# Brand Guide

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Have questions or need artwork? Visit the [brand resources page on BERT](https://bert.org) or email boces360@neric.org
Brand Purpose

Who we are and why brand matters
Goal

Our goal is to create a presence—online and offline—that reflects the mission, vision, purpose and commitments of Capital Region BOCES, elevating it on a statewide platform.

We reach this goal through the thoughtful and consistent application of our brand personality and presentation guidelines.

Every word, image and interaction add up to people’s perceptions of the Capital Region BOCES brand.
Foundation

Our mission, vision, purpose and commitments form the foundation of our brand.

MISSION

The mission of Capital Region BOCES is to provide educational leadership, services and support to meet the needs of our students and school districts.

VISION

To be the region’s preeminent solution for educational support needs, workforce development and responding to the needs of communities and businesses.

PURPOSE

Capital Region BOCES has a three-fold purpose:

• Offer non-traditional programs where students can grow and thrive.
• Support the work of school districts and municipalities.
• Expand opportunities and collaboration through regional partnerships.

COMMITMENTS

Our five guiding commitments support our mission and purpose. They guide us in our work to support the success of the students we represent.

Service. We provide quality service to each of our component districts and stakeholders, establishing us as a trusted partner in public education and workforce development.

Value. We create value as program and service partners, throughout all of our interactions and relationships.

Excellence. We strive for excellence in every aspect of our work.

Improvement. We are the best at getting better. We anticipate and respond to stakeholder needs.

Leadership. We are viewed as leaders in our work, applying thoughtfulness and innovation to new program and service development.

Have questions or need artwork? Visit the brand resources page on BERT or email boces360@neric.org
Brand Personality

How we use words and images to connect with our audiences
Editorial content

Content should always reflect the brand’s vision and goals, shining a light on what makes Capital Region BOCES unique.

AUDIENCES

- Our students
- Our employees
- Our business partners
- Our clients (schools, municipalities and other BOCES)

GUIDING PRINCIPLES

- **Celebrate** our students and staff
- **Support** component school districts, clients and business partners
- **Spotlight** what makes our BOCES unique
- **Cultivate** relationships and pride in Capital Region BOCES
Voice, tone and copy

Our voice and tone does not just represent Capital Region BOCES, but also the school districts, students, business partners and others we serve.

VOICE AND TONE

Our voice and tone should always reflect the Capital Region BOCES spirit:

1. Proud
2. Supportive
3. Inclusive
4. Inspirational
5. Purposeful

EDITORIAL GUIDELINES

• Know your audience. Messages should focus on the intended audience and their needs. Explain how you can help them in simple and clear language.
• Words and images matter. We strive to be socially conscious and sensitive to the needs of diverse stakeholders. We carefully select words and imagery so that all audiences feel seen and heard.
• Copy should reflect a sense of deep pride in the BOCES, our students, component school districts, clients and business partners.
• Content should be repurposed across platforms with the specific channel and audience in mind.
Imagery and video

Every word and image works together to form our brand personality and people’s perceptions of us.

ILLUSTRATION GUIDELINES

• Illustrations and icons may be used to convey concepts and add visual interest.
• Illustrations should be colored using the brand colors.

PHOTOGRAPHY AND VIDEO GUIDELINES

• Photos and videos should be authentic. Use of photos and videos of our actual students, staff and facilities is preferred over stock whenever possible.
• All photos and videos should depict individuals following BOCES’ code of conduct and culture of safety and care. To that end, please be mindful of the dress code and safety procedures, as appropriate.
• Please note: We will not publicly identify students by name as having a disability without specific parental consent.
• Photos and videos should be well-lit, vibrant and high-quality (of an appropriate resolution for the intended application).
• All public-facing videos should end with the preferred logo and school or program name, if appropriate, and website URL www.capitalregionboces.org on the closing screen.
• Identify video subjects with title slides including first and last name, title, organization, program or school name, as appropriate. Do not use acronyms.

ACCESSIBILITY GUIDELINES

• It is our goal to ensure that imagery and videos posted online be accessible to all individuals, including those with visual, hearing, motor or cognitive disabilities. Examples of this include open or closed captions for videos, and evocative alt-text for online imagery.
• Consult the BOCES 360 team if you have questions about the accessibility of any online content.
Brand Presentation

What we call ourselves and how we present ourselves in visual and other applications
Color

Our vibrant and dynamic color palette is a powerful and recognizable feature of our brand.

Our color palette has been expanded to include darker tones. These additional colors — shown in the secondary palette below — will allow for higher contrast between text and background, an important part of creating content that is accessible to all.

PMS values are what most vendors will request for printing. These may also be referred to as the “spot” ink colors when printing in one- or two-color applications. CMYK values are used to define colors for full color printing. RGB values are used to define colors to be viewed on screen, and may be used in applications such as Word or PowerPoint. HEX values are also used to define colors to be viewed on screen, in web/mobile applications.

