# BRANDING STANDARDS MANUAL

**BERKLEY**
SCHOOLS

Updated September 2009

# TABLE OF CONTENTS
## BERKLEY SCHOOLS BRANDING STANDARDS

Berkley Schools Branding Standards table of contents

Key drivers of the Berkley School District Brand

- Community
- Caring
- Personalization
- Resources

For families that care about their children's success,
Berkley School District
is the Oakland County school district
where personal excellence is achieved through
a powerful community,
a true culture of caring,
and extraordinary resources.

## Verbal Expression

All school communications and events should reflect the district's brand character, both visually and verbally. By incorporating aspects of the key drivers and brand positioning elements into text, you can help reinforce and expand the district brand presence.

The Berkley School District logo incorporates two graphic elements, the Berkley Schools symbol and the words "Berkley Schools." The two elements combined reinforce the brand character. **The Berkley Schools logo must appear prominently - generally the front cover - on all materials published by the district or any district affiliates in print or electronic format.**

Berkley Schools Symbol

Note that the words "Berkley Schools" are a graphic element, inseparable from the symbol. The words may not be recreated with any font, nor resized, nor rearranged for any reason.

## Safe Space

A safe area around the Berkley Schools logo must be preserved to allow maximum legibility of the logo. No elements such as typography, other logos, graphics or photos may intrude upon this safe area. In addition, placing the logo too close to a cut or folded edge also violates the safe area.

The safe space is equal to the height of the B.

The Berkley School District logo can appear only **as shown to the right**. The logo should only be applied to solid backgrounds that are white, black, teal, burgundy, or blue. **An individual program/building color should be used as a substitute for teal on any program/ building publication** since teal is the official accent color for district level publications only. The single color process logos (bottom two) are for situations in which budget restrictions prevent the full color versions to be used.

## Size Restrictions

In order to maximize legibility on printed materials, the Berkley Schools logo may not appear smaller than the size illustrated below. In general, while the Berkley Schools logo must be prominently and largely displayed, it should be sized appropriately for each particular purpose.

# THE LOGO
## UNACCEPTABLE EXECUTIONS

Be cautious to preserve proportions and colors when using the logo. The logo should not be used more than once per page.



In this example, the background color is correct, but the logo colors have been altered. This is an incorrect application.



Other incorrect applications include attaching text to the logo, attaching a building or program name to the logo without a line in between, or using the logo as part of a sentence or headline.



Incorrect

Do not place the logo over photos, textures, or any other graphic images that make the logo difficult to read. Place the logo ONLY over district or building IUE colors.
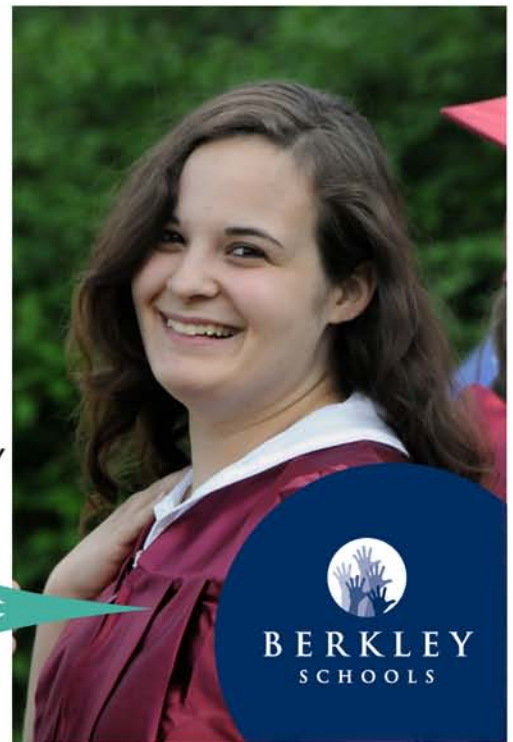


Correct

**BERKLEY SCHOOLS**

One alternate version of the Berkley Schools logo is provided for specific and rare situations - generally, where the Berkley Schools main logo absolutely will not work. If time permits, you should seek approval from the Communications Office in advance of publication to use this alternate logo.

