

BROKEN ARROW PUBLIC SCHOOLS

BRAND GUIDELINES





DISTRICT BRAND

It's more than a logo. It's who we are.

Brands are words, images and colors that produce a gut reaction to anyone who sees them.

The guidelines listed within this style guide aren't just rules – they are a way of life for Broken Arrow Public Schools. Our logo, fonts and colors are a set of standards that help our district, school sites, employees, students and volunteers communicate our mission clearly and consistently.



MISSION, MANTRA & VALUES

Broken Arrow Public Schools believes in “Educating Today, Leading Tomorrow.” With incredible academic and extracurricular opportunities for its students and a family-like atmosphere for its employees, Broken Arrow Public Schools remains one of Oklahoma’s premier school districts.

The district’s vision, mission and core values are vitally important and are the DNA of our visual and verbal communication.

Mission Statement:

The mission of Broken Arrow Public Schools is to educate, equip and empower a community of learners by providing dynamic learning opportunities which enable all students to be successful.

District Mantra:

100 Percent Literacy, Engagement and Graduation
– Every Student, Every Day

Core Values - Our Noble Cause:

We embrace the responsibility of our calling.
Each of us is accountable to serve our students, our district and our community. We do it with honesty, integrity and transparency.

We are passionate about learning.
We consistently seek new ways to lead and follow our students into the future.

We are a student-focused, relationship-driven school district.
We strive to engage our students and community through kindness, compassion and empathy.

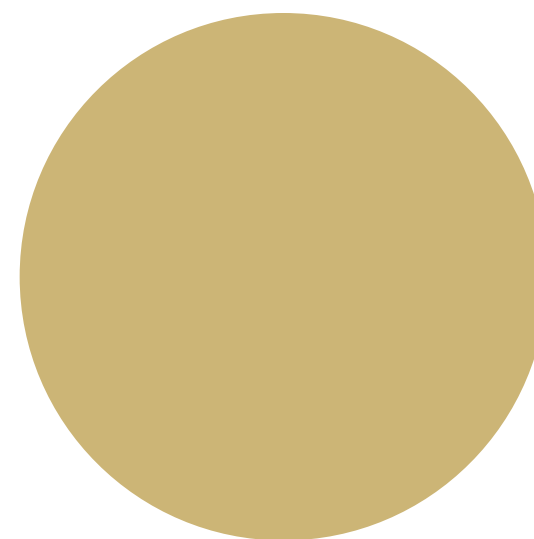
We celebrate and find strength in our diversity.
It takes people with different ideas, interests and backgrounds to drive our district forward.

COLORS



Broken Arrow Public Schools has three official colors in which it uses. They are of equal importance to the brand as the district logo.

Vegas Gold and Process Black are the district's primary colors. Anthracite Gray can be used as an accent color. Please note that Vegas Gold can pull a green or brown tint in some applications. Please ensure our gold is produced with accuracy according to the material on which it is printed.



