



BOULDER VALLEY
SCHOOL DISTRICT

Boulder Valley School District Brand Guidelines



We are BVSD.

Let's blaze a new course
in education, together.

GUIDE TO BOULDER VALLEY SCHOOL DISTRICT'S BRAND

Every day schools in Boulder Valley School District are alive with exciting, captivating and innovative learning. Our teachers are among the best educators in Colorado and beyond, meeting our students' individual needs, challenging every student to reach their full potential and guiding educational journeys that are far from traditional. The goal of these rigorous lessons that incorporate critical thinking, collaboration, communication and creativity is to prepare students to excel in a changing world, building skills they'll need for jobs that haven't even been envisioned yet.

We know learning is at its best when it is engaging and relevant. It is not unusual to find our students deep in hands-on projects that often empower them to make a real impact in their community, state or beyond. The result is an energy that can be felt and witnessed in and around our schools daily.

We not only permit this approach, but encourage it. That is what happens when students own their learning. It is learning that continues well after school – into the evening and even on weekends – simply because the

kids are captivated. Our students are fully engaged, empowered and passionate about learning. It is important that the materials we post online and hang in our classrooms, schools and community capture this electricity. We want to make sure that BVSD's vibrancy, modern spirit and, of course, professionalism shine through whenever this amazing school district is represented.

The ***Brand Identity Guide*** contains all the tools you need to craft attractive, impactful messages.

IMPORTANCE OF BRANDING

What is a Branding?

A brand consists of the words, symbols or other attributes that represent an organization.

A good brand captures the essence of organization and its aspirations, while also conveying key messages that provide an understanding of what it offers and how it is different from other organizations.

It is believed that branding dates back to approximately 2,700 BC, when cattle were burned with a symbol to signify ownership. According to Creative Bloq, which provides an in-depth timeline of branding, the term is derived from the Old Norse 'brandr', meaning literally 'to burn.' Through association over time, the brand became a way of connoting taste and quality.

Of course, branding has grown tremendously since then. Nearly every company has one and they are carefully built and managed.



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PROMISE

Behind everything we do are two simple words: Excellence and Equity. They are the promise Boulder Valley School District makes to every student, family, employee and to our community at-large.

Here is what we mean when we say Excellence and Equity:

Excellence

We are committed to being leaders in everything that we do from high quality instruction to nutritious lunches to safe and timely transportation to our sustainable practices. Regardless of the trade, our employees aim to be on the cutting edge of their profession.

Of course educators set the tone. Our teachers aim to not only master their craft but to take the lead in exploring and defining what the future of education looks like in our state and the nation. Every day we are dedicated to ensuring our students reach their potential and preparing them for an ever changing world.

Equity

We respect the inherent value of each student and incorporate the strengths and diversity of students, families, staff and communities. Societal inequities and unique learning needs will not be barriers to student success. We address the intellectual growth, health and physical development, and social emotional well-being of students.

BRAND PERSONALITY

A brand should naturally conjure up feelings. How do you feel when you see the logo for your favorite beverage, restaurant or automobile? What about companies you can't stand? The feeling is visceral and long lasting.

When it comes to Boulder Valley School District, our goal is to preserve and grow the positive reputation and personality that has been created through hard work, effort and results of the past several decades.

When people think of BVSD, we want them to think of the following words:

EXCELLENT
EQUITABLE
HONEST FRIENDLY
INNOVATIVE
PROFESSIONAL
SUSTAINABLE





COMMUNICATION ELEMENTS

The following are core messages that support Boulder Valley School District's brand.

Student Success

First and foremost, Boulder Valley School District is in the business of educating and supporting students. We are dedicated to providing everything needed for them to thrive as they prepare for and eventually lead successful, civically engaged lives. This is accomplished by providing children with challenging, meaningful and engaging learning opportunities that nurture intellectual growth, health and physical development, and social emotional well-being.

Engagement

We know that the success of all students depends on everyone working together. It is this partnership between students, teachers, support staff, families and the community, that will help them reach new heights.

These stakeholders can make a positive and lasting impact in our organization, when they have solid communication and support from leadership. We are committed to developing lasting connections that fully involve our stakeholders.

Innovation

Our teachers are at the cutting edge of education, defining new methods and tools that improve instruction and engagement for all students.

