nassau
BOCES
Board of Cooperative Educational Services

VISUAL IDENTITY
Guidelines

INTRODUCTION

A strong, positive and easily recognizable identity is invaluable to any organization. An organization develops a strong identity by presenting printed and electronic materials that have a consistent graphic look.

Corporate identity is what makes an agency special and unique. It expresses the agency's approach to business, its values and business culture. It is reflected in everything from the quality of the products and/or services, marketing strategies, communication media and working environment. Corporate identity should tie all the different elements of the business together in a unifying way. Corporate identity enables the agency to build recognition and loyalty among clients, to communicate its values and special approach to business in a memorable way, to establish a benchmark of set goals, against which the performance can be judged and to give employees a sense of belonging to a team.

Consistency and clarity are needed in all communications materials produced by the organization.

All use of names and the logo must be in strict conformity with these guidelines and must incorporate the highest standards of design, dignity and good taste.

Here are our requirements for the most effective use of the Nassau BOCES name and logo, colors, fonts, footer and Board listing. Technical information is provided to help designers, printers, support staff and all others, who prepare documents for production. The Nassau BOCES Graphic Arts and Printing Service can provide assistance and support in the use of these guidelines.

These standards are established with an emphasis on consistency in presentation throughout a varied range of circumstances; with the overall goal of achieving unity throughout the organization. Adhering to these standards will foster the consistency that is essential to a strong agency identity.

Guidelines must be flexible enough to accommodate change and permit growth; while we have tried to plan for every use of the graphic elements detailed within this book, we are

certain unexpected situations will arise. In the absence of an applicable "rule," common sense should prevail. For guidance please refer to the Graphic Arts and Printing Service or the Communications Office.

The Nassau BOCES logo is a registered trademark for the Board of Cooperative Educational Services of Nassau County.

The logo may be used only and precisely as it was trademarked. The colors, fonts, and usage are outlined within this booklet.

Use of the logo is limited to promotional materials, internal and external communications, signage and any other Nassau BOCES-related approved projects.

All requests to use the logo by outside parties must be approved by the Graphic Arts and Printing Service and the Communications Office.

THE LOGO

Basic Standards

1. The Nassau BOCES logo is a registered trademark for Nassau BOCES.
2. The logo may be used only and precisely as it was trademarked. The colors, typeface and uses are outlined below.
3. Use of the logo is limited to promotional materials such as brochures, videos, presentations and signage.
4. Use of the logo is non-royalty bearing.
5. All uses of the logo other than those listed below, must be approved by the Graphic Arts and Printing Service or the Communications Office.
6. All requests by outside parties to use the logo must be in writing. A copy of the letter must be filed in the Department of Strategic Initiatives.

Typeface and Design

The Nassau BOCES logo can be reproduced in the following color schemes:

One color — Typeface in black with "C" in BOCES as a 40% black tint, fig. **A**

One color — Typeface in black with the "C" rendered in a 100% black outline rule, fig. **B**

One color — Typeface in 100% Pantone 647 (BLUE) with the "C" in 40% Pantone 647 tint, fig. **C**

Two color — All typeface colors other than the "C" are BLACK. The BLUE for the "C" is 70% PMS 647, fig. **D**

If printed material does not include black, logo type is to be 100% of the darkest color ink used and 40% tint of that color for the "C," fig. **E**

If the background is too dark for the logo, a reversed version of the all-black logo should be used, fig. **F**

The signature of the logo uses Garamond Book. The word "Nassau" prints in lowercase letters; and is placed above the BOCES name which is always in uppercase letters. The letters "O" and "C" are intertwined, with the "C" in PMS 647 (70%). The full name, Board of Cooperative Educational Services is placed underneath the BOCES name.

The signature, "Board of Cooperative Educational Services," may be omitted only if it is too small to be reproduced.

A nassau BOCES Board of Cooperative Educational Services

B nassau BOCES Board of Cooperative Educational Services

C nassau BOCES Board of Cooperative Educational Services

D nassau BOCES Board of Cooperative Educational Services

E nassau BOCES Board of Cooperative Educational Services

F nassau BOCES Board of Cooperative Educational Services

THE CORRECT USE OF THE NAME

Any use of the Nassau BOCES name must include the entire name "Nassau BOCES." BOCES should always be capitalized.

