

**BIRMINGHAM CITY SCHOOLS**  
BRAND IDENTITY



## THE BCS LOGO

The goal of the Birmingham City Schools logo is to create a visual representation of what the district aims to provide for students. This logo embodies Birmingham City Schools' values — opportunity, growth and leadership.

### MASTER LOGO



### SECONDARY LOGO



### TAG LINE

**BUILDING LEADERS. IMPACTING THE WORLD.**

#### BRAND CHARACTERISTICS:

- **Progressive** - /pr 'gresiv/ — favoring or promoting change or innovation
- **Innovative** - /'in ,vādiv/ — introducing new ideas; original and creative in thinking
- **Visionary** - /'viZH ,nerē/ — thinking about, or planning, the future with imagination or wisdom

#### BRAND VALUES:

- BCS must **define** and **lead** Birmingham
- BCS must prepare students for **global competition**
- BCS must connect students to **opportunity**
- BCS must matter in Birmingham's **growth**

ABOUT THE  
BCS LOGO

The flame in this logo is a reminder of the original logo and how it impacted Birmingham City Schools. Today, this flame represents the growth and passion that the students can achieve that will lead to global excellence.



**BIRMINGHAM**  
CITY SCHOOLS  
BUILDING LEADERS. IMPACTING THE WORLD.

The size of the font for Birmingham is intentional. It represents the large role Birmingham City Schools must play in driving and shaping the future of the Magic City.

The stylized A is a nod to aspirations to become an education model that Alabama looks to for innovation.

The shield represents strength, a controlled environment and safety.

An open door represents the opportunities for growth and leadership that each student will receive by attending Birmingham City Schools.

COLORS



#F6B829  
R246 G184 B41  
C3 M29 Y96 K0

#145261  
R20 G82 B97  
C91 M56 Y47 K28

#092936  
R9 G41 B54  
C93 M70 Y54 K59

#541011  
R84 G16 B17  
C39 M91 Y81 K61

ACCEPTABLE  
VARIATIONS

MASTER LOGO VARIATIONS



SECONDARY LOGO VARIATIONS



## USING THE BCS LOGO

Ensure designated clear space, the size of the “C” in city, surrounds the logo at all times.



## UNACCEPTABLE USE OF BCS LOGO

Never add or replace elements.

Never apply effects such as drop shadows, bevels or gradations. Examples are below. Here are a few other mistakes to avoid:

- Don't change the proportions of the logo.
- Don't skew or distort the logo.
- Don't outline the logo.
- Don't fill the logo with a photo, texture or pattern.
- Don't partially adjust color or tint of letter forms.
- Don't add any words or phrases to the logo.
- Don't nest copy or other logos adjacent to the logo.
- Don't place the logo including image or font into verbiage.

## UNACCEPTABLE EXAMPLES OF THE BCS LOGO



**DROP SHADOW**



**BEVEL (3D EFFECT)**



**GRADATION**

## FONTS

For all official branded materials, use Gotham Book, Gotham Bold and Gotham black for typesetting. Additional weights, along with italics and condensed versions, may be used to emphasize information.

### GOTHAM BOOK (REGULAR)

Use Gotham Book (Regular) for body text.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

### GOTHAM BOLD

Use Gotham Bold for titles or subtitles.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

### GOTHAM BLACK

Use Gotham Black for titles.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

## MASTER FILES

These are the files that will be used when a designer is creating work that includes the BCS logo. They will ensure that the logo used is high quality.



BCS Logo Color.eps  
BCS Logo Color.png  
BCS Logo Color.ai



BCS Logo Black.eps  
BCS Logo Black.png  
BCS Logo Black.ai



BCS Logo White.eps  
BCS Logo White.png  
BCS Logo White.ai



Secondary Logo Color.eps  
Secondary Logo Color.png  
Secondary Logo Color.ai



Secondary Logo Black.eps  
Secondary Logo Black.png  
Secondary Logo Black.ai



Secondary Logo White.eps  
Secondary Logo White.png  
Secondary Logo White.ai