COMMUNICATION ELEMENTS

Safety & Security

BVSD is committed to keeping our school communities safe. We know that before learning is possible, our students and staff must feel secure, so we have developed physical measures and training to protect our children and to respond in the event of a threat at our schools, as well as social emotional supports and learning ensure that every student feels welcome, cared for and has the tools needed to handle life's challenges.

Sound Fiscal Management

Voters in Boulder Valley have generously supported BVSD students and staff. We are committed to ensuring that those hard-earned tax dollars are used effectively and efficiently to best meet the mission of the school district. Knowing that school finance is complex, we are committed to helping our stakeholders understand the district's funding and spending.

Sustainability

BVSD is committed to being a leader in sustainability by creating healthy learning environments and providing students with the skills to address the systemic challenges faced by the world in this new century. Through measures to conserve energy, water and other natural resources — and to reduce waste, pollution and environmental degradation — the district also becomes more efficient, resulting in a savings of taxpayer dollars.





VISION & MISSION

Vision

We develop our children's greatest abilities and make possible the discovery and pursuit of their dreams which, when fulfilled, will benefit us all. We provide a comprehensive and innovative approach to education and graduate successful, curious, lifelong learners who confidently confront the great challenges of their time.

Mission

The mission of the Boulder Valley School District is to create challenging, meaningful and engaging learning opportunities so that all children thrive and are prepared for successful, civically engaged lives.



VALUES & GOALS

Values

- We respect the inherent value of each student and incorporate the strengths and diversity of students, families, staff and communities.
- Societal inequities and unique learning needs will not be barriers to student success.
- We address the intellectual growth, health and physical development, and social emotional well-being of students.
- We value accountability and transparency at all levels.

Goals

GOAL #1 – Boulder Valley School District will partner with students, families, staff, and community members to address the unique learning needs of each student and to create meaningful and engaging opportunities for each child.

GOAL # 2 - Boulder Valley School District will ensure that each student meets or exceeds appropriate expectations relative to intellectual growth, physical development and social emotional well-being.

GOAL #3 - Boulder Valley School District will ensure that students, families, staff, and community members experience a safe, healthy and inclusive environment.



LOGOS

LOGO & SIGNATURE

Boulder Valley School District's logo is a distinct mark that represents the entire district including its schools, programs and departments. It communicates who we are, our purpose and our students' educational journey.



The logo symbol, along with the district name and tagline, has been registered with the State of Colorado as the designated trademark for the Boulder Valley School District. It depicts a child reading a book.

It was developed by BVSD art specialists and employees during the 1988-89 school year and was first used in a district annual report in 1989.

PRIMARY LOGO

The following are acceptable uses of BVSD's logo and tagline.

In most use cases, we encourage the use of the full BVSD logo, including the promise. This ensures consistency, as well as making sure that our full brand message is delivered whenever possible.

That being said, depending on the circumstances – especially space constraints or the context of the material – it may be necessary to use the abbreviated mark, without the promise.

The "Logo Alone" option is used in very rare cases, with permission. When used, it is essential that the materials clearly establish a connection to the Boulder Valley School District. Never utilize the mark in place of letters of a word or punctuation marks.

All approved versions of the logos are available [here](#) for use by BVSD staff (must be logged in).

Questions or special requests?

Contact the Boulder Valley School District Communications Division at communications@bvsd.org.

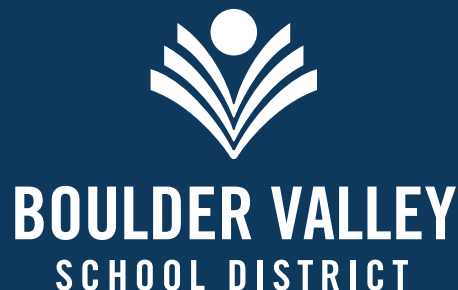
.....
BVSD logo and tagline across



.....
BVSD logo alone



.....
BVSD logo and tagline stacked



.....
BVSD logo abbreviated



.....
All BVSD logos are also offered in Spanish



LOGO USAGE

Our name and emblems are the most proprietary parts of our brand. Use them appropriately and properly.

Every BVSD department can benefit from using the BVSD identity. BVSD's identity incorporates visual elements that combine to give district communication a distinct look – from emblems, to colors, to fonts, to student or staff images – BVSD's identity elements capture our unique spirit.