The horizontal/alternate logo is occasionally approved for use for very small specialty items, such as pens, horizontal banners, and other situations when the standard Berkley Schools logo will not fit.

# COLOR

## PRIMARY (SIGNATURE) COLORS

The Berkley Schools primary colors are burgundy, blue, and teal.  These should be the primary colors used on all district publications.  One additional primary color may be used for district publications specific to a particular building.  These additional colors are designated on page six (6) of this publication.  Accent colors are used in addition to the primary colors, but may not be used as primary or stand-alone colors.

Avoid changing the opacity of any of these colors as it turns the burgundy to pink and distorts the other colors.  The Berkley Schools logo may appear only in the color options illustrated on page three (3) of this publication.

Keep in mind screen resolutions and print quality of each computer varies.  True CMYK (the amount of the four ink colors used in process printing) should be used to ensure the true signature colors are preserved.

When creating a document in Word, RGB values can be used to ensure the correct color is applied.  Select the text you would like to change and locate the "font color" button/pull-down menu.  Select "more colors..." from the menu and then click the "custom" tab. You will see space to enter values for red, green, and blue (RGB).  Enter the values listed below for the desired color and then press "OK".  Your color will now be adjusted.

Blue: C=100 M=89 Y=34 K=25
R=69 G=175 B=159

Teal: C=65 M=0 Y=40 K=10
R= 0 G=45 B=98

Burgundy: C=0 M=100 Y=10 K=59
R=124 G=0 B=64

# SECONDARY ASSETS
## FONTS AND COLORS

Secondary assets extend and reinforce the Berkley Schools brand. These include accent colors, fonts, audio elements and verbal systems. Guidelines for the most visible secondary assets are detailed here. If your building colors include white, please refer to the white sample included below.

## FONT

The typeface that makes up the Berkley Schools logo is Trajan Bold. The typeface chosen to complement the Berkley Schools logo is Arial Regular. Trajan Bold should be used for all district publication headlines and formal program/building names. Other forms of Trajan may be used on district publications, but should not be used as a primary font. Arial should be used for all body text and any other mass spaces of text.

If your district computer does not have these two fonts, please contact the Communications Office 248.837.8095 and we will send them to you to install on your computer. Times New Roman may be used as a substitute for Arial in the case of internal communications that are printed on a local printer - such as memos and letters.

| | |
|---|---|
| TRAJAN BOLD | Arial |
| TRAJAN PRO | Arial Narrow |
| TRAJAN PRO (WITH BOLDED EFFECT) | **Arial Black** |
| TRAJAN | |

The following colors are to be used on all school publications instead of teal (the district accent color).

### BERKLEY
HIGH SCHOOL

C=0 M=0 Y=0 K=80
R=88 G=89 B=91

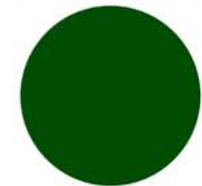### BURTON
ELEMENTARY SCHOOL

C=63 M=33 Y=0 K=0
R=88 G=150 B=224

### ROGERS
ELEMENTARY SCHOOL

C=96 M=78 Y=27 K=12
R=35 G=72 B=121

### ANDERSON
MIDDLE SCHOOL

C=84 M=42 Y=100 K=46
R=2 G=77 B=4

### ANGELL
ELEMENTARY SCHOOL

C=71 M=11 Y=88 K=1
R=85 G=167 B=87

C=4 M=0 Y=69 K=0
R=254 G=249 B=107

### NORUP
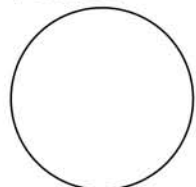INTERNATIONAL SCHOOL

C=71 M=11 Y=88 K=1
R=85 G=167 B=87

C=6 M=15 Y=84 K=0
R=242 G=208 B=72

### PATTENGILL
ELEMENTARY SCHOOL

C=37 M=42 Y=38 K=2
R=165 G=144 B=143

### WHITE

C=0 M=0 Y=0 K=0
R=255 G=255 B=255

Berkley Schools Branding Standards

# IDENTIFICATION OF BUILDINGS & PROGRAMS

## SUBSYSTEM (IUE) DEVELOPMENT - SUMMARY

The Berkley Schools logo and signature colors - burgundy and blue - are the primary identifiers for all buildings, programs, and other affiliates and must be used prominently on all communications. The branding system allows buildings and programs to develop a subsystem, or "individual unit expression" (IUE). This subsystem should comprise of no more than three elements that are used consistently. Examples of elements include:
- graphics or icons (select only one to represent your unit)
- accent color (individual building colors are defined on page six)
- unit-specific tagline or slogan (must not exceed one printed line)
- a specific typographical arrangement or effect (unit title must appear in Trajan)

