



# BETHEL BEES

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BRANDING GUIDELINES



# **BETHEL BEES**

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## **BRANDING GUIDELINES**

### **OVERVIEW:**

The Bethel Branding Guidelines describe the identity and visual elements that represent Bethel Local Schools and its supporting departments.

This includes the school's name, logo, and other elements such as color, type, and graphics. These elements are valuable to the district brand.

The logos available in this branding guide may be used for all internal and external materials and communications - as long as branding guidelines and graphic standards are followed. These standards provide a framework for sending a consistent message Bethel Local Schools would like presented.

Every staff member is responsible for protecting the district's interests by preventing unauthorized or incorrect use of the Bethel name and logo. It is highly recommended that staff members who are utilizing the services of a vendor to submit these guidelines to the vendor so the integrity of the Bethel branding is maintained.

Please note: Bethel school administrators reserve the right to prevent vendors who violate the branding guidelines from future use.

# OFFICIAL SCHOOL FONTS

The official fonts utilized by Bethel Schools is the Collegiate Font Family as indicated in the samples below. These fonts may be used in combination with each other to achieve specific effects as long as the colors used are within the approved school color scheme.

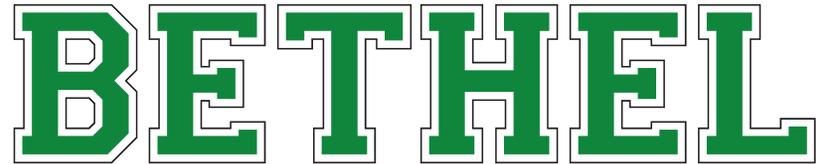
**BETHEL - FONT: COLLEGIATEBLACKFLF**

**BETHEL - FONT: COLLEGIATEINSIDEFLF**

**BETHEL - FONT: COLLEGIATEOUTLINEFLF**

**BETHEL - FONT: COLLEGIATEFLF**

**BETHEL - FONT: COLLEGIATEBORDERFLF**

The word "BETHEL" is shown in a large, bold, green font with a white outline. The letters are spaced out and have a slightly shadowed appearance.

COMBINATION EXAMPLE:

The above example shows the use of two Collegiate Fonts to achieve a specific result. The green letters are the font CollegiateInsideFLF and the black outlined letters are font CollegiateBorderFLF.

# OFFICIAL SCHOOL COLORS

PRIMARY SCHOOL COLORS = Green or White

SECONDARY SCHOOL COLORS = White or Green

ACCENT COLORS = Gold or Black

## PRIMARY COLORS:

The primary (or dominant) color for all print materials or uniforms must be Green or White.

## SECONDARY COLORS:

The secondary color for all print materials or uniforms must be Green or White. For example, if Green is chosen as the primary (or dominant) color, than White must be used as the secondary color. If White is chosen at the primary (or dominant) color, than Green must be used as the secondary color.

## ACCENT COLORS:

Gold or Black may be used as accent colors. An example of an accent treatment is the outline of a letter, word or number (or) other small areas of color that are subordinate to Green or White.

## BETHEL GREEN

Pantone 7732 C (Coated)

Pantone 348 U (Uncoated)

CMYK (Coated Stock): 80 Cyan — 0 Magenta — 96 Yellow — 30 Black

CMYK (Uncoated Stock): 82 Cyan — 1 Magenta — 94 Yellow — 9 Black

RGB WEB SAFE: 336633

## BETHEL GOLD

Pantone 130 C (Coached)

Pantone 116 U (Uncoated)

CMYK (Coated Stock): 0 Cyan — 32 Magenta — 100 Yellow — 0 Black

CMYK (Uncoated Stock): 0 Cyan — 25 Magenta — 94 Yellow — 0 Black

RGB: FFCC00

# PRIMARY BETHEL LOGO



The primary logo for Bethel Schools consists of two critical elements, the “Block” letter B and the school mascot - the Bethel Bee. This logo is the identity of Bethel Schools and visually represents the school’s educational and athletic traditions.

## TREATMENT GUIDELINES OF PRIMARY LOGO

The primary logo must be printed using the color specifications on the Page 3 and must not be altered in any way. The Bee mascot in the logo must always face to the left and may not be enlarged or reduced within the letter “B”. Below are examples of approved treatments for the primary logo.



**ON WHITE**  
This version is 3-color printing on a white background.  
Printing Colors: Green, Gold and Black.



**ON GREEN**  
This version is 3-color printing on a Bethel Green background. Printing Colors: White, Black and Gold.



**ON BLACK**  
This version is 3-color printing on a black background. Printing Color: Green, White and Gold.



**ON GOLD**  
This version is 3-color printing on a Gold background. Printing Color: Green, White and Black.



**ON NON-SCHOOL COLORS**  
The two versions above are samples of the logo presented on non-school colors. The logo **MUST** be printed using the four school colors when used on a background of a non-school color. Printing Colors: Green, White, Black and Gold.



