VISUAL BRAND

Burlington Area School District
April 11, 2022

Seeking a Visual Brand that

- reflects the district's **compassion, commitment, and comprehensive** offerings
- **is recognizable** and synonymous Burlington Area School District's quality educational experience
- an identity that feels **clean, crisp, and modern**
- answers how to represent the district's **"Demon"** mascot
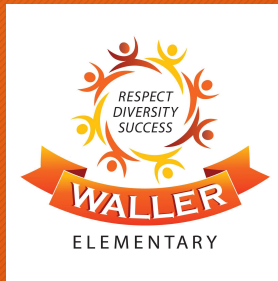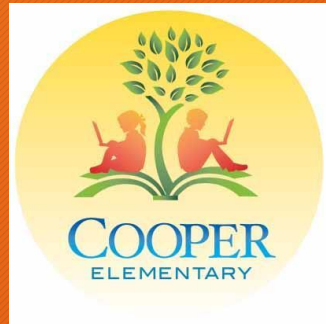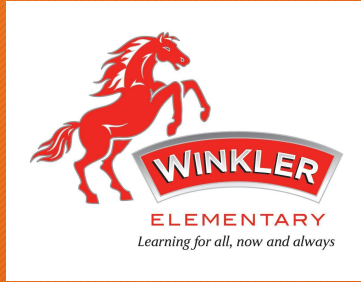- promotes every student, staff member and community member's **sense of belonging**.

Current District Branding
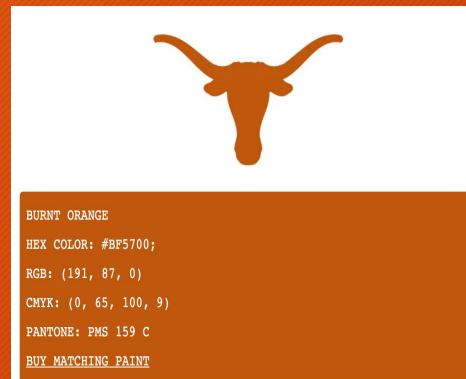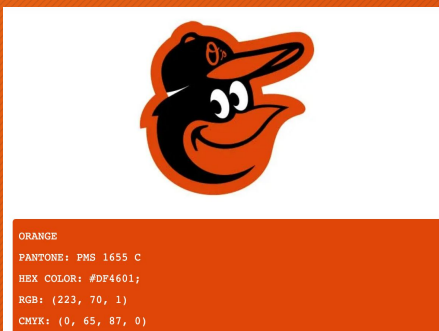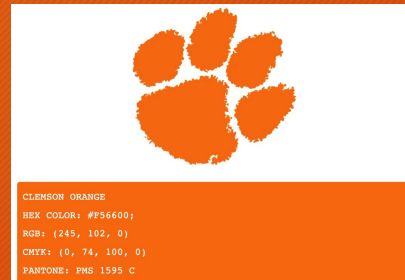

#BASD3cs
- Compassionate
- Committed
- Comprehensive

Current District Branding

Districtwide
- K-5 have separate logos and mascots
- Lack of consistency

What Orange?

ORANGE
PANTONE: PMS 1655 C
HEX COLOR: #FB4F14
RGB: (251, 79, 20)
CMYK: (0, 85, 100, 0)

ORANGE
HEX COLOR: #FF7300;
RGB: (255, 124, 25)
CMYK: (0, 65, 90, 0)
PANTONE: PMS 021 U (PMS 166C)

ORANGE
PANTONE: PMS 165 C
HEX COLOR: #F96302;
RGB: (255 103 31)
CMYK: (0 70 100 0)

CLEMSON ORANGE
HEX COLOR: #F56600;
RGB: (245, 102, 0)
CMYK: (0, 74, 100, 0)
PANTONE: PMS 1595 C

ORANGE
PANTONE: PMS 1655 C
HEX COLOR: #DF4601;
RGB: (223, 70, 1)
CMYK: (0, 65, 87, 0)

BURNT ORANGE
HEX COLOR: #BF5700;
RGB: (191, 87, 0)
CMYK: (0, 65, 100, 9)
PANTONE: PMS 159 C
BUY MATCHING PAINT

Consistency
- Look
- Color
- Font

Consistency in how we present the Burlington Area School District

Committee

- 3 Students
- 3 Teachers
- 2 Staff
- 1 Board member
- 1 Community member

Alumni, Parents, Graphic Design, and Local Businesses

Process

- Four Brand Advisory Committee Meetings (March 15, April 13, April 21, May 16)

- Student Focus Group (April 13)

- Community Survey (April)

Roll out: May

- Implement Guidebook
- Update Letterhead / Forms
- Update most visible logos
- Replacement schedule

Questions?