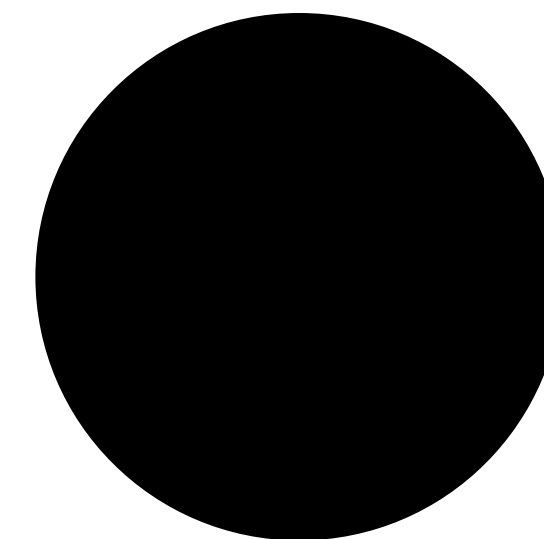
Vegas Gold

Pantone 4515

Hex #CBB677

C-0 M-9 Y-50 K-24

R-203 G-182 B-119



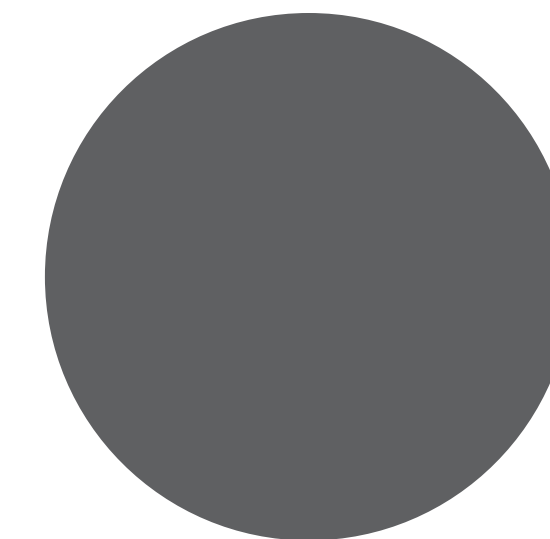
Process Black

Pantone Process Black C

Hex #27251F

C-0 M-0 Y-0 K-100

R-39 G-37 B-31



Anthracite Gray

Pantone 425

Hex #5F6062

C-0 M-0 Y-0 K-77

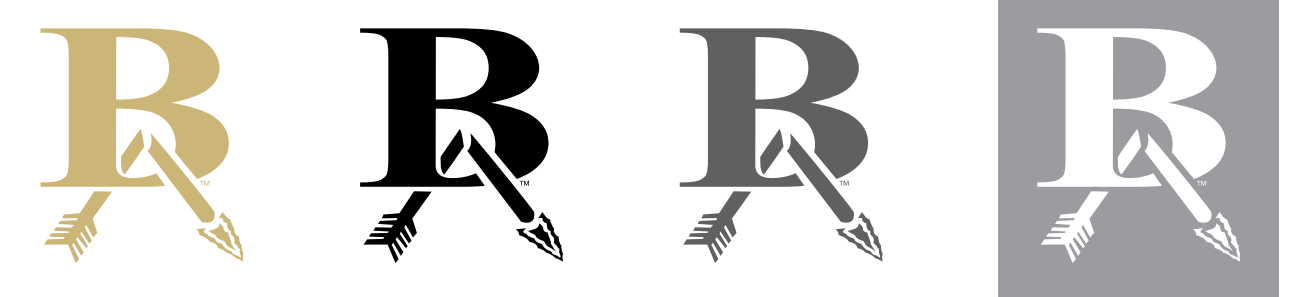
R-95 G-96 B-98

OFFICIAL LOGO



The Broken Arrow Public Schools logo represents the district as a whole. It is our seal of approval and a promise of