# TYPE TREATMENTS FOR PRIMARY LOGO

The word BETHEL may be used with the primary logo using the following fonts and type treatments.



**ON WHITE**  
This version is 3-color printing on a white background. Printing Colors: Green, Gold and Black. FONT: CollegiateBlackFLF



**ON GREEN**  
This version is 3-color printing on a Bethel Green background. Printing Colors: White, Black and Gold. FONT: CollegiateBlackFLF



**ON BLACK**  
This version is 3-color printing on a black background. Printing Color: Green, White and Gold. FONT: CollegiateBlackFLF



**ON GOLD**  
This version is 3-color printing on a Gold background. Printing Color: Green, White and Black. FONT: CollegiateBlackFLF



**ON NON-SCHOOL COLORS**  
The two versions above are samples of the logo presented on non-school colors. The logo MUST be printed using the four school colors when used on a background of a non-school color. Printing Colors: Green, White, Black and Gold. FONT: CollegiateBlackFLF



# ADDITIONAL TREATMENTS FOR PRIMARY LOGO



# SECONDARY LOGO

The “B” logo may be used for basic printing methods that require the use of minimal colors. the word BETHEL may also be implemented with this logo as long as font and type treatment guidelines as indicated on previous pages are followed.



## ON WHITE

This version is 2-color printing on a white background.

Printing Colors: Green and Black.



## ON GREEN

This version is 2-color printing on a Bethel Green background. Printing Colors: White and Black.



## ON BLACK

This version is 2-color printing on a black background.

Printing Color: Green and White.



## ON GOLD

This version is 3-color printing on a Gold background.

Printing Color: Green, Black and White.



## ON NON-SCHOOL COLORS

The two versions above are samples of the logo presented on non-school colors. The logo MUST be printed using 3-color printing when used on a background of a non-school color. Printing Colors: Green, White and Black.



## ON WHITE

This version is 1-color printing on a white background.

Printing Color: Green.



## ON GREEN

This version is 1-color printing on a Bethel Green background. Printing Color: White.



## ON BLACK

This version is 2-color printing on a black background.

Printing Colors: Green and White.



## ON GOLD

This version is 2-color printing on a Gold background.

Printing Colors: Green and White.



## ON NON-SCHOOL COLORS

The two versions above are samples of the logo presented on non-school colors. The logo MUST be printed using 2-color printing when used on a background of a non-school color. Printing Colors: Green, and White.

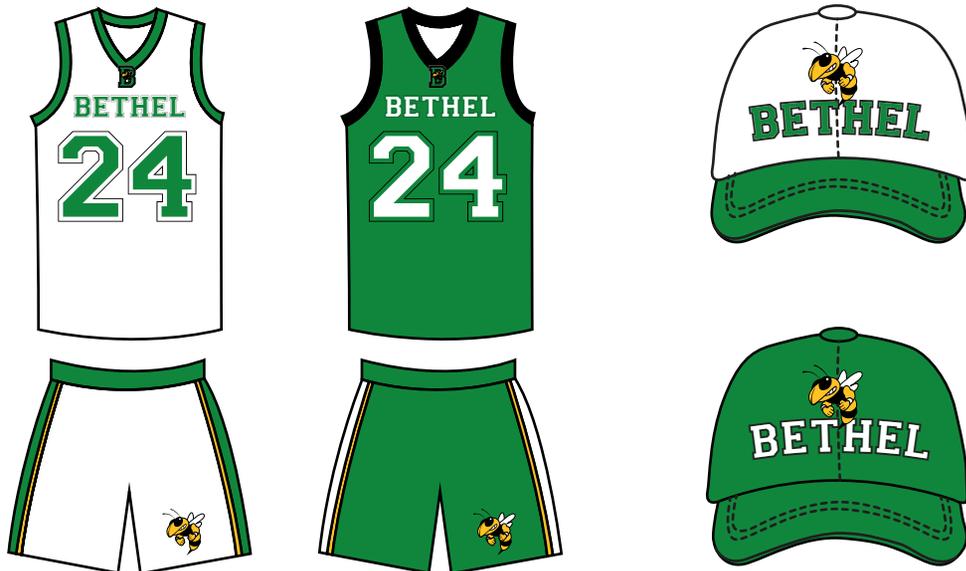


# BEE MASCOT LOGO USAGE

The "Bee Mascot" may be used separately from the Primary Bethel logo only when it is displayed within an environment that includes the words Bethel and/or Bees. It may not be used solely by itself. The Bee Mascot may only be printed in FULL COLOR on a White or Green background.