Remember that you're speaking for all of BVSD.

When you use BVSD's name and logos, you communicate on behalf of BVSD. Keep it consistent. Keep it high quality.

Please use BVSD's name and logos properly and appropriately.



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Do

- Use BVSD's name and emblems when communicating on behalf of the district
- Remember to co-brand. We are far stronger together
- Reach out to us with questions or for permission on use

Don't

- Don't use BVSD's name or logos to imply a relationship, affiliation or endorsement of a product, service or business (even if you're a vendor we've worked with) without approval
- Don't give permission to anyone outside of BVSD (including vendors, donors and research sponsors) to use BVSD's name or emblems to imply a relationship, affiliation or endorsement of a product, service or business without approval
- Don't incorporate BVSD's logos into, or as a part of another logo
- Don't use BVSD's name or emblems to create any merchandise (for sale or otherwise) without approval
- Don't alter the logo in any way

Minimum Clear Space: The BVSD logo should not be crowded with other elements on the page. The minimum clear space padded around the logo should be equal to the size of the "head" of the BVSD logo.

No Special Effects or Added Elements: Do not add special effects to the logo or elements of the logo such as shadows, reflections, or glows. Do not add any additional elements to the logo, such as text or graphics. Any variation of the logo may only be created by the BVSD Communications Division

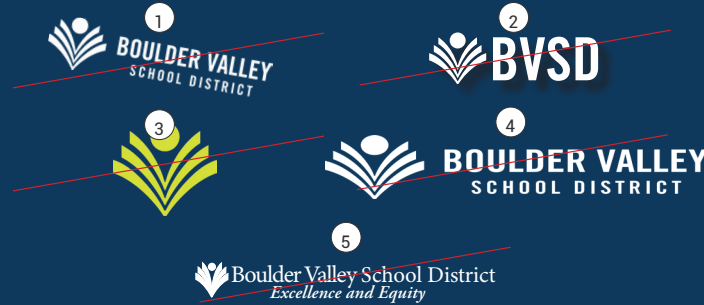
Tip: The head in the BVSD Logo should always be a perfect circle.

When scaling the logo, be sure to maintain proper proportions; some programs require holding down the shift key when resizing a graphic; others automatically maintain proportion when scaling from the corner of a graphic.

LOGO USAGE

Our logo is very important to us, and we have spent much time and effort carefully crafting it to be a perfect embodiment of our brand. We ask that designers and users respect the thought and craftsmanship that has gone into the logo by keeping it in its pure form and within the rules specified in this guidebook.

Be careful when using the logo not to alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this book. The following are a few examples of practices that would violate the logo and ultimately the BVSD brand.



1. Do not at any time set the logo at an angle. It always sits on a 0-degree angle.
2. Do not add any effects to the logo, including drop shadow, gradients, etc.
3. Do not alter the colors of the logo.
4. Do not in any way alter the proportions of the letters.
5. Do not change the typeface or font style of any part of the logo.

Use the primary BVSD logos whenever possible.



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Use book only versions when incorporated as an art element or in subsequent presentations after the full logo has been presented.





Fonts & Colors

FONTS

Our fonts keep our look and feel consistent. Roboto is the primary sans serif font that BVSD uses. If Roboto is not available, Arial is a good substitute.

Roboto is a simple sans serif font. It is to be used in most instances in which typography is required. It has 12 treatments, though regular, bold, medium and light are preferred.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@\$%!?.,:;(-)

Roboto and Roboto Slab have a dual nature. They have a mechanical skeleton and the forms are largely geometric. At the same time, the fonts feature friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Aa Bb Cc

FONTS

Roboto Slab is our secondary serif font and can be used for headlines or standout lines in materials.

Roboto Slab is a serif font. It is to be used sparingly, most often in pull-out boxes or things like photo headlines.

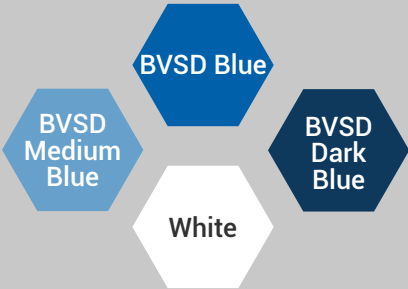
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@\$%!?.,;:(-)

Aa Bb Cc

PRIMARY COLORS

BVSD Blue, Dark Blue, Medium Blue and White are the primary colors and should be used boldly in marketing and communications.