Note that an IUE is not a single thing nor is it necessary for the elements to be locked together. In all cases, elements of an IUE:
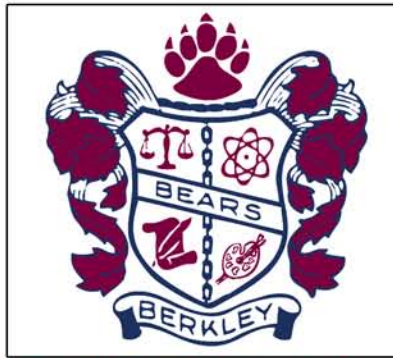- do not replace the Berkley Schools logo
- do not replace burgundy and blue as the primary colors
- may not be attached to the Berkley Schools logo or tagline (safe space)

IUEs are limited to major units of the Berkley School District. Please contact the Communications Office for approval before developing an IUE.

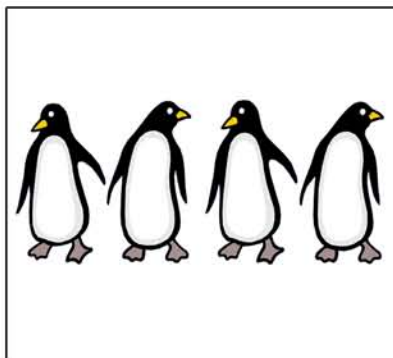## APPROVED BUILDING IUEs



BERKLEY HIGH SCHOOL



BERKLEY HIGH SCHOOL



NORUP INTERNATIONAL SCHOOL



NORUP INTERNATIONAL SCHOOL



PATTENGILL ELEMENTARY SCHOOL
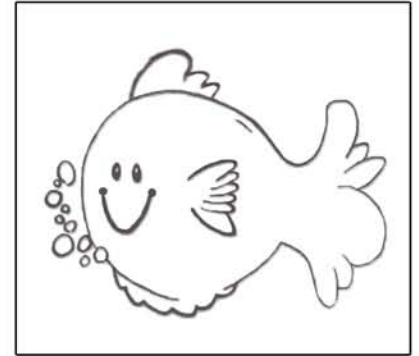


ANDERSON MIDDLE SCHOOL

## APPROVED BUILDING IUEs



ROGERS ELEMENTARY
SCHOOL



BURTON ELEMENTARY
SCHOOL



ANGELL ELEMENTARY
SCHOOL

The school pairing option is available for specific circumstances where it is appropriate or necessary for the district logo to be displayed with the school name as a single unified graphic element. **In most instances, the district logo and building/program name will continue to be used separately.** Examples of possible appropriate uses for a unit pairing graphic include envelope return address area, certain merchandise and promotional items, and other similar communications.

The line under the district logo should be 3px and should only spread as long as the BERKLEY text. The building name or program title should appear under the line in the same shade and color as the darkest hand in the district logo. The space between SCHOOLS and the line should be the approximate height of the S in SCHOOLS and the space between the line and the program or building title should be 1/2 of the height of the first letter in the title. The original safe space (equal to the height of the B) should be preserved. The title of the building or program must appear in Trajan Bold font and should have +100 tracking for the character spacing.



