

BRYAN

≡ MIDDLE SCHOOL ≡

Brand Book



The contents of this book have been carefully designed to represent the Bryan Middle School Bears. Please adhere to the following guidelines to ensure consistency and proper usage. Thank you and **GO BEARS.**

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IDENTITY ELEMENTS

BRYAN MIDDLE SCHOOL LOGOTYPE



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BMS BEARS LOGOTYPE



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BEAR HEAD LOGOMARK



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BMS BEARS LOCKUP



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BEARS LOCKUP



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BEAR CLAW LOGOMARK



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DO'S & DON'TS

DON'T STRETCH OR SCRUNCH.



DON'T REARRANGE THE PIECES.



DON'T SWITCH OUT THE COLORS.



DON'T CHANGE THE FONTS.



DON'T ROTATE OR ADD SHADOWS.



DON'T PLACE OVER COMPLEX BACKGROUNDS OR PHOTOS.



DON'T USE ELEMENTS ON BACKGROUNDS THAT DON'T HAVE CONTRAST.



DON'T CROWD THE LOGO.



Let the logo breathe by keeping space around it.

DON'T USE THE ELEMENTS AT TINY SIZES THAT MAKE IT DIFFICULT TO READ.



BRYAN MIDDLE SCHOOL LOGOTYPE

BRYAN
≡ MIDDLE SCHOOL ≡

GREEN

BRYAN
≡ MIDDLE SCHOOL ≡

BLACK

BRYAN
≡ MIDDLE SCHOOL ≡

YELLOW

BRYAN
≡ MIDDLE SCHOOL ≡

WHITE

BMS BEARS LOGOTYPE

≡ BRYAN MIDDLE SCHOOL ≡
BEARS

GREEN

≡ BRYAN MIDDLE SCHOOL ≡
BEARS

BLACK

≡ BRYAN MIDDLE SCHOOL ≡
BEARS

YELLOW

≡ BRYAN MIDDLE SCHOOL ≡
BEARS

WHITE

BMS BEARS LOGOTYPE - SPORTS/ACTIVITIES

≡ BRYAN MIDDLE SCHOOL ≡
BEARS
ATHLETICS

ATHLETICS CAN BE
REPLACED WITH ANY
SPORT OR ACTIVITY
NAME WITH THE
APPROVED TEMPLATES

GREEN

≡ BRYAN MIDDLE SCHOOL ≡
BEARS
FOOTBALL

BLACK

≡ BRYAN MIDDLE SCHOOL ≡
BEARS
ROBOTICS CLUB

YELLOW

≡ BRYAN MIDDLE SCHOOL ≡
BEARS
TRACK & FIELD

WHITE

BEAR HEAD LOGOMARK



GREEN



3 COLOR



BLACK



YELLOW

USE ON DARK BACKGROUND ONLY



3 COLOR - YELLOW BORDER

USE ON DARK BACKGROUND ONLY



WHITE

USE ON DARK BACKGROUND ONLY

BMS BEARS LOCKUP



GREEN



3 COLOR



BLACK



YELLOW

USE ON DARK BACKGROUND ONLY



3 COLOR - YELLOW BORDER

USE ON DARK BACKGROUND ONLY



WHITE

USE ON DARK BACKGROUND ONLY

BEARS LOCKUP



GREEN



3 COLOR



BLACK



YELLOW

USE ON DARK BACKGROUND ONLY



3 COLOR - YELLOW BORDER

USE ON DARK BACKGROUND ONLY



WHITE

USE ON DARK BACKGROUND ONLY

BEARS LOCKUP - SPORTS/ACTIVITIES

ATHLETICS CAN BE REPLACED WITH ANY SPORT OR ACTIVITY NAME
WITH THE APPROVED TEMPLATES



GREEN



3 COLOR



BLACK



YELLOW

USE ON DARK BACKGROUND ONLY



3 COLOR - YELLOW BORDER

USE ON DARK BACKGROUND ONLY



WHITE

USE ON DARK BACKGROUND ONLY

BEAR CLAW LOGOMARK



GREEN



3 COLOR



BLACK



YELLOW

USE ON DARK BACKGROUND ONLY



3 COLOR - YELLOW BORDER

USE ON DARK BACKGROUND ONLY



WHITE

USE ON DARK BACKGROUND ONLY

COLOR PALETTE

PRIMARY COLORS

BEAR YELLOW

PMS 116
CMYK 0 14 100 0
RGB 255 212 47
HEX #FFD42F

BEAR GREEN

PMS 554
CMYK 84 22 77 60
RGB 0 76 50
HEX #004C32

SECONDARY COLORS

PMS 7561
CMYK 21 40 90 64
RGB 96 72 23
HEX #604817

PMS 1245
CMYK 6 35 99 18
RGB 198 144 44
HEX #C6902C

PMS 7726
CMYK 100 0 93 29
RGB 0 128 70
HEX #008046

PMS 553
CMYK 82 30 65 76
RGB 0 51 39
HEX #003327

NEUTRALS

BLACK

GRAY
(75% BLACK)

GRAY
(40% BLACK)

GRAY
(15% BLACK)

TYPOGRAPHY

FACTORIA

FEAR NONE. RESPECT ALL.

Factoria Book
Factoria Demi
Factoria Bold
Factoria Black

Raleway

Peers respecting individuality, diversity & excellence.

Raleway Light
Raleway Regular
Raleway Bold
Raleway ExtraBold

SAMPLE EXPRESSIONS





BRYAN
≡ MIDDLE SCHOOL ≡

11.2017

CHISEL

