



BELLEVUE
INDEPENDENT SCHOOLS



Brand Guidelines

2025

PART 01

OUR BRAND

BRANDMARK

COLOR PALETTE & TYPOGRAPHY

PHOTOGRAPHY STYLE

ADDITIONAL BRAND ASSETS



PRIMARY LOGO



This is the primary logo lockup. This logo is to be used persistently and consistently across all appropriate BISD (Bellevue Independent School District) touchpoints.

PRIMARY LOGO COLOR VARIATIONS



One color

*Can be Slate Grey, Collegiate Gold, or White



One color on photo

*Can be Slate Grey, Collegiate Gold, or White



One color- white on black



One color- black on white

LOGO MINIMUM SIZE



The logo should never be smaller than 2 inches in width. This ensures maximum legibility.

When the primary logo lockup reaches the minimum size, the secondary logo lockup is used.

LOGO DO NOTS



DO NOT change the color of any part of the logo



DO NOT stretch or compress the logo



DO NOT overlay the logo on a low contrast color



DO NOT overlay the logo on a low contrast and complex photo

SECONDARY LOGO LOCKUP



This logo lockup is to be used when the primary logo reaches it's minimum width size. This secondary lockup can be used in cases where a horizontal format is required.

SECONDARY LOGO COLOR VARIATIONS



One color

*Can be State Grey, Collegiate Gold, or White



One color on photo

*Can be State Grey, Collegiate Gold, or White



One color- white on black



One color- black on white

LOGO MINIMUM SIZE



The logo should never be smaller than 2 inches in width. This ensures maximum legibility.

When the primary logo lockup reaches the minimum size, this secondary logo lockup is used.

Logo DO NOTs



DO NOT change the color of any part of the logo



DO NOT stretch or compress the logo



DO NOT overlay the logo on a low contrast color



DO NOT overlay the logo on a low contrast and complex photo

COLOR PALETTE

PRIMARY COLORS

SLATE GREY

C0 M0 Y0 K90 | R65 G64 B66 | #414042

COLLEGIATE GOLD

C28 M47 Y93 K3 | R184 G135 B57 | #B88739

WHITE

C0 M0 Y0 K0 | R255 G255 B255 | #FFFFFF



The primary color palette consisting of Slate Grey, Collegiate Gold, and White should be used across all touchpoints BSD touchpoints.

The primary color for body copy is Slate Grey. Light Grey can be used to deprioritize certain pieces of information when appropriate.

Bright Gold is an accent color and should be used minimally across specific touchpoints. These touchpoints include grade-specific applications, wearables, and grade-specific environmental graphics.

Primary & Secondary colors for body copy

SLATE GREY

C0 M0 Y0 K90 | R65 G64 B66 | #414042

LIGHT GREY

C0 M0 Y0 K40 | R167 G169 B172 | #A7A9AC

Accent colors

LIGHT GREY

C0 M0 Y0 K40 | R167 G169 B172 | #A7A9AC

BRIGHT GOLD

C0 M18 Y100 K3 | R248 G200 B3 | #F8C803

TYPOGRAPHY

DIN PRO

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

DIN PRO is the primary typeface used throughout the BSD brand. This font should be used in headlines and body copy.

This font can be purchased at: <https://www.myfonts.com/fonts/-fontfont/ff-din/>

HELVETICA

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

When DIN PRO is not available, Helvetica can be used across BSD touchpoints.

PHOTOGRAPHY STYLE + PATTERN/PHOTO ACCENTS

PRIMARY PHOTOGRAPHY STYLE



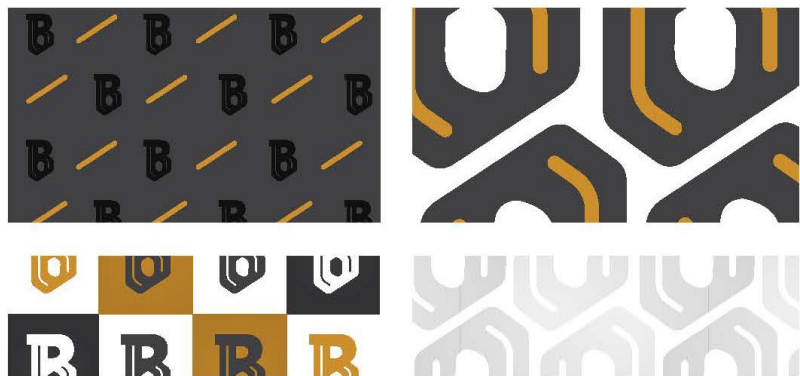
Photos selected to represent BISD should have the following characteristics:

- + Unique angles and intimate crops on individual expressions
- + Candid students, faculty, and community with approachable expressions
- + Overall sense of optimism
- + Strong presence of light

Photography can be cropped in three ways:

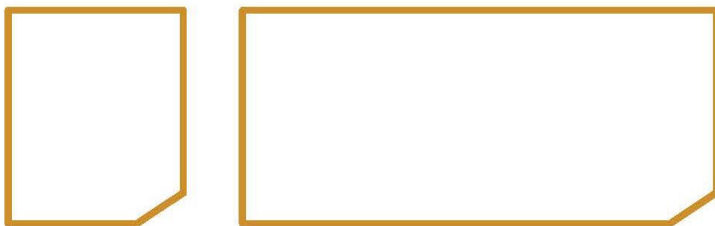
- + Full Bleed Photography
- + Cropped in the Bellevue Holding Device (see page 07 for graphic use)
- + Cropped within a rectangle or square shape

BELLEVUE PRINTS & PATTERNS



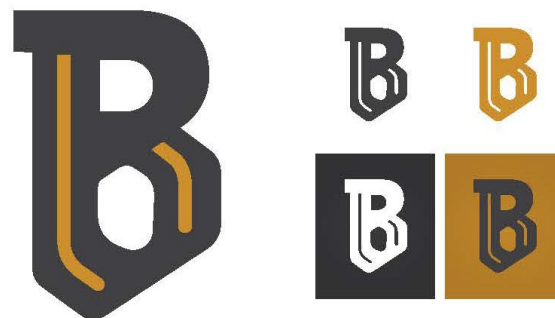
These print and patterns can be utilized across multiple touchpoints including stationery, environmental graphics, posters, wearables, and/or community collateral. Reference Section 02 of these guidelines to see examples of how these patterns can be used.

BELLEVUE HOLDING DEVICE



The Bellevue Holding Device can be used to house key pieces of information, pictures, graphics, etc.. It can be in a vertical, horizontal, or square format. In all instances, the holding shape should have a 30 degree angle cut out of the bottom right hand corner and can be either slate grey, collegiate gold, or white.

THE BELLEVUE "B"



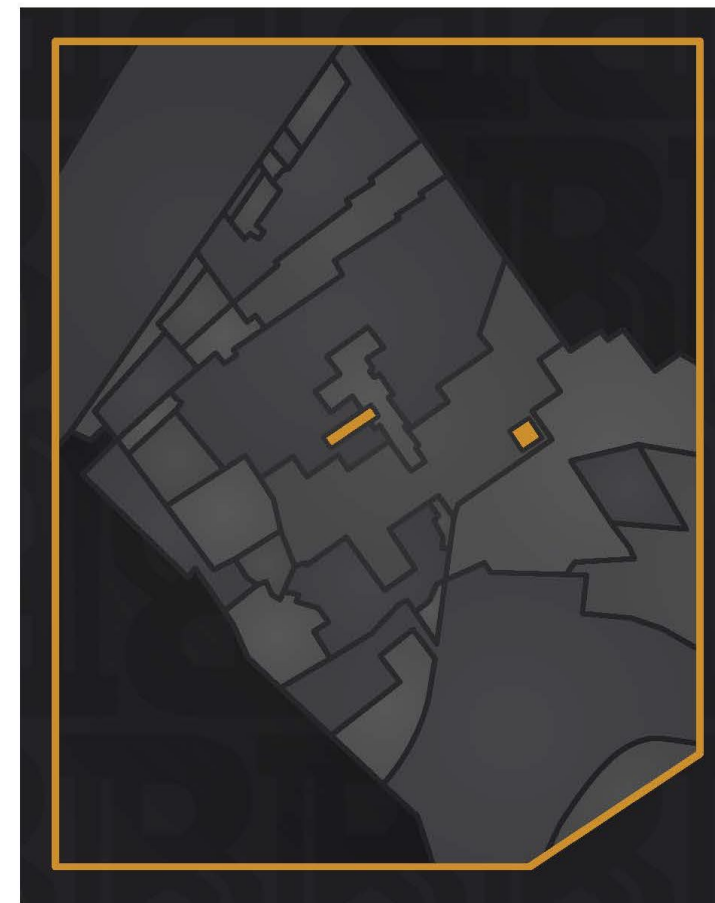
The Bellevue "B" can be extracted from the logo and used as a graphic element across multiple touchpoints. Reference Section 02 of this guidelines document to see examples of how this can be used. The color variations are above.