## SAMPLES OF TREATMENT:

Notice in the samples below, the Bee may be printed by itself on the shorts as long as it is a part of a uniform where the school name is implemented on the shirt. It MAY NOT be printed by itself on shorts or pants if they are not part of a uniform. The Bee may be printed on a hat as long as the school name is included. It may not be printed on a hat by itself. The same goes for any other types of apparel.

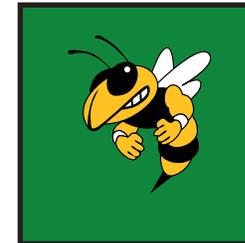


## ACCEPTABLE TREATMENTS



### ON WHITE

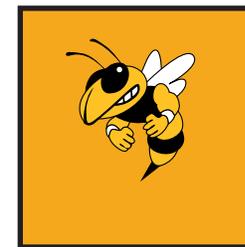
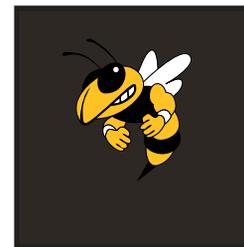
This version is 2-color printing on a white background.  
Printing Colors: Gold and Black.



### ON GREEN

This version is 3-color printing on a Bethel Green background.  
Printing Colors: White, Gold and Black.

## UNACCEPTABLE TREATMENTS

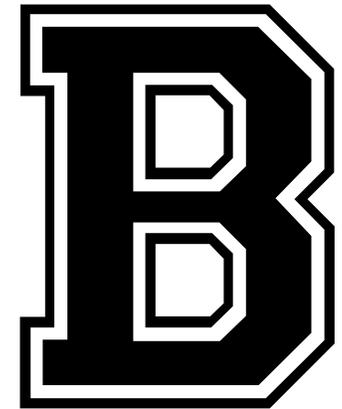


# POSITIVE/NEGATIVE LOGO

The only logo that may be used in a Positive/Negative method is the Block B. The Primary Logo with the Block B and the Bee Mascot may never be used in a positive/negative printing situation due to the intricate details and various colors in the logo.

In the positive/negative printing methods, the Block B may be used in combination with the word Bethel and/or Bees, along with the names of the various sports or activities associated with Bethel Schools.

The positive/negative printing method are usually done in one-color situations - stamping, embossing, engraving, etc.



## SAMPLES FOR USAGE



# APPAREL USAGE

The primary and secondary Bethel logos have specific guidelines that must be followed when used on apparel. Color and type specifications must be followed as indicated in previous pages of the branding guidelines. Below are examples of how the primary logo should be treated on t-shirts and hats. Notice the treatment of the logo on the various shirt colors and the use of the Collegiate Font on the supporting type. Note: there are no restrictions on how large the logo is used on shirts or hats, as long as the logo is readable.



# ATHLETIC UNIFORMS USAGE

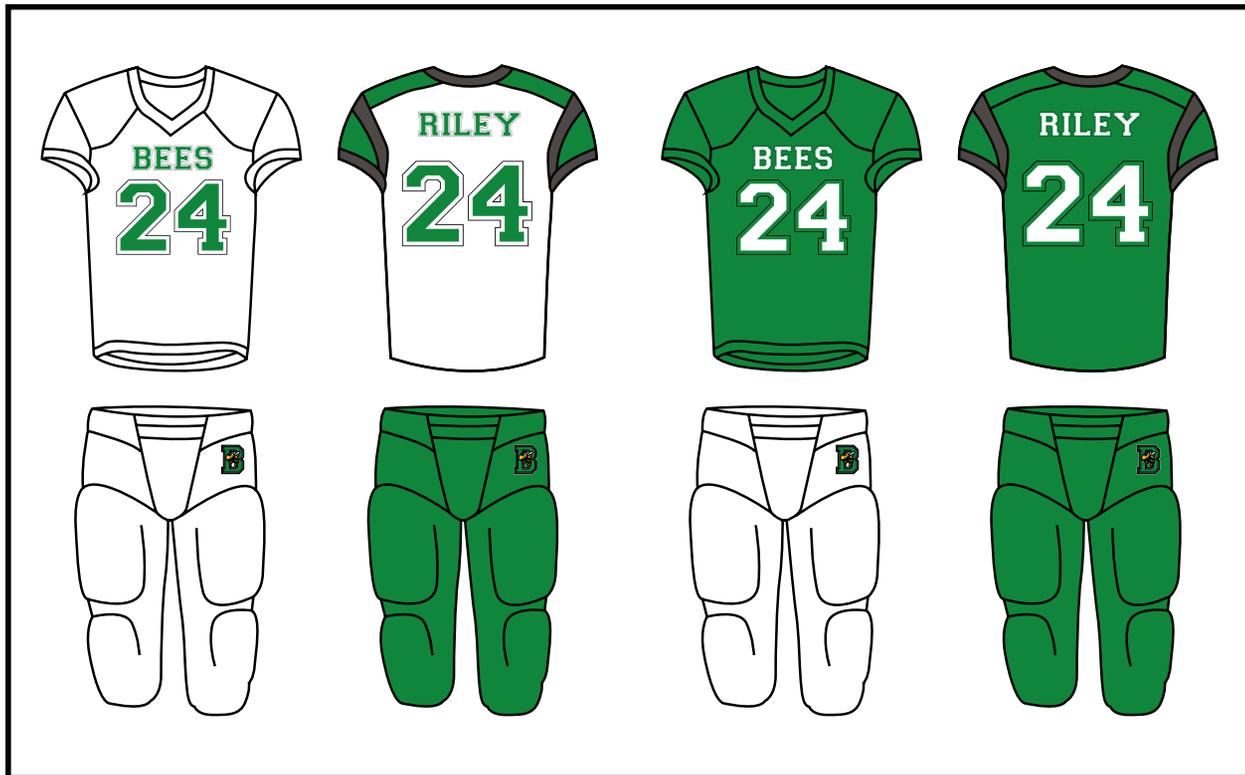
Athletic uniforms must follow the branding guidelines and graphic standards in order to provide consistency throughout all sports. The primary school colors are GREEN and WHITE so all home and away jerseys must use those colors as the primary or secondary colors in the uniform with Black and/or Gold used as accent colors - if desired.

