**Branding Guide for Biddeford Schools and Athletics**

**Logos and Seals**  
To maintain brand consistency, any logo used should meet all School Department guidelines as it is a direct reflection of the School Department. Logos may not be used for commercial purposes without prior approval of the Communications Office. All questions can be directed to Karen Chasse at 207-391-6885 or kchasse@biddefordschools.me

The font usage is Garamond for the words “Biddeford Schools” and Century Gothic for the names of the schools. Logos should maintain exact proportion and not be distorted to fit the user’s desire. Any logo variations must be approved in advance by the Communications Office.

The below logos are the strongest visible symbols of Biddeford Schools and represent the entire department. They should be utilized in accordance with the following standards, codes, and files. Questions about designated use should be directed to kchasse@biddefordschools.me

1. [**Seal**](https://drive.google.com/drive/folders/0BwQEnD4HBE0DR1pxYnNMZlpwclk)
   1. Diplomas
   2. Transcripts
   3. Collegiate Correspondence
   4. NCAA certification
   5. Profile
2. [**BiddefordSchools**](https://drive.google.com/drive/folders/0Bwfouek8G0dLYWFEYWh4Y2l3VFk) **Device**
   1. Website Masthead
   2. Letterhead
      1. District
      2. BRCOT
      3. BHS
      4. APC
      5. BMS
      6. BIS
      7. BPS
      8. JFK
      9. Adult Education
   3. Business Cards
3. **Athletics Logos**
   1. [Tiger Paw](https://drive.google.com/drive/folders/0Bwfouek8G0dLYWFEYWh4Y2l3VFk)
   2. [Tiger Pride Banner](https://drive.google.com/drive/folders/0Bwfouek8G0dLYWFEYWh4Y2l3VFk)
   3. [Tiger Pride Banner in Black Paw](https://drive.google.com/drive/folders/0Bwfouek8G0dLYWFEYWh4Y2l3VFk)
   4. [Tiger Eyes](https://drive.google.com/drive/folders/0Bwfouek8G0dLYWFEYWh4Y2l3VFk)

**Approved Color Swatch:**

* Orange
  + RGB:
    - R=245; G=130; B=32
  + CMYK:
    - C=0; M=60; Y=100; K=0
* Grey
  + RGB:
    - R=167; G=169; B=172
  + CMYK:
    - C=36; M=28; Y=27; K=0
* Black
  + RGB:
    - R=0; G=0; B=0
  + CMYK:
    - C=75; M=68; Y=67; K=90
* White
  + RGB:
    - R=255; G=255; B=255
  + CMYK:
    - C=0; M=0; Y=0; K=0

**Approved Font Book, Print**

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

Garamond

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

Century Gothic

**Approved Font Book, Web Safe**

Palatino