## BERKLEY
### SCHOOLS

BERKLEY HIGH SCHOOL



## BERKLEY
### SCHOOLS

BURTON ELEMENTARY

All staff email must include signatures, following the format below.
To change your email signature:

1. In GroupWise main window, go to Tools > Options
2. Double-click the Environment icon
3. Click the Signature tab
4. Check the Signature box
5. Fill in your signature information in the white box
6. Check "Automatically add"
7. Click OK and Close

**Quotes, slogans, graphics and backgrounds should NOT be a part of your signature.**

| | |
|---|---|
| Name (with optional degree) | Michael V. Simeck |
| Title | Superintendent |
| Berkley Schools | Berkley Schools |
| School, Building, or Program Name | Administrative Offices - Avery Center |
| Mailing Address | 14700 W. Lincoln |
| Phone(s) & Fax number(s) | Oak Park, MI 48237 |
| Email Address | 248-837-8004 |
| Berkley School District Website Address | 248-837-8065 (fax) |
| | MSimeck@berkley.k12.mi.us |
| | www.berkleyschools.org |

Email Fonts & Colors

Arial or Times should be used for email text and signatures in 8 pt. or larger. Do not use all caps. Text and signatures should be in black or navy blue.

Each building will be provided with a letter template to use for public communication. This template may also be used for communication within the district. If you select not to use this template for in-district communication, the branding standards still apply. Any public communication from building staff must be cc to the building principal. Arial font should be used for all page titles or main text and Times should be used for body text. Font size has a minimum of 8 pt and a maximum of 20 pt. Font should appear in either black or navy blue ONLY. Buildings may use their IUE on letters, but it must not appear larger than the district logo and should not appear as a portion of the letter body.

## Envelopes

Each building and program should use the school pairing option found on page 8 of this manual for the return address portion of mailing envelopes. An IUE may NOT be used on the outside front of a mailing envelope. It may be used on the reverse side of an envelope at the point of envelope closure as a stamp or sticker, but should not appear larger than the district logo on the front.

The address should appear as follows:

Name of School or Program
Street Address
City, MI, Zip

The branding guidelines for the school pairing option should be followed with 10 pt Trajan used for the building/program text. In addition, the address line spacing should be 14 pt.



BERKLEY

SCHOOLS

BURTON ELEMENTARY
26315 SCOTIA
HUNTINGTON WOODS, MI 48070

# BERKLEY SCHOOLS

ENGAGE  INSPIRE  ACHIEVE

WWW.BERKLEYSCHOOLS.ORG

March 14, 2008

Dear Parents:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum iaculis, dolor non elementum fermentum, dui tellus vestibulum risus, et malesuada tellus massa non tortor. Nam nisi nunc, varius ut mattis id, scelerisque eget quam. Integer lacinia adipiscing lectus nec ullamcorper. Suspendisse lorem diam, rhoncus ut pulvinar vel, venenatis sed dui. Sed sit amet lectus turpis, id vestibulum odio. Cras id mi sit amet leo bibendum vehicula quis at mi. Sed quis odio leo, non iaculis mi. Vestibulum gravida augue non est fringilla vehicula. Proin euismod interdum aliquam. Praesent lacinia dolor sed ante vulputate molestie rutrum arcu varius. Donec imperdiet turpis in massa porta congue. Ut urna ante, luctus et porttitor egestas, sodales in massa. Donec elementum suscipit ipsum et sodales. Nulla facilisi. Quisque lacinia, mauris vel sodales vehicula, sem diam ultricies sapien, sit amet bibendum tortor turpis nec purus.

Ut blandit neque quam. Fusce condimentum magna eu nisl lobortis sollicitudin. Suspendisse ipsum nibh, congue ac vulputate sit amet, venenatis vitae arcu. Pellentesque eget elit quis velit adipiscing condimentum ac vitae erat. Fusce porta libero neque. Phasellus scelerisque nulla suscipit sapien dignissim convallis. Pellentesque suscipit, risus id luctus bibendum, magna est eleifend velit, in convallis ligula nibh sed odio. Fusce eleifend convallis turpis id dapibus. Sed elit leo, porttitor in mollis a, consequat sed purus. Sed varius lorem sapien, quis aliquet quam. Aenean feugiat, mauris ac convallis auctor, velit sem tempus mi, sit amet fermentum elit libero et risus. Mauris bibendum dapibus dictum. Pellentesque vitae lobortis urna. Praesent viverra mollis neque, vitae tincidunt urna aliquet at. Proin consectetur elit sit amet elit fermentum eleifend. Duis est turpis, condimentum ac mattis eget, auctor sed dui.

Donec odio leo, ultricies ut tristique id, pharetra a orci. In ullamcorper, sem sit amet iaculis consectetur, sem purus venenatis mi, quis lacinia ipsum dui tempus augue. In sagittis hendrerit ornare.