Blue is a naturally calming color. By utilizing this hue, BVSD is conveying our commitment to trustworthiness, reliability and communication. Additionally, it naturally ties us to our Colorado environment, including the mountains, sky and the state flag.



R14
G57
B93

C100
M79
Y39
K29

Hex (web):
0e395d

R0
G96
B169

C100
M60
Y0
K6

Hex (web):
0060a9

R102
G160
B203

C60
M26
Y6
K0

Hex (web):
66a0cb

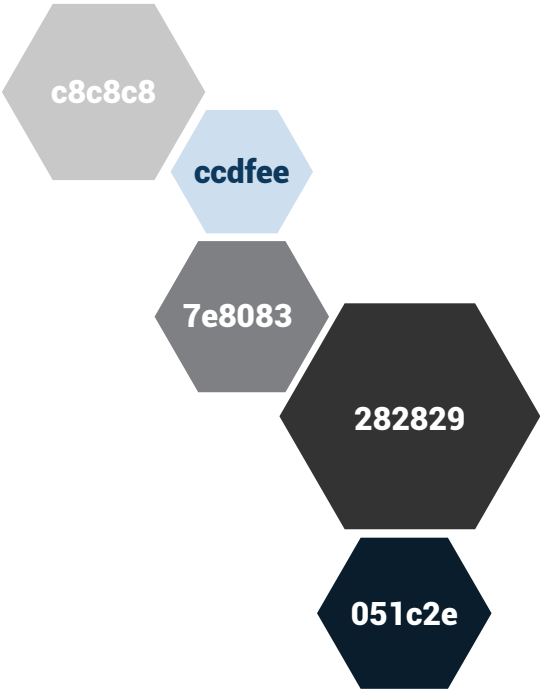
R255
G255
B255

C0
M0
Y0
K0

Hex (web):
ffffff

SECONDARY COLORS

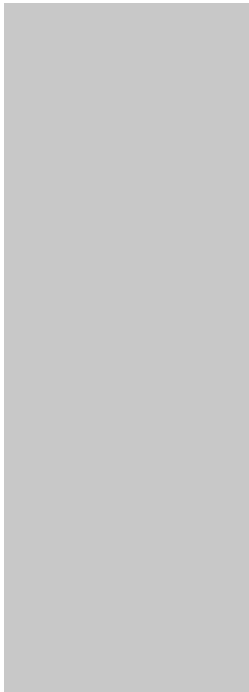
Secondary colors should be used frequently. The color palatte below shows complementary colors that work well with BVSD's primary colors.



