monroe one
EDUCATIONAL SERVICES

BRAND IDENTITY
GUIDELINES

TABLE OF CONTENTS

BRAND IDENTITY TERMINOLOGY

Logomark/Symbol
A graphic identifier, one that uniquely represents **monroe one** and promotes immediate identification

Lettermark
The **monroe one** name designed consistently in typeface and weight used in conjunction with the logomark/symbol

Primary Logos
The official graphic arrangement of the symbol and lettermark

Secondary Logo
An alternate arrangement of symbol and lettermark to be used for specific applications such as apparel

Brand
A consistent approach in communicating the mission, vision, and visual identity of **monroe one**
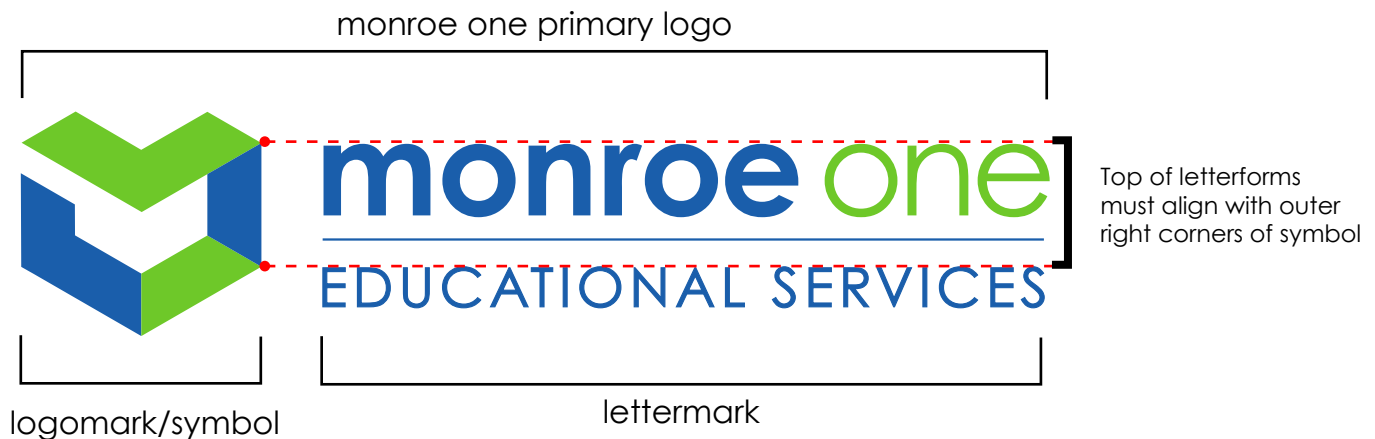
GENERAL GUIDELINES

The integrity of **monroe one** brand helps maintain a consistent image to the community and our stakeholders. Use the guidelines provided to help you with all materials distributed internally and within the community to ensure recognition.

BASE LOGO CONSISTS OF THE "OUTSIDE THE BOX" SYMBOL AND TEXT **monroe one** in

lower case type set in Century Gothic as shown.

Space and size relationships of components MUST BE followed to ensure consistent use and recognition of the identity.

Any logo variation not found herein can be addressed by the Office of School-Community Relations.

monroe one primary logo

Top of letterforms must align with outer right corners of symbol

logomark/symbol

lettermark

MINIMUM SIZES

Horizontal primary logo must be **no smaller than 1.0"** in width

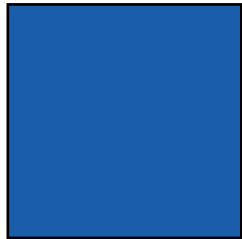Vertical primary logo must be **no smaller than .5"** in height

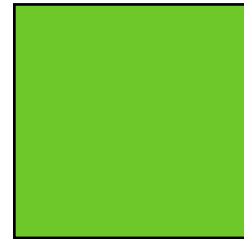Horizontal secondary logo must be **no smaller than .875"** in width