All logo artwork was created using the PANTONE+ Color Bridge Coated color book (PMS). On-screen representation of colors will vary. For the most accurate representation of printed color, consult a current PANTONE swatch book.
Typography

Primary typefaces
The recommended typefaces for professional applications are Avenir and Merriweather. Both are modern and versatile, offering a wide range of weights and styles.

Avenir is available from Adobe’s Type Products.

Merriweather is available from Adobe Fonts (included in the Adobe Creative Cloud subscription) and Google Fonts.

Secondary typefaces
In instances where the primary typefaces aren’t available, the alternate typefaces may be used. Open Sans or Calibri may be used in place of Avenir. Palatino may be used in place of Merriweather.

Open Sans is available from Adobe Fonts (included in the Adobe Creative Cloud subscription) and Google Fonts.

Palatino and Calibri are common on Mac and Windows systems.
Logo

Our logo is the identifier of our organization and should live on all media we create.*

Applying it consistently:

• Helps reinforce our brand and keep it strong.
• Helps our audiences understand that our many divisions, schools, programs and services are all part of one BOCES.
• Helps to build pride—internally and externally—in our organization.
• Connects us in the hearts and minds of our many audiences.

*NERIC-specific communications may use the NERIC logo or co-brand logo artwork. See pages 13-14 for more information.

HORIZONTAL – PREFERRED

This is the preferred version of the logo.

ICON

The logo icon may be used alone if our full name or wordmark is applied elsewhere on the application. The icon may also be used as a design element (in backgrounds, for example).

STACKED

Use the stacked version of the logo when it will work better in the available space.

WORDMARKS (STACKED/HORIZONTAL)

The wordmarks may be used alone if the icon appears elsewhere on the application, or in cases of extremely limited space.
NERIC logo

The NERIC or co-brand logo (see page 14) may be used for NERIC-specific applications.

**HORIZONTAL – PREFERRED**
This is the preferred version of the logo. The larger size of the name and division text allows for better readability.

**HORIZONTAL – ALTERNATE**
The alternate horizontal logo may be used in large-format applications that allow for readability of the small name and division text.

**STACKED**
Use the stacked version of the logo when it will work better in the available space.

**ICON**
The logo icon may be used alone if the full division name or wordmark is applied elsewhere on the application or in cases of limited space (promotional items, for example).

**SIMPLE (STACKED/HORIZONTAL)**
The simple versions of the logo may be used when the full division name or wordmark is applied elsewhere on the application or in cases of limited space (promotional items, for example).

**WORDMARKS (STACKED/HORIZONTAL)**
The wordmarks may be used alone if the icon appears elsewhere on the application, or in cases of extremely limited space.

- The suite of NERIC logo artwork has been updated and expanded for better usability across a variety of applications.
- The text, “A division of Capital Region BOCES” has been added for increased clarity to external audiences and to further promote our culture of One BOCES.

Have questions or need artwork? Visit the brand resources page on BERT or email boces360@neric.org
Co-brand logo

The Capital Region BOCES and NERIC logos were designed to complement each other and to be used together.

- To ensure consistent alignment, sizing and spacing, use the provided co-brand logo artwork.
- The co-brand logo may be used in place of the standalone NERIC logo on any application.
- The co-brand logo artwork should be used on NERIC communications to audiences outside of NERIC’s seven-BOCES region.
- The co-brand logo artwork should be used on NERIC communications to potential clients (for example, on project quotes).

HORIZONTAL – PREFERRED

This is the preferred version.

STACKED

Use the stacked version when it will work better in the available space.
Logo usage

Using the logo properly is important to maintaining its integrity and contributes to the professionalism of our brand.

**CLEAR SPACE**

Maintain clear space between the logo and elements around it on all sides.
Use the blue circle in the logo as a guide: the minimum amount of clear space is equal to half its diameter.

**DO**

- Do follow the guidance on pages 16-17 for treatment of school, division, program and service names.
- Do see the logo file guide on pages 18-25 for approved color variation files.
- Do use the provided white or white and red/yellow logo artwork on dark backgrounds to ensure sufficient contrast and readability.

**DON’T**

- Don’t alter, add to or subtract from the logo artwork in any way, including by adding school, division, program or service names that invade its clear space.
- Don’t alter the logo colors.
- Don’t use the dark versions of the logo on dark backgrounds.

Have questions or need artwork? Visit the [brand resources page on BERT](https://bert.capitalregionboces.org/resources) or email boces360@neric.org
Names

The official school, division, program and service names should be used accurately and consistently across all communications and applications.

Acronyms should only be used if the full name is spelled out elsewhere in the application. See page 17 for instructions on how to apply division and school names in relationship to the logo.