quality. Whether seen on-screen, in print or on apparel, the logo **MUST** be presented clearly and consistently.

The logo should always be one of our four designated colors.



The logo should always be accompanied by the trademark symbol (TM).

The logo should never be stretched, skewed, or filled with a pattern or image. Also, please help us in eliminating the appearance of discontinued logos.

Incorrect usage

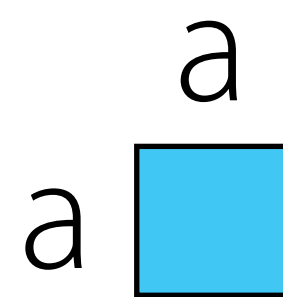
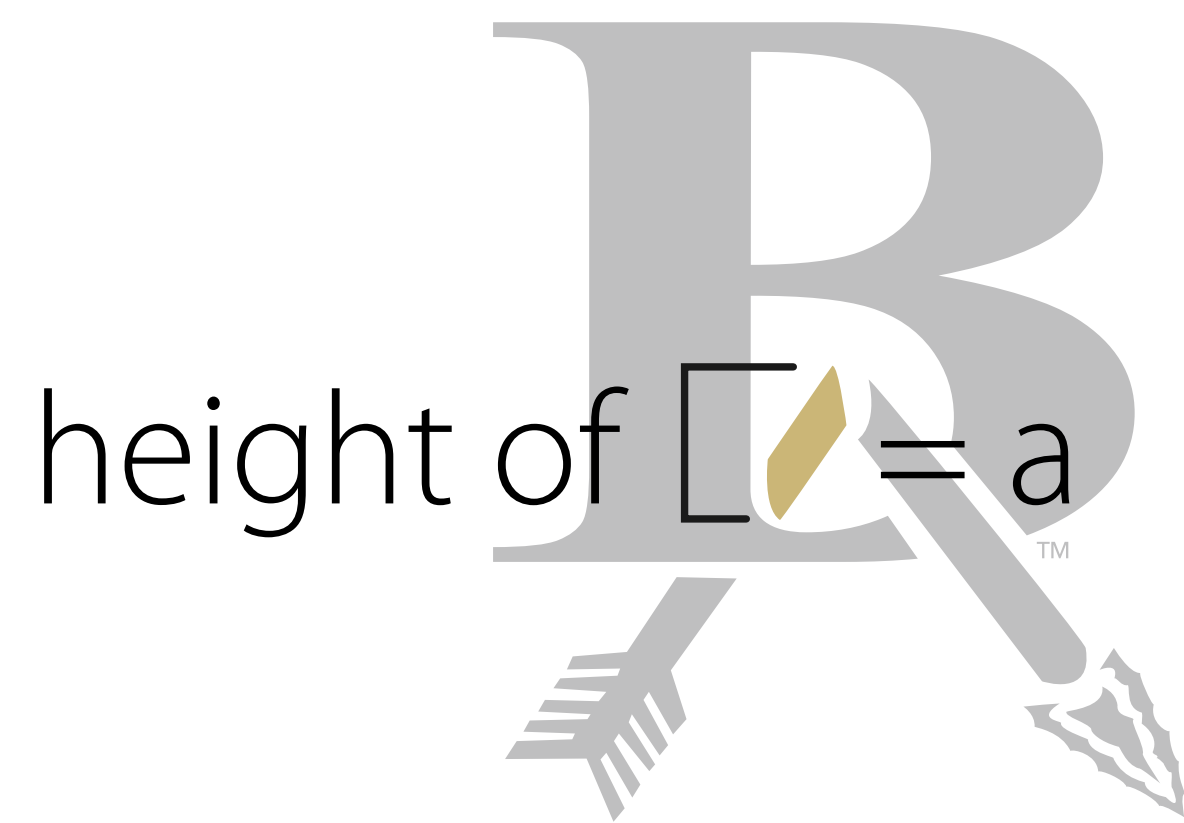


