
OCMBOCES

Committed to Your Success



OCM BOCES Logo Use

guidelines

2013-2014

OCM BOCES Logo Use

OCM BOCES introduced a new logo in 2007. Professional graphic designers at Mark Russell Associates (MRA) were charged with the task of developing an image to represent OCM BOCES' inner core of innovation, collaboration, responsiveness and service. The symbolism of six figures with their heads together represents our major divisions of Central Administration, the Regional Information Center, Management Services, Instructional Support Services, Student Services and Administrative Services...working, thinking and problem solving together

for our districts, staff, community and students. Included in the body of the logo is the statement that guides us, "Committed to your success."

How OCM BOCES is perceived is in large measure the result of corporate image, public perception, and the totality of communications that shape the mind-set of our customers, colleagues, suppliers, students, or the community at large.

Corporate identity, or brand-recognition, plays a pivotal role in contributing to the image of OCM BOCES. The OCM BOCES logo is a means

of symbolizing and differentiating our identity in the market. Correct usage of the our logo keeps its position strong and creates long-term value to OCM BOCES.

That is why your cooperation is so necessary to successfully achieving brand-recognition in the community. To assist you in this endeavor, these guidelines for logo usage have been prepared for your reference.

Any derivation from these guidelines requires approval from the OCM BOCES District Superintendent.

Formats

guidelines

Below are acceptable formats of the logo. The top version, with two colors and the tag line, "Committed to Your Success" is the preferred version. Use this version whenever possible. It can be used in spot color or process color.

The logo may be printed using two-color printing, process or spot color or in black and white. In two-color printing, the logo must be produced using Pantone 640 and Pantone 534. If process color is used, the colors should match those specified.

	Pantone 640 Blue CMYK (C=100, M=0, Y=0, K=22)
	Pantone 534 Blue CMYK (C=100, M=80, Y=30, K=5)
	Pantone Black CMYK (C=0, M=0, Y=0, K=100)

Preferred Format

Pantones 640 and 534

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Acceptable Formats

Black ink only

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Pantone 534 only

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Alterations

Do not make any alteration to the logo. Do not crop the logo or add additional elements. The logo should not be placed at an angle. The words should be horizontal.

The proportions of the logo should not be changed. It may be enlarged or reduced, but not stretched in either dimension.

No!

~~OCMBOCES~~

~~Committed to Your Success
Administration~~



No!

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No!

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~~Committed to Your Success~~



No!

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Backgrounds

If the logo appears on a colored background, a white box should be placed around the logo. The logo should not appear either over or under text.



No!

~~background background background background
background background background background
background background background background
OCMBOCES background background
background background background background~~



Usage on Materials

Electronic versions

Electronic versions of the OCM BOCES logo have been made available to members of Administrative Council.

Display ads

In small display ads, the basic logo is to be used in one color black (with gray scaling or outlines) or one color Pantone 534 (with color-scaling or outlines).

Brochures, flyers & publications

The OCM BOCES logo with the “Committed to Your Success” tag line must be displayed in any publications.

Letterhead & Memos

The OCM BOCES logo with the “Committed to Your Success” tag line should be used in the upper right-hand corner of the page. On electronic letterhead and memos, personal identification can be added underneath the logo. A Sans Serif font (ie., Arial or Gil Sans) should be used and the text should be right justified flush to the “S” in BOCES. Additionally, a Sans Serif font (ie., Arial or Gil Sans) should be used in the body of the letter/memo.

Envelopes

The OCM BOCES logo with the “Committed to Your Success” tag line must be located in the upper left-hand corner of the envelope with address information below in a Sans Serif font (ie., Arial or Gil Sans.) The address text should be right justified flush to the “S” in BOCES.

Business Cards

OCM BOCES business cards have been designed and are available through the Regional Information Center. These are the only business cards that should be used.