*NERIC is an exception because of its complex association with multiple BOCES and its established brand recognition. See pages 13-14 for more information about the NERIC logo.

DIVISIONS

- Career & Technical Education (CTE)
- Central Administration
- Educational Support Services
- Management Services
- Northeastern Regional Information Center (NERIC)*
- Special Education

SCHOOLS

- Airline Drive Academy
- Capital Region Pathways in Technology Early College High School (P-TECH)/Questar Early College High School
- Capital South Campus Center
- Career & Technical School, Albany Campus
- Career & Technical School, Schoharie Campus
- Center for Advanced Technology @Mohonasen
- Cooperative Virtual Learning Academy
- Health Careers Center
- Maywood School
- Tech Valley High School

PROGRAMS AND SERVICES

Our programs and services continuously grow and evolve. Consult the website, BERT or email the BOCES 360 team if you have questions about naming.
Name & logo application

For flexibility and future growth, separate logos for each school, division, program or service will not be created. Instead, names should be simply be set in our brand fonts and colors according to the following flexible guidelines:

**GUIDELINES**

- **Text size:** Size is flexible. Depending on the application, it may be appropriate for the name to appear larger or smaller in relation to the logo.
- **Text treatment:** Preferred case is title case (not all caps). Names should be set in the same weight throughout, with the exception of the Career & Technical Schools. For those, the campus location may be set in a lighter weight for visual distinction.
- **Position:** Names may appear anywhere on an application. They needn’t be “locked up” with the logo. For example, on a flyer the service offering may be in the title area, while the logo is placed separately at the bottom of the page.
- **Separation:** When the name and logo do need to appear together in a limited space, the name may be placed above, below or to the right of the logo. A rule may be used between to provide separation and balance. The rule should match the weight of the red lines in the logo.

**DON’T**

- Don’t create additional logos for divisions, schools, programs or services. This dilutes the brand and can contribute to a siloed culture.
- Don’t attempt to mimic or recreate the text treatment used in the logo.
- Don’t invade the logo’s clear space with the name text by placing it too close (see page 15).

*NERIC is an exception because of its complex association with multiple BOCES and its established brand recognition. See pages 13-14 for more information about the NERIC logo.*
Logo file guide

Artwork has been provided for all arrangement and color variations of the logos.

All variations are available in two file types—PDF and PNG. Use the guide on the right to decide which file type is best for your intended application.

The tables on the following pages show available arrangement and color variations of the logos, with filenames for each.

USE PDF FOR PRINT

- PDF files are vector (built by mathematical formulas) and therefore may be scaled infinitely without loss of quality.
- PDF files use CMYK/PMS color space.
- DO use PDF files for professional design applications.
- DO send PDF files to vendors for printing.

USE PNG FOR DIGITAL

- PNG files are raster (built with pixels) and therefore will lose quality when scaled up.
- PNG files use RGB color space.
- DO use PNG files for applications such as Word, PowerPoint, Google Docs or Google Slides.
- DO use PNG files for digital applications such as web or social media.
- DO NOT send PNG files to vendors for printing.

Have questions or need artwork? Visit the brand resources page on BERT or email boces360@neric.org
Logo file guide continued

The tables on this page and the following pages show available arrangement and color variations of the logos, with corresponding filenames for each.

### CRB, HORIZONTAL – PREFERRED

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<th>LOGO</th>
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| | CRB_Logo_Horiz_RGB-blue+red.png  
| ![CRB Logo Horiz](image) | CRB_Logo_Horiz_1C-blue.pdf  
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### CRB, STACKED

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| ![CRB Logo Stacked](image) | CRB_Logo_Stacked_2C-white+red.pdf  
| | CRB_Logo_Stacked_RGB-white+red.png  
| ![CRB Logo Stacked](image) | CRB_Logo_Stacked_1C-white.pdf  
| | CRB_Logo_Stacked_RGB-white.png  

The white and white and red logos are shown on a black background only as an example. All logo artwork has a transparent background.
## Logo file guide  
*continued*

### CRB, WORDMARK – HORIZONTAL

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### CRB, WORDMARK – STACKED

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## CRB, ICON

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## NERIC, HORIZONTAL – PREFERRED

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## Logo file guide continued

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### NERIC, StACKed – simPlE

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The white and white and yellow logos are shown on a black background only as an example. All logo artwork has a transparent background.
Logo file guide continued

### NERIC, WORDMARK – HORIZONTAL

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### NERIC, ICON

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NERIC_Logo_ICON_RGB-yell.png |

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Have questions or need artwork? Visit the [brand resources page on BERT](#) or email [boces360@neric.org](mailto:boces360@neric.org)
Logo file guide continued

## CO-BRAND, HORIZONTAL

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## CO-BRAND, STACKED

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