R**200**
G**200**
B**200**

C**21**
M**16**
Y**17**
K**0**

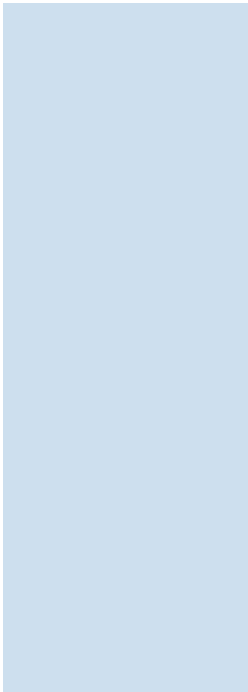
Hex (web):
c8c8c8



R**204**
G**223**
B**238**

C**18**
M**5**
Y**2**
K**0**

Hex (web):
ccdfee



R**126**
G**128**
B**131**

C**0**
M**0**
Y**0**
K**61**

Hex (web):
7e8083



R**40**
G**40**
B**41**

C**0**
M**0**
Y**0**
K**95**

Hex (web):
282829



R**5**
G**28**
B**46**

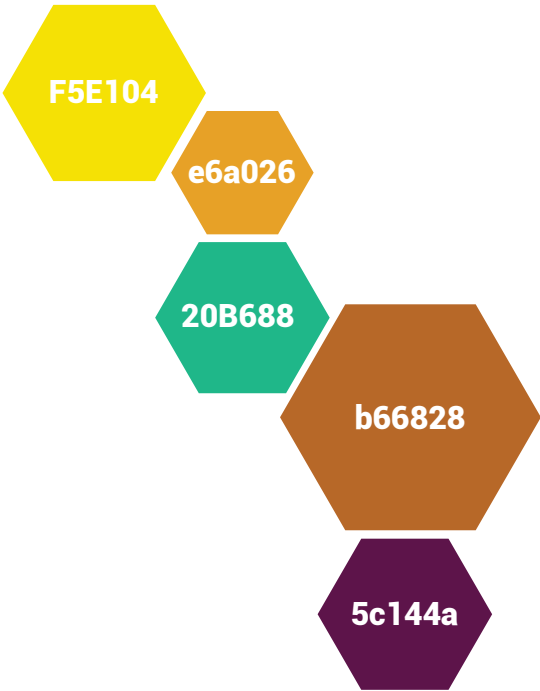
C**92**
M**77**
Y**53**
K**66**

Hex (web):
051c2e



SUPPLEMENTAL COLORS

Supplemental colors should be used sparingly, but also work well with BVSD blue and the other primary colors.



R**245**
G**225**
B**4**

C**6**
M**5**
Y**100**
K**0**

Hex (web):
F5E104

R**230**
G**160**
B**38**

C**9**
M**40**
Y**98**
K**0**

Hex (web):
e6a026

R**0**
G**166**
B**81**

C**75**
M**0**
Y**63**
K**0**

Hex (web):
20B688

R**182**
G**104**
B**40**

C**23**
M**65**
Y**100**
K**9**

Hex (web):
b66828

R**92**
G**20**
B**74**

C**59**
M**100**
Y**38**
K**37**

Hex (web):
5c144a



PHOTOGRAPHY & VIDEO

Nothing is more powerful than seeing our students and staff in action. Great images and video can really bring a lesson or issue to life for our stakeholders.

For this reason, we believe in strategically utilizing both photos and video in our publications and presentations. That being said, it is crucially important that we choose these images wisely, because they can say a lot about us.

For that reason, we have high standards for photos and videos featured and take the following into consideration:

Captured Moments

In general, choose those moments you never want to forget. While genuine smiles are always welcome, some of the best photos and video are taken when students are deep in learning or joyful about the activity in which they are engaged.

Appropriate

Everyone wants to be featured in the most flattering way possible. That means choosing images that represent our organization in the best light.

Diversity

BVSD is committed to providing a welcoming environment for all of our students, staff and families, regardless of their identity, strengths, challenges or legal status. Our photography should represent that great diversity of our staff and students and families we serve.

PHOTOGRAPHY & VIDEO

Quality Matters

Regardless of where you are posting or printing, be sure to utilize the best imagery possible. Avoid digitized images or graphics – and ensure that video is broadcast quality.

When shooting pictures, best practice is to use the highest resolution possible. You never know when you'll capture an outstanding photo that could be perfect for an advertisement on the side of a bus or in a print publication.

Also, whether you're shooting still images or video, be sure to steady your camera and take a few shots from a couple different angles. Ensure that your subject isn't backlit (the sun should be behind you, unless you're capturing a silhouette).

Media Coverage

Every year, we provide parents with the opportunity to choose whether to allow their children to be photographed or videotaped in their classroom. Before shooting, be sure to know which students cannot be photographed.

These rules do not apply to public and after school events, like football games or assemblies. When in doubt, reach out to the Communications Division for more information.

Photo Ready

Depending on the situation, a file photo or video from the district may be just the ticket. Find district photos [here](#).

Video archive

Find BVSD videos [here](#). Please note, in most cases photos or videos used for external promotion or presentations should be approved by the Communications Division.



A photograph of two young boys sitting at a table, playing chess. The boy on the left, with dark hair and wearing a black shirt with a green pattern, is focused on the game. The boy on the right, with light brown hair and wearing a blue long-sleeved shirt, is holding a pink object near his ear. They are in a room with bookshelves in the background. A semi-transparent dark blue banner is at the bottom of the image, containing the text "CO-BRANDING" in white, uppercase, sans-serif font.

CO-BRANDING

CO-BRANDING

We are BVSD.