Sincerely,

Michael V. Simeck
Superintendent

MICHAEL V. SIMECK, SUPERINTENDENT
ADMINISTRATIVE OFFICES - AVERY CENTER
14700 W. LINCOLN
OAK PARK, MI 48237
P: 248-837-8004  F: 248-837-8065

**BERKLEY SCHOOLS**

ROGERS ELEMENTARY SCHOOL
WWW.BERKLEYSCHOOLS.ORG

March 14, 2008

Dear Parents:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum iaculis, dolor non elementum fermentum, dui tellus vestibulum risus, et malesuada tellus massa non tortor. Nam nisi nunc, varius ut mattis id, scelerisque eget quam. Integer lacinia adipiscing lectus nec ullamcorper. Suspendisse lorem diam, rhoncus ut pulvinar vel, venenatis sed dui. Sed sit amet lectus turpis, id vestibulum odio. Cras id mi sit amet leo bibendum vehicula quis at mi. Sed quis odio leo, non iaculis mi. Vestibulum gravida augue non est fringilla vehicula. Proin euismod interdum aliquam. Praesent lacinia dolor sed ante vulputate molestie rutrum arcu varius. Donec imperdiet turpis in massa porta congue. Ut urna ante, luctus et porttitor egestas, sodales in massa. Donec elementum suscipit ipsum et sodales. Nulla facilisi. Quisque lacinia, mauris vel sodales vehicula, sem diam ultricies sapien, sit amet bibendum tortor turpis nec purus.

Ut blandit neque quam. Fusce condimentum magna eu nisl lobortis sollicitudin. Suspendisse ipsum nibh, congue ac vulputate sit amet, venenatis vitae arcu. Pellentesque eget elit quis velit adipiscing condimentum ac vitae erat. Fusce porta libero neque. Phasellus scelerisque nulla suscipit sapien dignissim convallis. Pellentesque suscipit, risus id luctus bibendum, magna est eleifend velit, in convallis ligula nibh sed odio. Fusce eleifend convallis turpis id dapibus. Sed elit leo, porttitor in mollis a, consequat sed purus. Sed varius lorem sapien, quis aliquet quam. Aenean feugiat, mauris ac convallis auctor, velit sem tempus mi, sit amet fermentum elit libero et risus. Mauris bibendum dapibus dictum. Pellentesque vitae lobortis urna. Praesent viverra mollis neque, vitae tincidunt urna aliquet at. Proin consectetur elit sit amet elit fermentum eleifend. Duis est turpis, condimentum ac mattis eget, auctor sed dui.

Donec odio leo, ultricies ut tristique id, pharetra a orci. In ullamcorper, sem sit amet iaculis consectetur, sem purus venenatis mi, quis lacinia ipsum dui tempus augue. In sagittis hendrerit ornare.

Sincerely,

Sandie Lundquist-Schiller, Principal

SANDIE LUNDQUIST-SCHILLER, PRINCIPAL
2265 HAMILTON
BERKLEY, MI 48072
P: 248-837-8800  F: 248-546-0634
ATTENDANCE: 248-837-8830
LATCHKEY: 248-837-8832

NCA
Accredited
COMMISSION ON ACCREDITATION AND SCHOOL IMPROVEMENT

# NEWSLETTERS
## BUILDING/PROGRAM NEWSLETTER TEMPLATES

Each Building will be provided with a PDF newsletter template. This template contains form fields in which to enter building information (text only). The instructions for adding to, saving, and sending the newsletters is on page 14 of this document.

# NEWSLETTERS
## BUILDING/PROGRAM NEWSLETTER TEMPLATES

To begin a new newsletter, open the blank newsletter template provided to you. Enter the information as described below. When your newsletter is complete, go to "File", "Save As", and save your newsletter under a new name, as a .pdf, and in a folder on your computer or network drive. If you have a newer version of Adobe Acrobat, you will have the "Secure" button on the top of the page. If you do not have the "Secure" button, please send your form to the Communications Department and we will process your form within two working days. If you have the "Secure" button, directions for securing and sending your document are on page 16 of this manual.