Vertical secondary logo must be **no smaller than .75"** in height
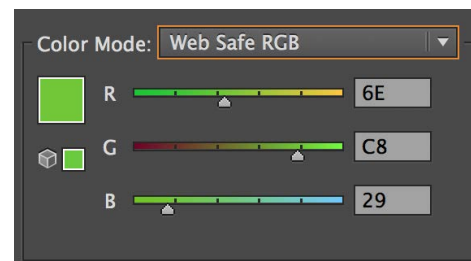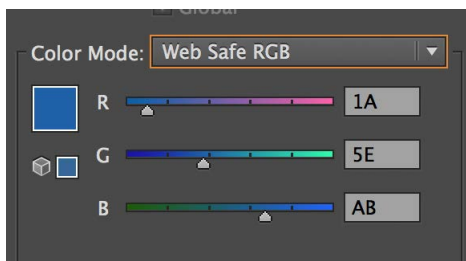
LOGO COLORS FOR PRINT & WEB

Only the Pantone Colors shown below or their equivalents should be used with the **monroe one identity.**

Pantone 2935
hex:006699

Pantone 375
hex:66CC33

Color Mode:	CMYK	
C		91.71 %
M		67.05 %
Y		1 %
K		0 %

Color Mode:	CMYK	
C		59.35 %
M		0 %
Y		100 %
K		0 %

Color Mode:	RGB	
R		26
G		94
B		171

Color Mode:	RGB	
R		110
G		200
B		41

Color Mode:	Web Safe RGB	
R		1A
G		5E
B		AB

Color Mode:	Web Safe RGB	
R		6E
G		C8
B		29
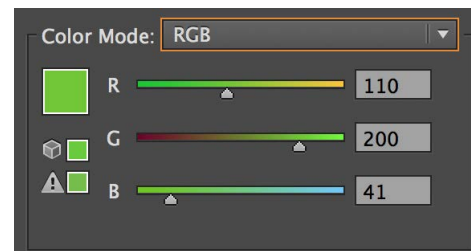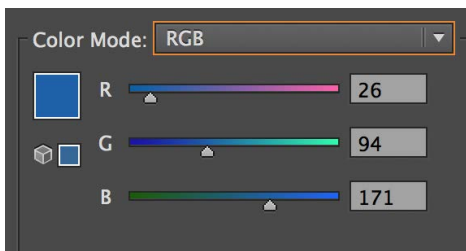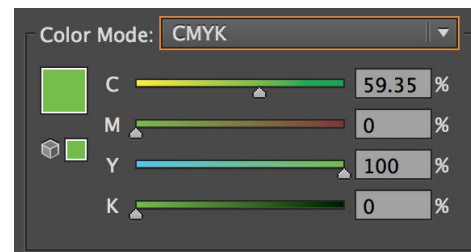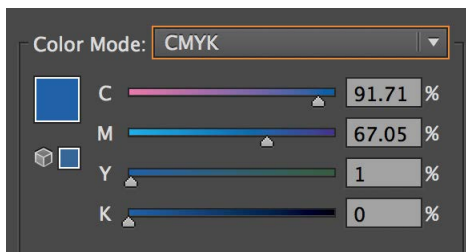
LOGO PLACEMENT

The minimum spacing requirements between the **monroe one** logo and other unconnected text or images is as follows:

height of symbol

width of
half symbol

height of symbol

width of
half symbol

ADDRESS BLOCKS

Spacing between logo and supporting text on all sides

41 O'Connor Road
Fairport, NY 14450

Typeface of text should be
Century Gothic or Avenir

LOGO FILE FORMAT BEST PRACTICE GUIDE

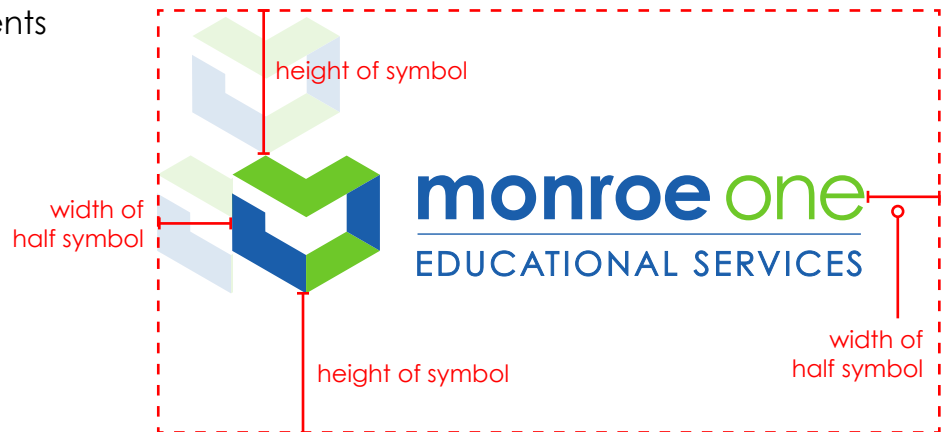| INTENDED PURPOSE/USE	BEST FILE FORMAT	DETAILS
website	.png (portable network graphic)	small file, best for simple graphics like logos or flat art
printed materials on paper	.eps	smooth edges, universal format
printed textiles or embroidery	.eps or .ai (adobe Illustrator)	smooth edges, native format **can be edited by printer**
printed mugs or promo items	.eps	smooth edges, universal format
other uses not described here	.jpg	(-) pixelated/ not smooth degraded quality in large sizes loses quality when saved due to file compression

LOGO VARIATIONS • HORIZONTAL

All of the **monroe one** logo variations below are available online at **www.monroe.edu/logo** and can be used by staff if guidelines are followed. If a department needs customization beyond what is available, please contact the School-Community Relations Office.

HORIZONTAL ● FULL-COLOR

HORIZONTAL ● BLUE TONES

*Light blue is **40% tint** of the **Pantone 2935** or color equivalents found on page 2*

HORIZONTAL ● BLACK

Single color other than black should be Pantone 2935 or color equivalents

HORIZONTAL ● WHITE

White versions of the logo can be used on simple, dark backgrounds

(Grey box shown for detail of white design reversed out of background color)

LOGO VARIATIONS • STACKED

STACKED • FULL-COLOR

STACKED • BLUE TONES

STACKED • BLACK

STACKED • WHITE

(Grey box shown for detail of white design reversed out of background color)

6

LOGO CUSTOMIZATION

Any horizontal or stacked version of the primary logo can be customized
with a department name under the **monroe one** as shown below.
Please contact the School-Community Relations office to discuss customization.

monroe one
DEPARTMENT NAME

DEPARTMENT NAME MUST BE:

Centered and NO WIDER THAN monroe one
Top aligned with bottom right corner of symbol
Century Gothic
ALL CAPS in *visibly smaller* point size
SAME COLOR as **monroe**

SAMPLE CUSTOMIZED LOGOS

monroe one
CULINARY ARTS

monroe one
ADULT EDUCATION

SECONDARY LOGOS

Use of secondary logo arrangements should be considered outside the regular needs of monroe one communications.

Possible applications include but are not limited to:

apparel
drinkware
stickers
watermarks
stamps
small promotional items

SECONDARY ● STACKED

SECONDARY ● HORIZONTAL

AVOIDING MISUSE

DO NOT substitute any other typeface in place of **Century Gothic** or **Avenir**

DO NOT use the monroe one lettemark as shown **without a subtitle** such as Educational Services or a dept.

DO NOT place your department name **above** the monroe one lettermark.

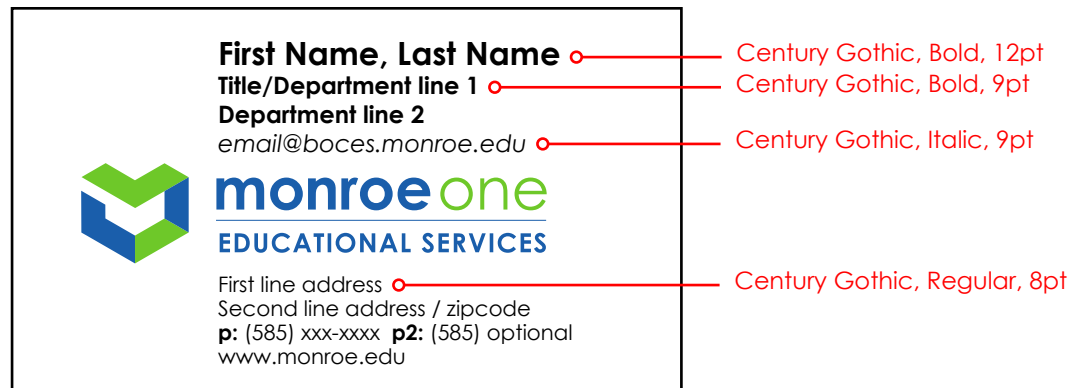**DO NOT** change the scale of the logo **disproportionately**.