LOGO MISUSE

On printed materials, the Nassau BOCES logo should always be surrounded by adequate space to ensure its visual impact. There should always be 1/8**"** of space below the full name of the logo to allow for type, such as address lines.

A No graphic elements may be placed closer than 1/3 the width of the BOCES logo. A greater amount of space is always preferable.

B Never place the logo on an angle.

C Do not combine other logos or symbols with the BOCES logo.

D Do not remove the signature. The exception to this is if the logo must be displayed in a size small enough to render the signature unreadable, the line may be removed.

E Do not alter the proportions of the logo.
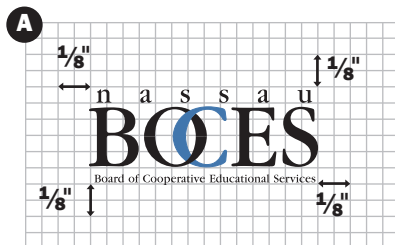
COLORS

Basic Standards

The official colors of Nassau BOCES are (Pantone Matching System) PMS 647 (BLUE) and BLACK. No other colors or variation in the colors are acceptable. Color swatches have been provided in figure;however, due to differences in paper and printing methods, a visual check must be conducted to ensure a match before printing. Questions regarding the colors should be directed to the Graphic Arts and Printing Service.

PMS 647　　**BLACK**

What's the difference between Pantone and CMYK?

The simplest explanation is that Pantone is a popular spot color system and CMYK is a process printing system. Pantone spot colors are solid inks assigned numbers that look the same no matter who prints them, which is why spot color is especially important for corporate identities and branded images. CMYK colors, on the other hand, are created (processed) on the press using a mix between Cyan, Magenta, Yellow and blacK inks. Since there are variations between presses, press operators and other factors, CMYK colors are not guaranteed to be perfectly reproduced between printers or even print jobs.

Matching Colors

Matching Pantone to CMYK color can be a challenge, you have to understand that the two systems are indeed different, and 100 percent matches are not always possible.

InDesign & Illustrator

C	100
M	56
Y	0
K	23

Photoshop

C	68
M	48
Y	23
K	2

Bridge

C	80
M	46
Y	11
K	8

FONTS FOR USE IN PUBLICATIONS

The fonts recommended for use in letters, memos, PowerPoint presentations, etc., produced by Nassau BOCES employees other than the graphic designers of the Graphic Arts and Printing Service are **Arial, Franklin Gothic, Impact, Times, Georgia** and **Verdana** families. They are available on both Macintosh and PC platforms, and are used on the Nassau BOCES website. (Arial and Times are the default fonts on PC platforms.)

Any other display/headline fonts used should be cleared with the Graphic Arts and Printing Service, (516) 396-2030.

Serif

Times
Regular   *Italic*
Bold   ***Bold Italic***

Georgia

Regular   *Italic*
Bold   ***Bold Italic***

Sans SERIF

Arial
Regular   *Italic*
Bold ***Bold Italic***

Franklin Gothic
Book *Italic*
Medium   *Medium Italic*
Demi *Demi Italic*
Heavy   ***Heavy Italic***

Impact
Regular

Verdana
Regular   *Italic*
**Bold**   ***Bold Italic***

FOOTERS

To tie secondary publications into the Nassau BOCES image, a footer should appear in the same or similar location on each piece. The footer will include the program name, address, telephone and fax numbers, and website.

Order of footer information (separated by bullets):
1) Program
2) Address
3) Telephone Number
4) Fax Number (optional)
5) Website

The recommended typefaces for the footer are Arial or Franklin Gothic Regular Demi and Times Roman. The program and website are Arial or Franklin Gothic Demi and the department and location are Times Roman.

