
CMYK-85 20 75 5



#ffffff

RGB-255 255 255

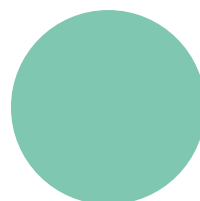
CMYK-0 0 0 0



#00568c

RGB-0 87 140

CMYK-98 69 21 5



#008e66

RGB-0 143 102

CMYK-85 20 75 5

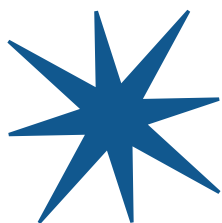


#000000

RGB-0 0 0

CMYK-0 0 0 100

COLOR PALETTE



ICONOGRAPHY



PATTERN

FONT SELECTIONS

OSWALD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz

OSWALD EXTRA-LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz

GARAMOND

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz

MOODBOARD



BRAND IDENTITY

OUR MISSION

The St. Lawrence-Lewis BOCES Mission is to provide quality, cost-effective programs and services characterized by leadership, innovation, creativity, and flexibility, to:

- Prepare students to become contributing members of their community,
- Initiate programs in response to emerging needs,
- Encourage the sharing of resources and expertise,
- Provide opportunities for professional growth,
- Include constituents in the decision-making process,
- Provide professional and technical assistance.

WHAT IS BOCES?

The Board Of Cooperative Educational Services of St. Lawrence-Lewis Counties serves 18 school districts in St. Lawrence and Lewis Counties. We provide cost-effective shared services, including career training for high-school students and adults, special education, alternative schools, technology education, and teacher training. We also offer dozens of programs to expand educational opportunity and help districts operate more efficiently. Our agency, which was created in the early 1950s, is one of 37 BOCES in NY State.

OUR VISION

The SLL BOCES is committed to providing students, families, schools and communities with educational opportunities to prepare for successful futures in the evolving global economy.

BRAND CONSISTENCY

Why is it important ??

You don't want to have to meet someone for the first time more than once. Neither does your school community and public. Having an inconsistent brand creates a disconnect between the various types of content you share with your community. This makes it feel like the public is meeting a new brand every single time they get content from the district. Branding is not just a logo and slogan. It is the feeling and voice behind your brand telling the school community what to expect from your district. Consistency of voice is essential to emulate dependability of your organization. Brand consistency allows districts to take control of perception and engagement throughout the individual's experience with the district. It also allows the district to evolve and change without losing trust and credibility. Consistency makes your brand feel more dependable and recognizable. Consistency brings trust, while inconsistent and ineffective design can have the opposite effect. Without consistency the public may just scroll by content they would have otherwise paid attention to if they had known it was from your brand. Your branding should feel repetitive, and it might even feel boring. That is how you know you are doing it right.

10 CHARACTERISTICS OF A SUCCESSFUL BOCES

Student-centered	Innovative
Communicated	Accountable
Competent	Respectful
Responsive	Energetic
Credible	Valued