BUSINESS CARD OPTIONS

ONE-SIDED

The majority of business cards can be one-sided to include all needed information.
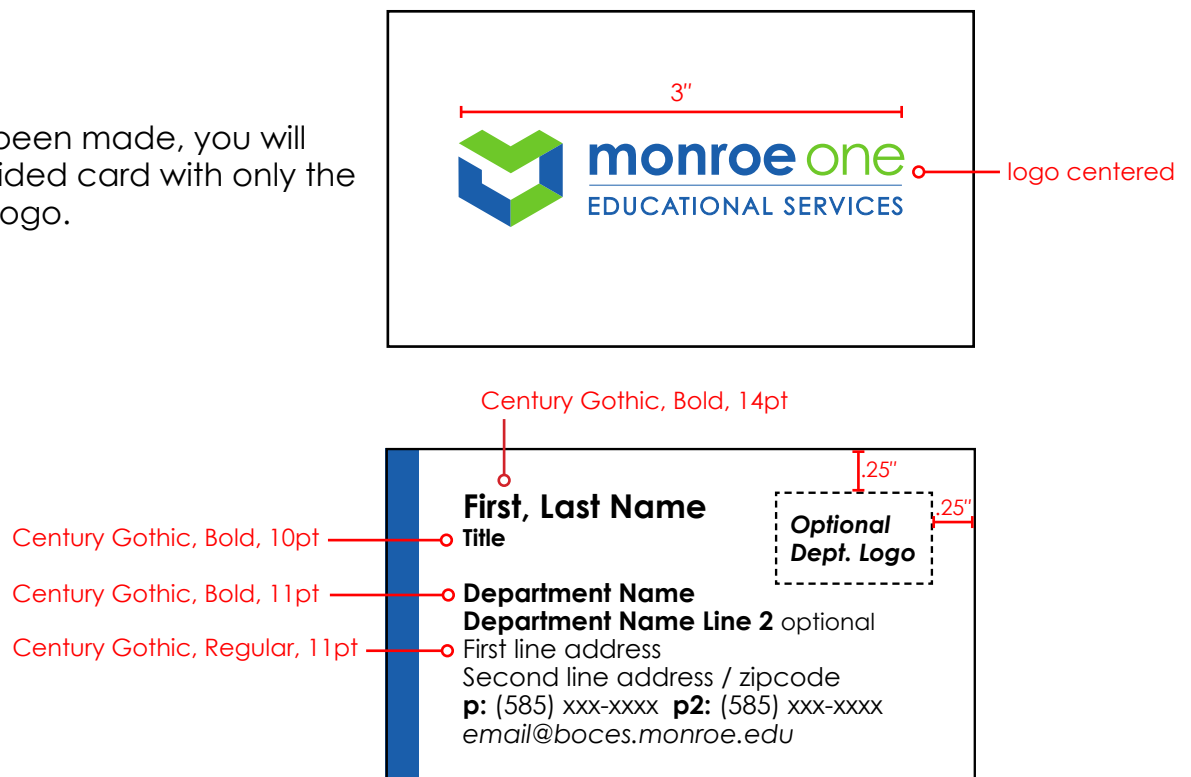***If you have a need not described here**, please contact the School-Community Relations office to discuss solutions.

First Name, Last Name — Century Gothic, Bold, 12pt
Title/Department line 1 — Century Gothic, Bold, 9pt
Department line 2
email@boces.monroe.edu — Century Gothic, Italic, 9pt

monroe one
EDUCATIONAL SERVICES

First line address — Century Gothic, Regular, 8pt
Second line address / zipcode
p: (585) xxx-xxxx **p2:** (585) optional
www.monroe.edu

TWO-SIDED

If your department or partner organization has a logo, you must consider the two-sided card so that the **monroe one** logo can stand alone and your department logo would appear on the side with your name and contact information.

