

Branding Guide



Byron Center
Public Schools

Table Of Contents

Brand Identity	3
Logos	4
Proper Use	5
Incorrect Usage	5
Color Palette	6
Font Family	7
Letterhead	8
Email Signature	9
Social Media	11
Media Relations	12
Contact Us	13



Brand Identity

Byron Center Public Schools' district communications should reinforce that we are a unified school district. BCPS' goal as a brand is to build one experience across all areas that we represent, including academics, arts and athletics. Branding is knowing who we are and what we stand for.

This branding guide will help facilitate all areas of communication moving forward including; interior and exterior signage, proper logo usage and availability, communication both inside and outside of the district, advertising materials and more.

Approved Logos

Below are the approved logos for use to represent Byron Center Public Schools. Specific department logos are acceptable, if approved by the Communications Director.

You can find various files of these logos in the [Branding Guide Google Folder](#).



Proper Use v Incorrect Usa

Proper Use

Use one of the approved Byron Center district log used to represent BCPS must be approved by th Director.

Always position the logo for maximum impact and room to breathe by leaving clear space around th to ensure the logo's visibility and legibility. Don't u the side of another element or the edges of a des

Incorrect Usage

The proportions of the BCPS logo should never be altered, meaning the height to width ratio should always remain consistent. Please do not modifying the logos. Any stretching, squishing, elongating or otherwise changing the ratio is unacceptable.

As a guide, do not size a logo any smaller than 0.5" tall.

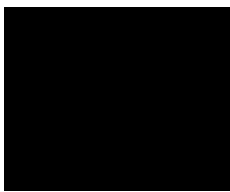
Do not distort proportions, do not rotate any part of the logo (ex. direction the bulldog is facing) do not move, delete or rearrange from respective position. Do not change the color of the logo.

Color Palettes

Byron Center Public Schools' school colors are orange and black. Our secondary colors are white and gray. Please see the color swatches below for specifics.



Orange: Pantone 166 C
CMYK: 0 76 100 0
RGB: 227 82 5
Hex: #E35205



Black: Pantone PMS Black 6 C
CMYK: 70 50 50 100
RGB: 0 0 0
Hex: #000000



White
CMYK: 0 0 0 0
RGB: 255 255 255
Hex: #FFFFFF



Dark Gray: Pantone 877 C
CMYK: 3 1 0 44
RGB: 138 141 143
Hex: #8A8D8F



Light Gray
CMYK: 0 0 0 25
RGB: 192 192 192
Hex: #C0C0C0

Font Family

Helvetica is the sans serif font for Byron Center Public
This is the primary text to use for content information.

Helvetica Regular is the standard to use for content info

Example: Byron Center Public Schools

Helvetica Bold can be used for headings, sub headings and for extra
impact within text.

Example: Byron Center Public Schools

Sometimes a person may not have access to Helvetica, in those cases, it
is acceptable to use regular Arial or Arial Bold.

Letterhead

Below you find the approved letterhead for Byron Center Public Schools. It includes the district's mission: Helping Students Build Success Stories.



The letterhead should be included in the top left corner of all official BCPS communications. Please see the image below for sizing reference in a document, it should line up with the 3 on your top ruler.



Dear Byron Center Public Schools Community,

Please refer to page 5 for proper use/incorrect usage. You can access the letterhead in the [Branding Guide Google Folder](#).

Email Signature

To create a unified look and match Byron Center Public Schools' brand, all BCPS employees should follow the following email signature.



Trisha McCauley

Communications Director

Byron Center Public Schools

8542 Byron Center Ave. | Byron Center, MI 49315

p. 616.878.6100 | tmccauley@bcpsk12.net

How to format your BCPS Signature Block

Creating your unique Byron Center Public Schools email signature:

- Find BCPS email template [here](#)
- FIRST, make a copy of the Google Doc (Go to File, Select make a copy)
- Type in your information, following the prompts:
 - First & Last Name
 - Your Title/Position
 - Your School Building OR Byron Center Public Schools if you're located at multiple buildings or Administration or don't have a home building
 - School Building Address, can be Central Office's address if you listed BCPS as your school building in line above
 - Phone number (with dots between digits, ex 616.878.XXXX) & BC email address (hit spacebar after typing your email to trigger the hyperlink, it should turn blue)

