

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.**

IDENTITY ELEMENTS	3
DO & DON'TS	4
BRYAN MIDDLE SCHOOL LOGOTYPE	5
BMS BEARS LOGOTYPE	6
BEAR HEAD LOGOMARK	8
BMS BEARS LOCKUP	9
BEARS LOCKUP	10
BEAR CLAW LOGOMARK	12
COLOR PALETTE	13
TYPOGRAPHY	14
SAMPLE EXPRESSIONS	15



IDENTITY ELEMENTS

BRYAN MIDDLE SCHOOL LOGOTYPE



PAGE 5

BMS BEARS LOGOTYPE



PAGE 6

BEAR HEAD LOGOMARK



PAGE 8

BMS BEARS LOCKUP



PAGE 9

BEARS LOCKUP



PAGE 10

BEAR CLAW LOGOMARK



PAGE 12

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.



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



Let the logo breathe by keeping space around it.

BRYAN MIDDLE SCHOOL LOGOTYPE

BRYAN
≡ MIDDLE SCHOOL ≡

GREEN

BRYAN
≡ MIDDLE SCHOOL ≡

BLACK

BRYAN
≡ MIDDLE SCHOOL ≡

BLACK

BRYAN
≡ MIDDLE SCHOOL ≡

WHITE

BMS BEARS LOGOTYPE

≡ BRYAN MIDDLE SCHOOL ≡
BEARS

GREEN

≡ BRYAN MIDDLE SCHOOL ≡
BEARS

BLACK

≡ BRYAN MIDDLE SCHOOL ≡
BEARS

BLACK

≡ 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

BLACK

≡ BRYAN MIDDLE SCHOOL ≡
BEARS
TRACK & FIELD

WHITE

BMS BEARS 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

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 - 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

BRYAN GREEN
PMS 554

SECONDARY COLORS

BEAR BROWN
PMS 7561

BEAR ORANGE
PMS 1245

MIDDLE GREEN
PMS 7726

DARK GREEN
PMS 553

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 =



**FEAR
NONE.
RESPECT
ALL.**

= BRYAN MIDDLE SCHOOL =
BEARS





BRYAN
≡ MIDDLE SCHOOL ≡

11.2017

CHISEL