Discontinued Logos

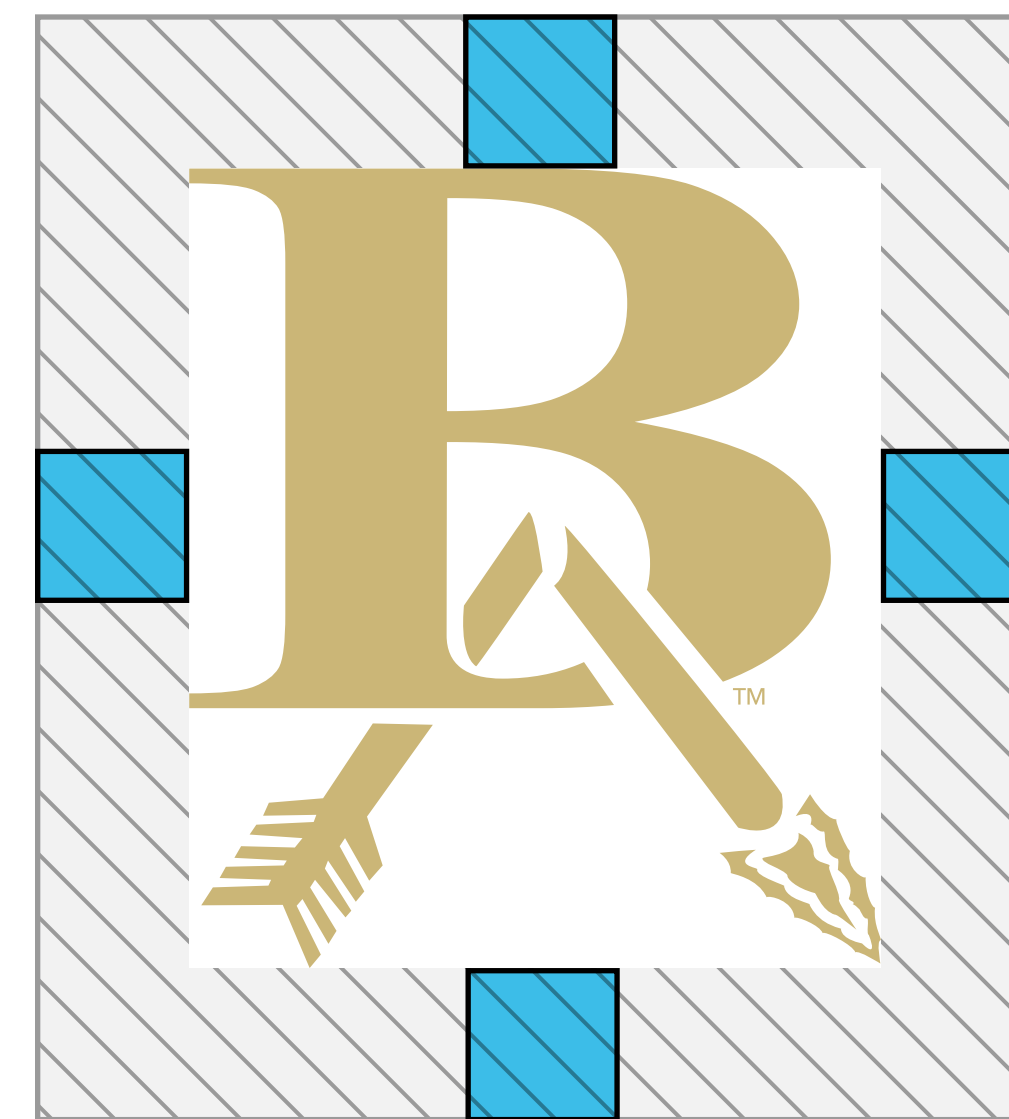


LOGO SPACING

When using the district logo, it should be surrounded by a proportional amount of free space to ensure visibility. The free space should not be invaded by any design element.



The margin of space required is equal to the height of the arrow shaft section highlighted in gold.



DEPARTMENT LOGO SYSTEM

When representing Broken Arrow Public Schools, we encourage using our ready-made logos on email signatures. Requests for department and school site logos should be submitted to the communications department.

Vertical



BROKEN ARROW PUBLIC SCHOOLS
Department/Site Name



BROKEN ARROW PUBLIC SCHOOLS
Communications Department



BROKEN ARROW PUBLIC SCHOOLS
Highland Park Elementary

Horizontal



BROKEN ARROW PUBLIC SCHOOLS
Department/Site Name



BROKEN ARROW PUBLIC SCHOOLS
Communications Department



BROKEN ARROW PUBLIC SCHOOLS
Highland Park Elementary

TYPOGRAPHY

Helvetica & Myriad Pro are not the only fonts allowed, but they are strongly suggested.

When they are not available, please use Arial, Tahoma, Verdana, Baskerville, Georgia or Garamond.

Comic Sans or similar fonts are **NOT** acceptable for professional documents, emails or digital graphics.

Helvetica is the primary font for the district. It should be used for title text and small amounts of paragraph text.

Helvetica - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 0123456789

Helvetica - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 0123456789

Helvetica - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 0123456789

Myriad pro is a secondary option and its rounder characters make it a better option for large amounts of text.

Myriad Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 0123456789

Myriad Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 0123456789



LOGO APPROVAL PROCEDURES

According to Board of Education [Policy 2070](#), trademarks, service marks, trade name logos, and/or symbols of Broken Arrow Public Schools, including but not limited to the name “Broken Arrow Public Schools” and “Broken Arrow Tigers” are registered trademarks with the Oklahoma Secretary of State, and their usage is restricted by law. Any use must have prior written approval from Broken Arrow Public Schools.

One-Time Use

District groups and organizations like booster clubs, PTA, youth sports teams and student clubs may use logos free of charge. Permission will ONLY be granted for one-time use.

All uses of the logo must be approved by the district’s communications department at BACommunications@baschools.org

Design approval must be received before production is started.

Uniforms

The use of logos on team uniforms are to be approved by the athletic director or fine arts director.

Design approval must be received before production is started.



COMMUNICATION BEST PRACTICES

If you use words, you communicate for Broken Arrow Public Schools.

Email, social media and parent/student conversations are opportunities for you to represent the district in a positive, memorable way.

Keep it simple.

It is important that district messaging be clear, concise and easy to understand. Keep it brief. We know people are more likely to engage with concise content.

ALWAYS proofread.

Typos and misspelled words contradict our vision of “Educating Today, Leading Tomorrow.” We lead by example, and we want our students to know the importance of correct spelling and punctuation.

We avoid insider lingo.

It’s called “edu-speak” and includes confusing acronyms and education lingo. Our employees know what “BAPS” means but does our audience know it’s an acronym for Broken Arrow Public Schools? Probably not. We must strive to explain education terms and phrases that may be confusing to someone who does not work in education.

Provide a call to action.

A call to action is a statement designed to get an immediate response from the person reading it. Who do they call for more information? Where can they receive additional details? How do they sign up? Don’t assume people know what to do when they read your email or flier.



WRITING TIPS

At the district level, the communications department utilizes Associated Press (AP) Style.

Most newspapers, magazines and public relations offices across the United States use AP style. AP style provides consistent guidelines in terms of grammar, spelling and punctuation.

These writing tips are intended to provide an introduction to AP style and a summary of some style rules.

Punctuation:

- » Use a single space after a period.
- » Commas and periods go within quotation marks.
Example: "Broken Arrow Public Schools is the best district," he said.
- » Abbreviations of two letters or fewer have periods.
Example: 8 a.m., 7 p.m.; U.S., N.Y.
- » Take it easy with exclamation points.
Never use more than one at the end of a sentence!