GRAPHIC ANGLE



The graphic angle should always be at a 30 degree angle and can be either slate grey, collegiate gold, or white. This angle is directly reflective of the Bellevue "B." Reference examples throughout these guidelines to how it can be used.

BELLEVUE CITY GRAPHIC



This Bellevue District Graphic should be used as a hero element with specific pieces of collateral such as posters, street signage, and environmental graphics. The BISD school district is highlighted in collegiate gold.

PART 02

OUR BRAND ACTIVATION

GRADE-SPECIFIC BRANDMARKS

BUSINESS SUITE

ENVIRONMENTAL GRAPHICS

WEARABLE APPLICATIONS

DIGITAL DESIGN INTENT



PRIMARY GRADE-SPECIFIC SCHOOL LOGO

Below are the primary and secondary logo lockups per the specific grade levels of the school.

These logos are to be used persistently and consistently across all appropriate grade-level specific touchpoints.



SECONDARY LOGO LOCKUP



SECONDARY LOGO LOCKUP



SECONDARY LOGO LOCKUP







To Whom This May Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus feugiat, purus eget elementum finibus, augue orci tincidunt dui, id eleifend odio massa in purus. In tempus fermentum metus eget iaculis. Sed sed neque ac tortor ornare lobortis a vel quam. Nunc in ipsum et est rhoncus ullamcorper. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Mauris eget purus feugiat justo pulvinar tristique. Ut tempor ultrices euismod.

Suspendisse mauris enim, porta ac augue in, cursus scelerisque sapien. Nam vitae urna congue, pulvinar libero id, dignissim nunc. Aenean feugiat nunc quam, finibus molestie augue egestas ac. Maecenas in orci quam. Donec lobortis sagittis gravida. Duis non nunc risus. Praesent vel molestie ex, ut lobortis ex. Sed at elementum libero, eleifend sollicitudin mi.

Suspendisse mauris enim, porta ac augue in, cursus scelerisque sapien. Nam vitae urna congue, pulvinar libero id, dignissim nunc. Aenean feugiat nunc quam, finibus molestie augue egestas ac. Maecenas in orci quam. Donec lobortis sagittis gravida. Duis non nunc risus. Praesent vel molestie ex, ut lobortis ex. Sed at elementum libero, eleifend sollicitudin mi.

Best,

John Doe



JOHN DOE
TITLE GOES HERE
JOHNDOE@EMAILADDRESS.COM

219 CENTER STREET
BELLEVUE, KY 41073

P: 859.000.0000
F: 959.000.0000



PART 02

WEARABLE APPLICATIONS



PART 03

WHO WE ARE

OUR TAGLINE

OUR MISSION & VISION

OUR PRINCIPLES





BELLEVUE

INDEPENDENT SCHOOLS



Inclusive Community Schools

The **VUE** Vision

To develop
COURAGEOUS THINKERS
and CONFIDENT LEARNERS,
ready to thrive & positively
impact the world
around them.

The **VUE** Mission

Through an ENGAGING
environment, we EQUIP
students with essential
skills; EMPOWERING
them to accomplish
their goals.

Our CORE Values

INCLUSIVITY

We value diversity & the unique contributions each student brings to the classroom. In our district every child shall feel safe & have a sense of belonging. Strengthen our community by valuing people for who they are, nurturing our diversity, & embracing the contributions of all students, families, & staff.