Enter newsletter title here

Enter date here
(Example: June 5, 2009)

This box will allow for a short LARGE title or statement

This will allow for an article or important points

Your IUE will be placed in this spot. If you wish to remove your IUE, you must contact the Communications Dept.

Type an article title in the maroon box (the text will appear in white)

This space allows for a larger article

This space is for your building contact info.
It should appear:

Building Information:
Principal Name, Principal
Street Address
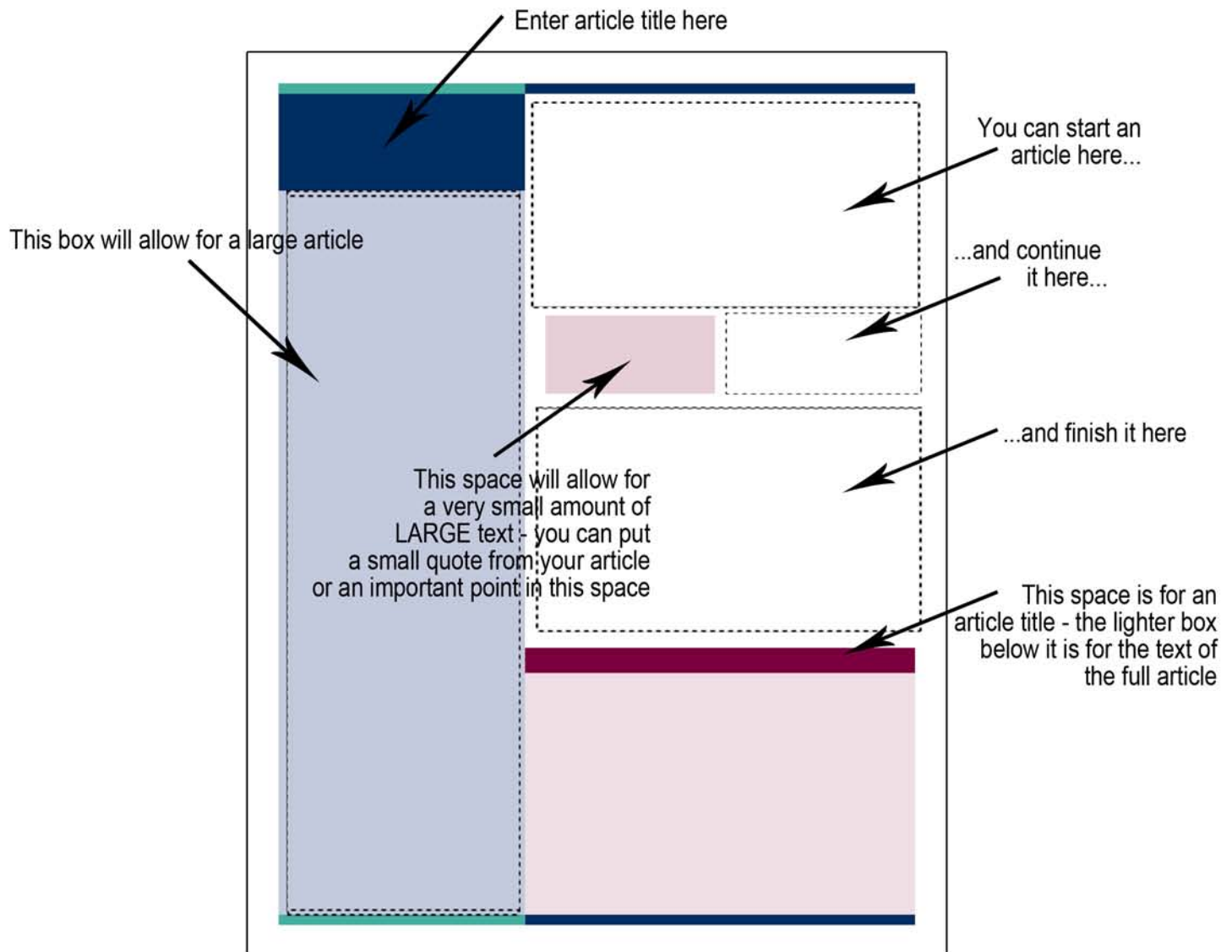City, MI
Zip Code
Telephone Number
Fax Number