Dates:

- » Don't abbreviate days of the week.
- » Don't abbreviate a month unless it has a day of the month with it.
Example: August 2019; Aug. 17; Aug. 17, 2019
- » Don't abbreviate the five months spelled with five or fewer letters.
Example: March, April, May, June, July

Numbers:

- » Write out numbers less than 10.
Example: five people, nine students, 11 parents, 27 school sites, fourth hour
- » Times – Examples: 7 p.m. **NOT 7:00 p.m.**, five minutes, 16 hours
- » Ages – Always use numerals.
Example: 3 days old
- » Dates – Always use the numeral alone, which means no nd, rd, st or th after it.
Example: March 20
- » Grades – Example: Hyphenate first-grader, 10th-grader, first-grade student, 10th-grade classes.
But: She is in the fifth grade



COMMUNICATION CHANNELS

Our communication channels should be closely guarded. It is important that messaging is relevant and disseminated through appropriate channels.

Website

A website article is the primary method of communicating information, which can be shared on social media accounts and through our mobile app. The content in a web article should be encyclopedic. Answer the five W's (who, what, when, where, why) in a succinct fashion. Please contact Lorene Brantley at lmbrantley@baschools.org for more information.

Mobile App

Users can customize the Broken Arrow Public Schools' free mobile app by selecting schools from which they will receive push notifications, news and calendar updates. Push notifications, which should be short and sweet, can only be sent by designated school administrators or the communications department. Please contact a school site principal or bacommunications@baschools.org for more information.

SchoolMessenger

Broken Arrow Public Schools utilizes SchoolMessenger, a leading provider of notification services for parental outreach, emergency broadcasts, student attendance alerts and site-specific information. Alerts can only be sent by designated school administrators or the communications department. Please contact a school site principal or bacommunications@baschools.org for more information.

Voice: Phone call messages should be reserved for high-priority communications like emergency situations.

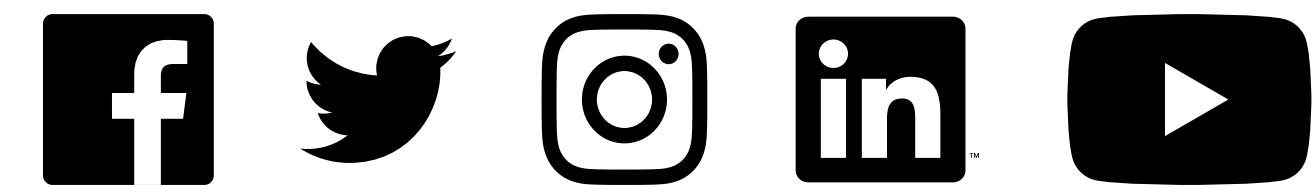
Email: Email is a great option for sending out recurring communications like principal letters or news items.

Text Messages: Text messaging falls between voice and email, and includes timely messages that aren't an emergency.

Peachjar

Our district cooperates with approved community partners and our school sites by posting and distributing e-fliers electronically through Peachjar. The district does not distribute paper fliers. Peachjar is best for events and special programs, and it's best practice to keep fliers to a two-page maximum. Please contact Nicole Vance at nvance@baschools.org for more information.

Social Media



SOCIAL MEDIA VALUES

Social media isn't only a place for us to announce our good news, it's a place for us to build our brand and reach our community in a positive way.

Social media is a public forum.

- » Always assume that what you post, including photos and videos, is permanent and public.
- » Don't assume direct or text messages will be kept private.
- » Don't assume that deleting a message will make it disappear. Others can share or take a screen capture prior to your deleting it, and many social platforms and search engines keep records of posts.

Keep it professional.

- » Be respectful in your interactions and don't insult others, including students, staff, parents, members of the community or other school districts.
- » Before you post or share content, ask yourself if it is something you would feel comfortable publishing in the newspaper or sharing with a colleague, your students, parents or the Board of Education.

Protect your privacy and that of others.

- » Confidential student or employee information should **NEVER** be posted online.
- » Understand the privacy settings on every network on which you are active. Remember that even with the maximum privacy settings in place, content can still find its way to the public domain.

ALWAYS share with excellence.

- » Every post or tweet is worth being excellent.
- » Create compelling content that leaves a lasting impression. Always proofread!

Don't speak on behalf of the district.

- » Unless you have prior consent from the communications department, do not claim to be speaking on behalf of the district. If there could be confusion, state clearly that views and opinions are your own and not the district's.
- » Don't create any social media account, blog or website intended to represent the district without express prior consent from the communications department. Don't use district logos without the prior consent from the communications department.