It has long been said that “Together we stand, divided we fall.” It is a mantra that we believe in, here in the Boulder Valley School District. BVSD is proudly made up a varied group of schools, individuals from a collection of very different communities. While we strongly celebrate this diversity – we also realize the importance of standing, united under one banner. Together – We are BVSD.

For this reason, it is important that we take the opportunity, whenever possible to incorporate the district logo into school and department materials and look for ways to co-brand ourselves and our projects, to ensure that the district is ever represented.

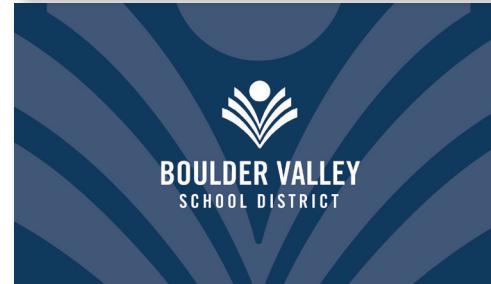
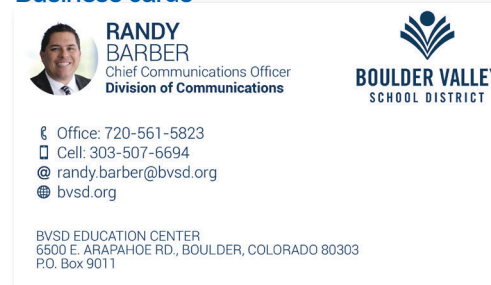
Branded Materials

When communicating on behalf of the Boulder Valley School District, it is important that we look coordinated and professional. We have developed several branded items to support typical communication needs within the school district, including stationary, signatures and business cards.

Staff brand materials can be found at <https://staff.bvds.org/departments/communications> (staff login required for access).



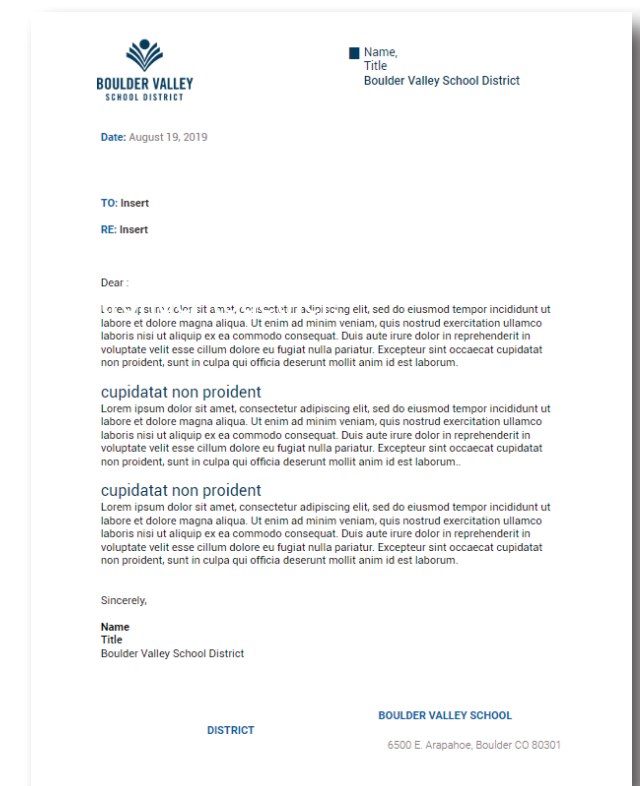
Business cards



Co-Branded Business cards



Letterhead



Google Slides – Click here to access template



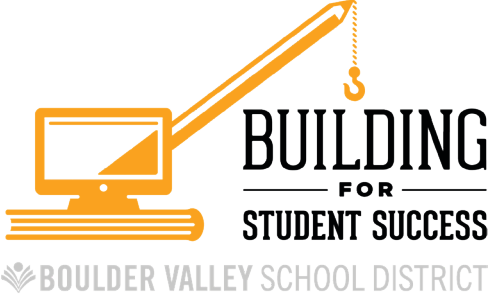
CO-BRANDING

It is important that subdivisions of Boulder Valley School District are co-branded with an approved version of the BVSD logo. Support on co-branding can be found through the Communications Division. Here are some examples of existing co-branded BVSD logos.

Download your department logos here.



BVSD's bond program, Building for Student Success



BVSD's food services program



BVSD's learning enrichment program



BVSD department logos