BERKLEY SCHOOLS

ENGAGE · INSPIRE · ACHIEVE

14700 W. Lincoln, Oak Park, MI 48237 · Michael V. Simeck, Superintendent · www.berkleyschools.org

Repeated from previous page:
To begin a new newsletter, open the blank newsletter template provided to you. Enter the information as described below. When your newsletter is complete, go to "File", "Save As", and save your newsletter under a new name, as a .pdf, and in a folder on your computer or network drive. If you have a newer version of Adobe Acrobat, you will have the "Secure" button on the top of the page. If you do not have the "Secure" button, please send your form to the Communications Department and we will process your form within two working days. If you have the "Secure" button, directions for securing and sending your document are on page 16 of this manual.

Enter article title here

You can start an article here...

...and continue it here...

This box will allow for a large article

...and finish it here

This space will allow for a very small amount of LARGE text - you can put a small quote from your article or an important point in this space

This space is for an article title - the lighter box below it is for the text of the full article

# NEWSLETTERS
## BUILDING/PROGRAM NEWSLETTER TEMPLATES

Setting a password for your document:

After selecting "Secure" and "Secure with Password", make the selections described below. Your settings should look identical, but your password will be different. You should select a password you will remember or write it down. Once your document is locked, you will also be prevented from making changes without first entering the password. Once you have made these selections, click "OK" and save the document one more time. Your security settings will not take effect until you save your document. If you close your document before saving it, your security preferences will be lost and you will need to start over.
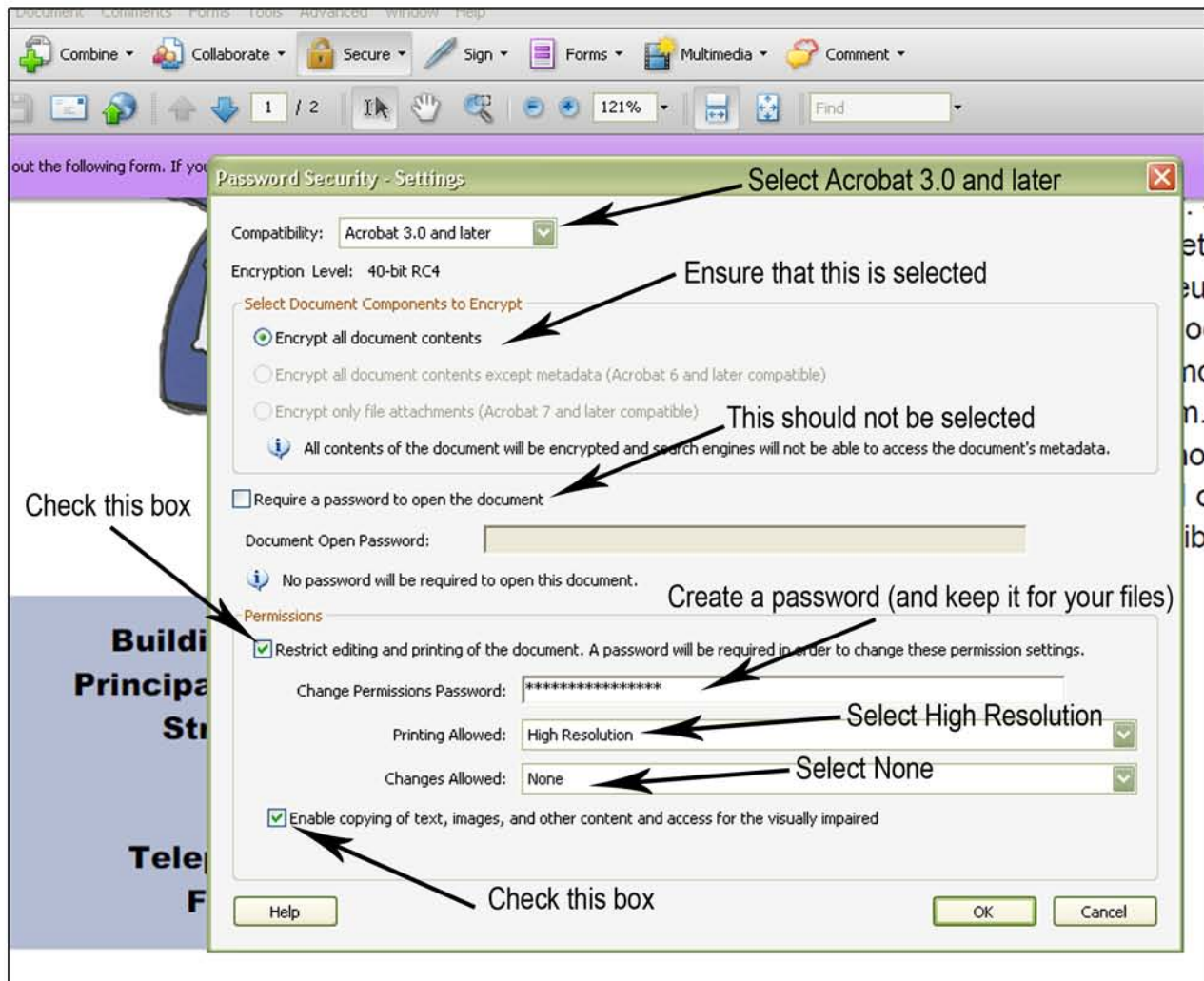
# WEBSITE CONTENT
## BASIC STANDARDS & REQUIREMENTS