If no request has been made, you will receive the one-sided card with only the **monroe one** logo.

3"

monroe one
EDUCATIONAL SERVICES

logo centered

Century Gothic, Bold, 14pt

.25"

First, Last Name
Title — Century Gothic, Bold, 10pt

.25"
Optional Dept. Logo

Department Name — Century Gothic, Bold, 11pt
Department Name Line 2 optional
First line address — Century Gothic, Regular, 11pt
Second line address / zipcode
p: (585) xxx-xxxx **p2:** (585) xxx-xxxx
email@boces.monroe.edu

APPROVED LETTERHEAD

CUSTOMIZED DEPARTMENT LETTERHEAD may be requested at **www.monroe.edu/letterhead**.

4"

.75"

.75"

Century Gothic, Bold, 14pt

Daniel T. White
District Superintendent

.75"

Century Gothic, Italic, 12pt

GENERAL LETTERHEAD
denotes the main switchboard
and web address and includes
superintendent's name

BOARD OF COOPERATIVE EDUCATIONAL SERVICES • 41 O'CONNOR ROAD, FAIRPORT, NY 14450
(585) 377-4660 • www.monroe.edu

.5"

Century Gothic, Regular, 11pt

APPROVED LETTERHEAD

Century Gothic, Bold, 11pt

monroe one
DEPARTMENT NAME

E. M. Ployed
Director — Century Gothic, Italic, 10pt

OPTION 2:
Primary or customized **monroe one** logo

Administrator name **TOP RIGHT**

DEPARTMENT NAME
(OR SERVICES separated by vertical lines)
in footer above the line

Century Gothic, Bold, 11pt (all names)

Century Gothic, Italic, 10pt
(all titles)

monroe one
EDUCATIONAL SERVICES

EMCC

First Lastname
Principal
Firstname Last
Assistant Principal

SERVICE OFFERED | ANOTHER SERVICE OFFERED | ADDITIONAL
BOARD OF COOPERATIVE EDUCATIONAL SERVICES • 41 O'CONNOR ROA
(585) 387-3815 • www.monroe.edu/emcc

Century Gothic, Bold, 11pt, Blue

Century Gothic, Regular, 11pt

OPTION 3:
DEPARTMENT LOGO
appears at **TOP RIGHT**

must be B&W
and NO LARGER THAN
monroe one logo

Century Gothic, Bold, 11pt, Blue — EASTERN MONROE CAREER CENTER
Century Gothic, Regular, 11pt — BOARD OF COOPERATIVE EDUCATIONAL SERVICES • 41 O'CONNOR ROAD, FAIRPORT, NY 14450
(585) 387-3815 • www.monroe.edu/emcc

ENVELOPES & FOLDERS

Envelopes and folders can be ordered by the **CASE ONLY** and
ARE NOT kept in stock by the Imaging Center.
Please order enough of these items to last one full year.

*You may continue to use existing envelopes with the old logo until 2017-2018 school year.
Labels are available upon request if you have inventory beyond this date.

HISTORY OF MONROE ONE LOGO

1982–1998: "THE SYMBOL"
The BOCES symbol was developed in order to maintain a consistent public image. Its ten horizontal lines each represented one of the component districts in order to emphasize the idea that BOCES is a cooperative effort. The shape within the circle represented the individuality of every person at BOCES.

NOVEMBER 1998–2016: "GLOBE"
The globe logo was adopted in 1998 to communicate the key elements of Monroe #1 BOCES' vision statement: innovation, collaboration and leadership. A globe was used as part of the design to represent the direction to "work locally, plan regionally, and think globally."

Later, staff members started using just the round center of the "globe" logo for many applications because the complete logo would not reduce well enough to maintain details in short, fixed spaces (such as website headers).

OCTOBER 2016 (PRESENT): "OUTSIDE THE BOX"
As a result of a year of staff input, student research and creativity, as well as professional guidance from one of the area's largest design firms, the "Outside the Box" logo was developed. The new, student-created logo is a modern visual representation of many of **monroe one's** core values including community, education, partnership, collaboration, caring and service.