Footer should be no longer than three lines. The Post Office Box should only be used on materials that need to be returned or on envelopes.
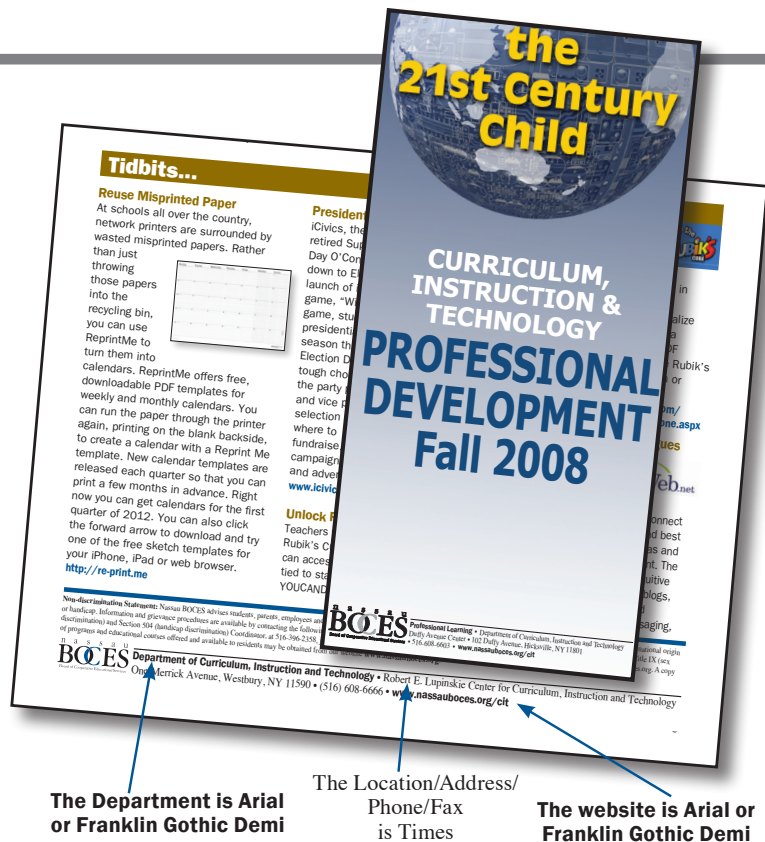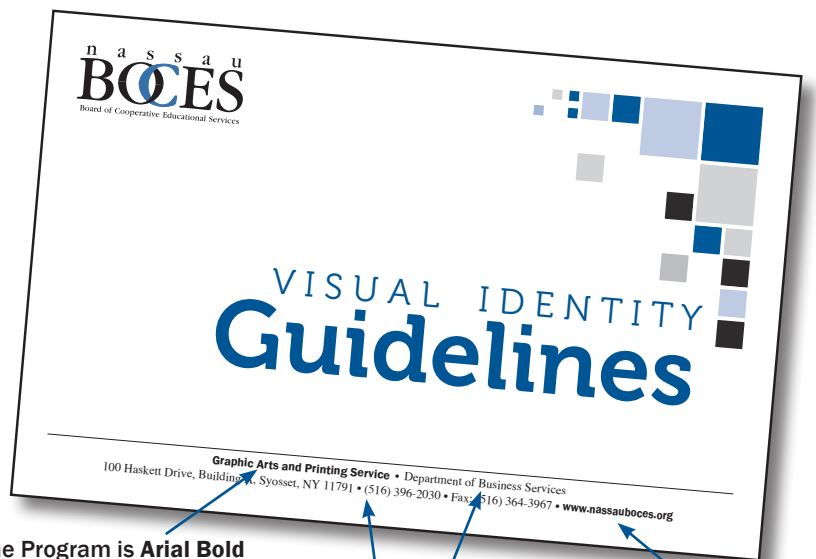
The Department is Arial or Franklin Gothic Demi

The Location/Address/ Phone/Fax is Times

The website is Arial or Franklin Gothic Demi

TYPE A

ALTERNATE FOOTER

If the Nassau BOCES logo is already displayed on the page, use footer type B. In other cases, use footer type A. Placement of the footer is recommended at the bottom of one-page printed materials or at the bottom of inside pages of catalogs. Although these two placements are recommended, they will not work in every instance. Questions regarding the exact placement of the footer or variations of the information included in the footer should be directed to the Graphic Arts and Printing Service.