In regards to the type treatment on uniforms, it is highly recommended to utilize the official font of Bethel Schools (COLLEGIATE) for the names and numbers. In the case where a uniform manufacturer does not offer that font, concessions may be made with the approval of the Bethel Athletic Department. BLACK and GOLD may never be used as the dominant color in the uniforms.

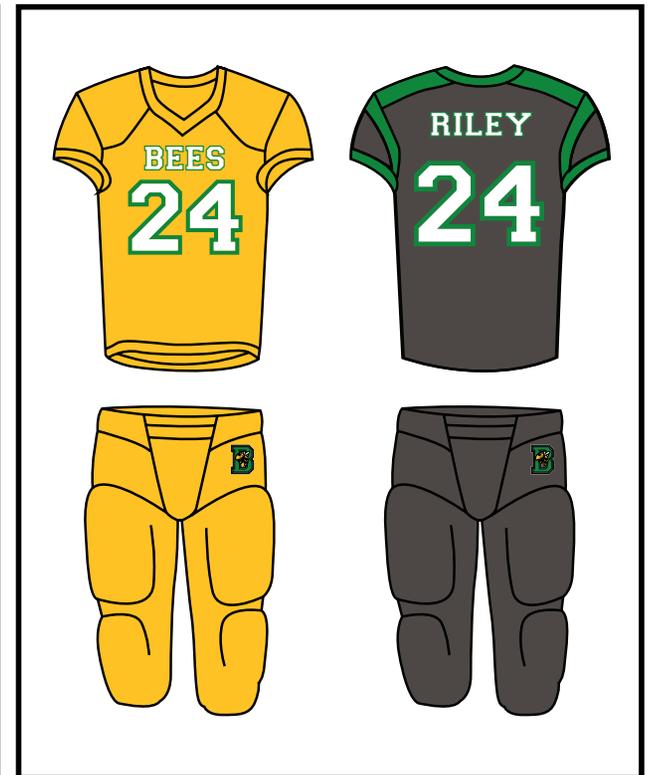
Uniforms may have the words BETHEL or BEES (OR) a combination of both - BETHEL BEES. Individual player names may also be used on the back of the uniforms at the discretion of the athletic department.

NOTE: All uniform designs MUST be approved by the Bethel Athletic Department prior to ordering.

## ACCEPTABLE UNIFORM TREATMENTS



## UNACCEPTABLE UNIFORM TREATMENTS



# ELECTRONIC VERSIONS AVAILABLE

Electronic files of the Primary and Secondary logos are available in the following formats from the Athletic Department by request.

## VECTOR VERSIONS:

Vector versions of the logo are suitable for printing the logo at any size or for use in embroidery.

AI (Adobe Illustrator) - vector format in the original software the logo was created in.

.EPS - vector format with high resolution graphics.

.PDF (Portable Document Format ) - viewable format and easy to share.

## RASTER VERSIONS:

Raster versions of the logo may be used for electronic and web use. The formats are not suitable for quality printing.

.GIF (Graphics Interchange Format) - large, compressed file for web use.

.PNG (Portable Network Graphics) - full-color-lower resolution compressed file for use on colored backgrounds.

.JPEG (Joint Photographic Experts Group) - for use on white backgrounds.



Primary Logo



Secondary Logo with  
Black Accents



Secondary Logo  
without Black Accents



# BETHEL BEES

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## BRANDING GUIDELINES

### CONTACT:

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