Binghamton City School District
Brand Guide
The purpose of this guide is to establish and maintain the consistent use of Binghamton City School District’s logo, type font & color palette.

Branding is more than a logo. A well-developed brand is built on a foundation that represents the essence of the school’s mission, vision, core values, attributes and qualities of its academic and extracurricular programming. Brands encourage loyalty and create a sense of pride. School departments/clubs ARE NOT to develop or use other logos without the approval of the building administrator.

If you have any questions in this Brand Guide please contact Tonia Thompson, Superintendent of Schools (607) 762-8100 or email PR@binghamtonschools.org
Introduction/Branding

Shown here are what this guide will refer to as “Primary Logo” and “Secondary Logo”. These logos are what represent the Binghamton City School District. This Brand Guide will explain the proper way to display and use these logos along with the Do’s and Don’ts in order to maintain a consistent brand.

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Colors are often used in the terms of CMYK or Pantone (used for print media), RGB (used in electronic media). It is important to understand color distinction between the two. In summary:

CMYK refers to the 4-color process (cyan, magenta, yellow and black) used on a commercial printing press. The 4-color process for Binghamton Red is C=11 M=99 Y=96 K=2. The Binghamton Blue is C=99 M=89 Y=10 K=1. CMYK images will NOT work in electronic media.

Pantone refers to the specific ink color, also referred to as spot color, used on a printing press or ink transfer process such as silk screening. The Binghamton Red Pantone color is 1795C and the Binghamton Blue Pantone color is 7687C and is referred to by vendors using processes in which the Pantone color is matched to a paint or ink color. Other printing methods, such as using a laser printer or a digital press, may require test prints to determine which color mix works best on individual devices.

RGB refers to the color on a computer screen or monitor (red, green, blue). These colors are usually listed as a percentage of each value. For instance, the RGB value of The Binghamton Red is 210-35-42, which means 210 percent red, 35 percent green and 42 percent blue. Binghamton Blue is 37-64-143, which means 37 percent red, 64 percent green and 143 percent blue. Files in RGB format will NOT work in commercial printing. Here are the breakdowns of each approved color used in the identifying logo marks.

BCSD CMYK/Pantone/RGB Breakdowns

Binghamton Red
CMYK - 11/99/96/2
Pantone 1795C
RGB
R=210
G=35
B=42
Hexcode: #d2232a

Binghamton Blue
CMYK - 99/89/10/1
Pantone 7687 C
RGB
R=37
G=64
B=143
Hexcode: #25408f
Consistency establishes trust. It is vital that BCSD logos be used in a consistent manner by all departments, offices and divisions across Binghamton City School District. Our logos must not be altered in any way and should only appear in full color, grayscale or black or white.
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Fonts

Binghamton School District uses a custom fontset for its Athletic Logos.

All other collateral materials such as letterheads, business cards, envelopes, printed and digital marketing materials shall use:

Georgia or Georgia Bold

Print

All department forms, marketing materials, and other print materials prepared by or for BCSD must adhere to the logo, color and font standards identified in this brand guide.

Electronic

E-Newsletters, Press Releases, Fax Cover Sheets, Powerpoint Presentations and Web Pages prepared for the district must adhere to the logo, color and font standards identified in this brand guide.

Signage

Signage must be visible from a distance and include the Binghamton City School District Logo. Athletic Signage will include the specified Athletic Logo and any other signage shall include the specified Academic Logo.

All vinyl colors shall be coordinated to match the CMYK or Pantone colors provided on the Color Standards page.

Apparel

The brand standards apply in the design and execution of apparel items, whether provided through the district or third-party purchasing.

Artwork

Vendors will need to be provided appropriate artwork for the official district logos. The B logo and Patriot represented in the brand guide are the only allowed design. The artwork has been optimized and is available in vector file format. It will be distributed to the appropriate vendors upon approval from the district.