The Program is Arial Bold or Franklin Gothic Demi

The website is Arial Bold or Franklin Gothic Demi

The Department/Location & Address is Times Roman

TYPE B

FONTS FOR USE ON THE NASSAU BOCES WEBSITE

The only fonts that may be used on pages in the Nassau BOCES website are Times New Roman and Arial. However, given the unique limitations of the web medium, it is not desirable to select fonts the same way you would in Microsoft Word, PowerPoint, or Publisher. Employees who create and/or edit web pages must use the styles that have been established for the site. Each style (e.g., Normal, Heading 1, Heading 2, etc.) contains all of the information necessary to display text on most web browsers and most operating systems, including the font (Arial), size and color. By using the established styles, you are not only making your job easier, you are making the website easier to navigate and understand by maintaining typographical consistency across all pages. For assistance, in working with styles, please contact the website manager, Karen Murtha of Curriculum, Instruction and Technology, at (516) 396-2259.

BOARD LISTING

It is imperative that the board listing be presented in a consistent manner whenever it appears in print.

The format for the Nassau BOCES Board listing is as follows:

Nassau BOCES logo

Board of Cooperative Educational Services of Nassau County

Board members

District Superintendent

Deputy Superintendent

Associate Superintendent for Business Services

Associate Superintendent for Educational Services

Nassau BOCES website address (www.nassauboces.org)

If the publication is produced by a specific department, the department's information is listed after the above in the following order:

Department Name

Executive Director/Director

Assistant Director

Any other significant titles

Department/program website address (example: www.nassauboces.org/cit)

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n a s s a u
BOCES

**Board of Cooperative Educational Services
of Nassau County**

Stephen B. Witt, *President*
Eric B. Schultz, *Vice President*
Susan Bergtraum, *District Clerk*
Michael Weinick, *Vice District Clerk*
Deborah Coates
Ronald Ellerbe
Martin R. Kaye
Fran N. Langsner
Robert "B.A." Schoen

Dr. Thomas Rogers, *District Superintendent*
Dr. Robert J. Hanna, *Deputy Superintendent*
Joan S. Siegel, *Associate Superintendent for Business Services*
Dr. Lydia Begley, *Associate Superintendent for Educational Services*

www.nassauboces.org

**Department of Curriculum,
Instruction and Technology**
Anthony J. Carfora, *Director*
Dr. Valerie D'Aguanno, *Assistant Director*
Chris Reinertsen, *Assistant Director*
Patricia Koehler, *Supervisor*

www.nassauboces.org/cit

MISSION/NON-DISCRIMINATION STATEMENTS

The Mission Statement and/or **Vision Statement** should be placed on the document where appropriate.

VISION STATEMENT
Changing lives and shaping the future

MISSION STATEMENT
To partner with all Nassau County school districts in providing leadership and the highest quality educational and support services. We are committed to ensuring a successful, challenging, caring and safe environment that enables students of all ages and abilities to achieve their maximum potential.

The Non-discrimination Statement should be placed on every piece that fits the following guidelines: An educational or employment opportunity, workshop or seminar. It is also should be included on all letters, fax and memo cover sheets pertaining to the above-mentioned information.

Non-discrimination Statement
Nassau BOCES advises students, parents, employees and the general public that it offers employment and educational opportunities without regard to sex, race, color, national origin or handicap. Information and grievance procedures are available by contacting the following Civil Rights/Title IX/Section 504/ADA Compliance Officers in the Human Resources Department at 71 Clinton Rd., Garden City, NY, 11530: Lawrence McGoldrick, Acting Director, at 516-396-2358, lmcgoldrick@nasboces.org, or Selma Shelton, Assistant Director, at 516-396-2360, sshelton@nasboces.org. A copy of programs and educational courses offered and available to residents may be obtained from our website, **www.nassauboces.org**.

CONTACT INFORMATION

For further information, please contact:

Kelly May
Graphic Arts and Printing Service
(516) 396-2030

Angela Marshall
Department of Strategic Initiatives
(516) 396-2285