- After you input your information, highlight the text & logo and copy (command C or control and select copy)

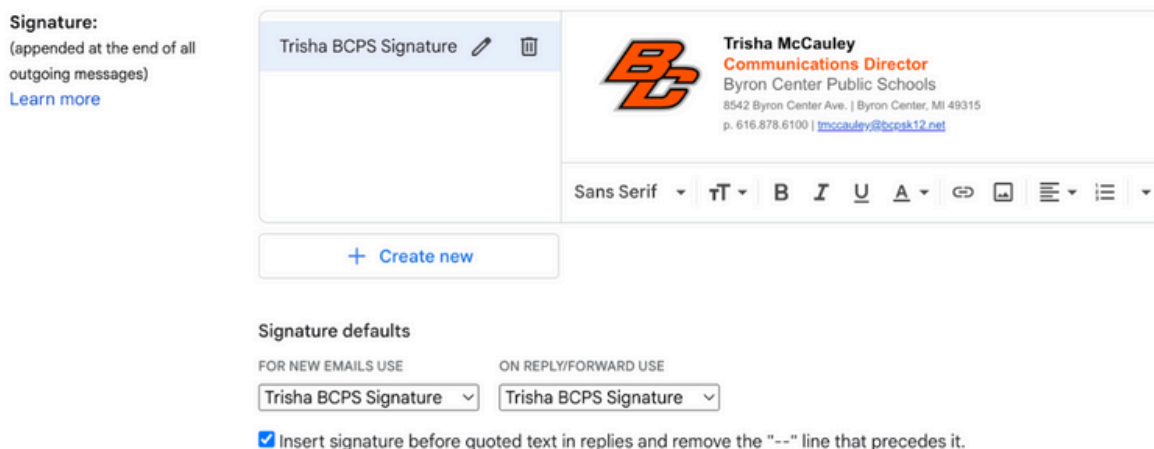


Changing your email signature in Gmail settings:

- Log into your BCPS Gmail account
- In the top right corner, you will see a settings icon (the middle picture)



- Click on the icon and select 'See all settings' at the top
- Stay on the General Settings tab and scroll down to the signature section (4th from the bottom)



- Click + Create new
- Name your signature
- Click Create
- Paste your logo and text from the template page (created in section above) into the text box on the right
- Below your text box, you will find signature defaults. Using the drop down arrow, select your new email signature block you just created
- Below that, check the box that says 'Insert signature before quoted text in replies...'
- LAST: Scroll to the bottom of the page and save changes!

Social Media

Byron Center Public Schools has a districtwide Facebook, Instagram and X page. Any other social media pages are not official BCPS pages.

BCPS' social media platforms act as information tools to help share what's going on in BCPS with students, parents and other residents in the community. We want to share our student and staff accomplishments for everyone to see! We encourage the BC community to engage with our pages, share their thoughts and work together to tell our students' success stories.



facebook.com/byroncenterps



instagram.com/byroncenterps/



x.com/ByronCenterPS

Any other social media pages are not official BCPS pages.

Media Relations

Byron Center Public Schools recognizes the responsibility of the media to provide information to the community about our schools. All media requests will be coordinated through Communications Director Trisha McCauley or Superintendent Macina. Staff who are contacted by the media must direct them to the Communications Director or Superintendent.

Media on district property

All members of the media, including reporters, photographers and videographers, must get prior approval from the Communications Director before being on district property.

All visitors, including the media, are required to check in at the school's main office and present a state-issued photo I.D. All visitors are required to wear a visitor badge at all times while on district property.

Student & Staff Privacy

Student and staff photographs, videos and interviews may only be conducted with permission and at the discretion of the Communications Director. All students photographed, filmed or interviewed must have media releases on file.

BCPS Athletic Events

Members of the media who wish to cover athletic events and request field/court access can contact Byron Center Athletics at (616) 878-6642.

Contact Us

If you have any questions regarding Byron Center Public Schools' branding guide, please contact the district's Communications Director Trisha McCauley.

Phone



616-878-6120

Email



tmccauley@bcpsk12.net

Website



<https://www.bcpsk12.net/>