1.  All web pages must be given names or categories which clearly identify them.  Staff pages will be named with the teacher name and the grade or department (i.e. "Mrs. Smith, Science" or "Mr. Smith, 4th Grade" or "Ms. Smith, Counseling").

2.  Staff pages must be regularly maintained and must be updated prior to the start of a new semester.

3.  It is optional to have photos on a district page.  However, if photos are included, they must be appropriate and professional.  If you intend to include a self-portrait, it must be one taken by the Communications Department, on school photo day, or by a portrait studio with a plain backdrop.

4.  Linked text should indicate the actual destination rather than reading simply "home."  For example, on a web page that has Mr. Smith's math homework assignments, the link back to the main page for Mr. Smith's classroom should be "Mr. Smith, Mathematics" instead of "Home."  Common links will have common names.  The following common names should be used for website links/sections:
> Homework
> About Mr. Smith (insert your own name here)
> Contact Mr. Smith (insert your own name here)

5.  Staff pages must include an "About" page.  This can be the main page ("Mrs. Smith, Science") or it may be an additional link from the main staff page ("About Mrs. Smith").  The section must include the following information:
> Grade or department in which you work
> Educational background - highlighting items that will be particularly positive to potential students and their family members
> History with the district (How long have you worked at or been involved with Berkley School District?)

6.  At the bottom of each page, there must be a district e-mail address link and district phone number to the person responsible for keeping the web page current.  Web pages may not contain links to home email accounts or provide personal telephone numbers.

7.  All staff websites must be hosted on the Berkley School District website.  A staff member may link to external resources, but may not have their own content on an external URL.

8.  The preferred method for referencing links is to place them in the "links" section of each page.  If you elect to place your links directly into the "content information" section, please be aware that users will not receive the message that they are about to leave the district website.  This may frustrate some users and may also create a liability issue for the district.  Please be certain of the web address and content of the link before placing any links within body text.

For all other web standards, please refer to the web standards documents on the staff intranet.

# WEBSITE CONTENT
## BASIC STANDARDS & REQUIREMENTS

Each building website should contain an identical set of links.  These links will serve as the main navigation for each building.  The second level of navigation is to be created at the discretion of the building principal.  If additional main navigation items are desired, please contact the Communications Office for approval.

The following links should appear as each building's website navigation:

**About ____(school name)**:  About Anderson, About Berkley High, About Angell, etc.

**Calendar**

**Counseling Department** (If you do not have a "Counseling Department" you may put "Social Workers" as a link instead.  Place in alphabetical order after "Resources.")

**Curriculum Guide** (this is an optional link)

**Forms and Information**

**Lunch**

**Media Center**

**News and Announcements**

**Principal's Page**

**PTSA or PTA** (if your school doesn't have the S part of PTA)

**Resources**

**Staff Directory**

For all other guidelines, please refer to the web standards documents on the staff intranet.