PERSONALIZATION

We aim to customize learning for each student's strengths, needs, skills, & interests. Each student gets personal attention to create a learning path based on their best interest.

WHOLE CHILD EDUCATION

We will create an environment that fosters the intellectual, physical, mental, & social-emotional growth of all students in order to equip them with a solid education & important life skills to help them reach their full potential.

HIGH EXPECTATIONS

We believe all students are capable of achieving at high levels & it is our job to guide students in demonstrating rigorous, challenging, & high quality work.

FAMILY & COMMUNITY PARTNERSHIPS

We value collaboration & open communication with our families & community, and promote shared responsibility for the learning of our students.

SAFETY

We are committed to providing an encouraging environment where all members of the school community treat one another with kindness & respect in order to promote social & creative learning.

Bellevue Middle/High School has #TigerPRIDE

#TigerPRIDE

Purpose

Respect


Integrity

Determination

Excellence

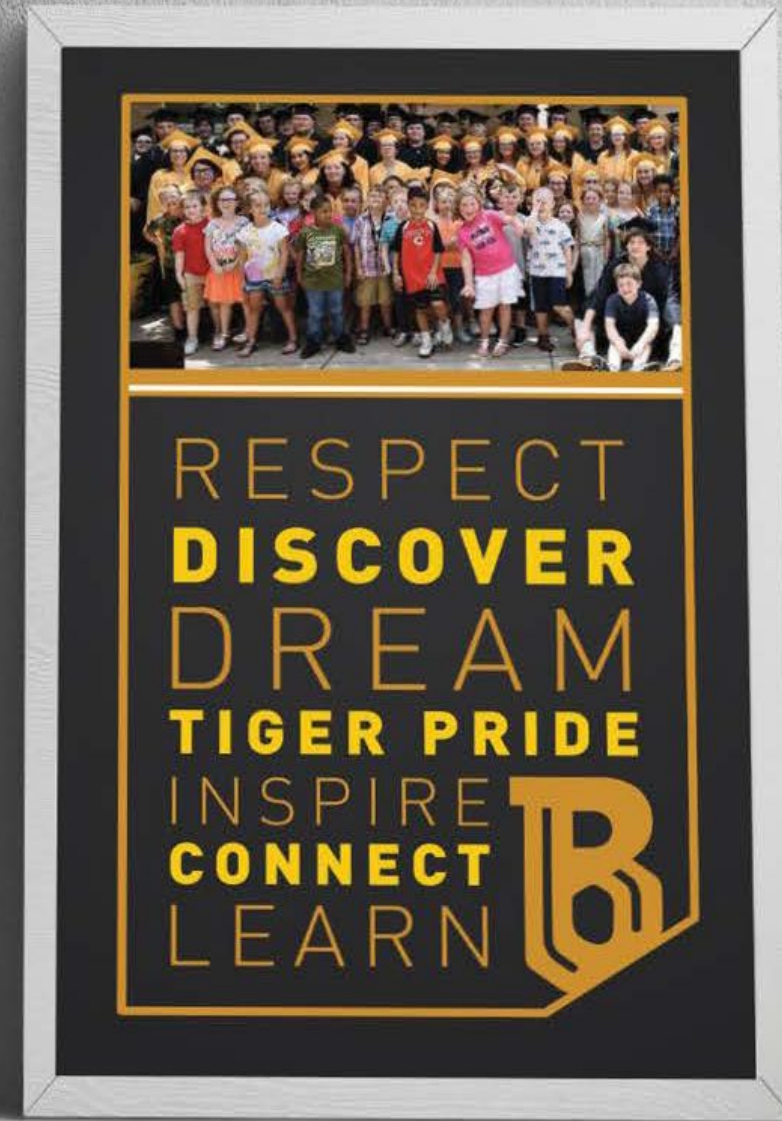
Hallway Expectations

- Respect the Learning Environment
- Use Appropriate Language and Voice Level
- Walk Directly to Your Destination
- Be On Time



PART 02

DIGITAL DESIGN INTENT





BELLEVUE
INDEPENDENT SCHOOLS



Inclusive Community Schools