

BRAND IDENTITY INFORMATION AND GUIDELINES

8/13/2014

An Overview of our Board of Cooperative Educational Services History

The Board of Cooperative Educational Services for Oswego County was established in 1949 through a three-district petition to the NYS Commissioner of Education. The educational cooperative offered 13 different kinds of instructional programs, including instrumental music, driver training and remedial reading. Within a few years the organization's vision and promise grew to include services for special education students within the three districts.

In 1967 a resolution was passed to increase the membership of the Board of Cooperative Educational Services to include all nine school districts in Oswego County. In April of 1968 construction began at the current campus location in Mexico and the organization started offering occupational educational courses.

Today, our Board of Cooperative Educational Services stands as a service organization committed to embracing innovation and creativity to meet the ever-changing needs of its educational partners. A diverse blend of innovative student programs and more than 75 cooperative educational services serve a student population of around 22,000.

To capture the essence of the organization's 21st century initiatives and better represent our evolving role as educational partners for our school districts, the Board of Education launched a rebranding effort in 2012.

The rebranding initiative began with the District Superintendent and the Public Relations department with monthly brainstorming sessions and eventually included market surveys of our internal and external stakeholders in early 2014. This research also included results from a variety of administrative studies and constituent groups. Finally a focus group convened in late May, the results of which were presented to the Board of Education in June 2014. At that meeting the Board voted to change the organization's name to the Center for Instruction, Technology and Innovation, or CiTi.

Mission Statement:

The mission of the Center for Instruction, Technology and Innovation, a champion of equity and excellence in life-long learning for all people and a leader in educational development, technology, and the application and dissemination of research, is to enable school districts, their residents, businesses and industries to achieve their desired futures through our flexible delivery of innovative programs and services.

CiTl has an integrated marketing strategy to build awareness, visibility and name recognition in support of our mission.

The “City” Concept

Defined as an incorporated urban center with its own administration established by a government, the city concept reminds us that we are a single unit, comprised of many different units, whose purpose is to enrich the lives of those who dwell within it. While maximizing efficiencies through shared resources, the city is a hub that attracts visitors who may be lacking specific resources in their own communities. While familiarity with one neighborhood is easily developed through repeat stays, the imposing structure of a city reminds visitors that there are always many more neighborhoods to explore.

Introducing CiTi

CiT*i* can mean many things. Refer to the Center for Instruction, Technology and Innovation fully when introducing the name, and periodically thereafter. Shorten to CiTi (capital C, lower case i, capital T, lower case i) or CiTi Board of Cooperative Educational Services (not BOCES).

The Logo



The logo is comprised of an acronym for the Center for Instruction, Technology and Innovation, which is spelled out below the logo, and followed by the tag line: *Your education destination*. The logo should not be redrawn, stretched, or modified in any manner (no drop shadows, bevels, embossing, outlines, etc. – see page 4 for more details).

The CiTi logo is the primary visual identifier for the organization, and should be used in all informational and institutional materials, including print and online communications and promotional materials.

Rich Imagery:



The acronym includes a wave graphic that captures the water element which is an integral part of Oswego County history and geography. The white crest of the wave is in a forward motion and represents the strength of the mass of water behind it, as it surges and progresses through to its final destination. The fluidity of our organization’s ability to react to our customers’ needs is also captured in the symbolism of the wave. Finally the white space of the wave creates an undulating channel or path through the CiTi, suggesting that there are multiple paths to educational success.



The two lower case letters “i” signal that we are a people-driven organization. The white space between them and the upper case “T” provides three rectangles conveying a cityscape, a place where a variety of people live and work, in a relatively permanent and highly organized environment.

Logo Size:

The CiTi logo includes minimum clear space around it to maximize its impact. Text, images and/or graphic elements should be kept away from the logo by a distance equal to the width of the letter "I" in the logo. Keep resizing proportionally to maintain the integrity of this white space.

To ensure that the logo is legible and prominent, it should not be smaller than 1.25 inches wide with height fit proportionally (for print) or 90 pixels wide for electronic media.

If the item you are putting the logo on is small (a pin, a pen, etc.) please contact the Public Relations department for project specific guidance.

Colors:

Using consistent colors in our visual communications across print and web strengthens the CiTi identity.

PANTONE MATCHING SYSTEM (PMS): color system used for print reproduction

CMYK: four colors combined to create full-color print reproduction C=Cyan M=Magenta

Y=Yellow K=Black

Primary Colors

The primary colors for the CiTi Logo are Blue, Maroon and White. These colors create the dominant color scheme for all print and web communication. For additional HEX numbers for standard web use when including white and grays, please contact the Public Relations department.

Psychology of Dark Blue: Indicates confidence, reliability and responsibility. It relates to one-to-one communication rather than mass communication. It inspires wisdom and higher ideals, but is also conservative and predictable.

Pantone 7462C

CMYK: C: 100 M: 70.71 Y: 22.25 K: 5.5

HSB, RGB and HEX available upon request

**Lighter blue is Pantone 7462C at 70% opacity*

Psychology of Maroon: A dark bluish red, it denotes controlled and more thoughtful action.

Pantone 209C

CMYK: C: 38.39 M: 91.92 Y: 57.61 K: 37.15

HSB, RGB and HEX available upon request

Logo Files

The [logo files](#) have been prepared in multiple color configurations and file types for your use. B&W, Spot/PMS colors, CMYK/four color process and white (for reversing out of a dark background). Please do not alter the logo in any way or change the colors of the logo. Logos without the name or tagline are available upon request by contacting the Public Relations department.

Logo No-Nos:

DO NOT CHANGE COLORS



DO NOT REPOSITION THE ELEMENTS



DO NOT ADD ELEMENTS



DO NOT WARP (MAINTAIN LOGO PROPORTIONS)



Font Use

The following fonts are recommended. Consistent use of these typefaces enhances the integrated family look across all materials. These fonts are an effective complement to each other while taking into consideration a wide range of communications.

Garamond OR Adobe Garamond

An excellent choice for longer blocks of text, Garamond is appropriate for correspondence on organizational letterhead or an option for brochures.

Adobe Garamond regular (sample)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()_+

Arial

Adaptable for many uses, Arial is a sans serif font that comes in a wide variety of weights and works well in conjunction with Garamond. Use it for brochures and other marketing materials.

Arial (sample)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()_

Calibri

Preferred font for webpages and email, Calibri is easily viewed by all users.

Calibri regular (sample)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()_

Letterhead and Envelopes

Envelopes will be produced and available soon, via the print shop. As soon as new envelopes become available, please dispose of all old versions. The print shop is standardizing to pre-printed #10 window, #10 windowless, #10 security, and 9 X 12 envelopes.

Letterhead templates have been prepared for administrative staff. If one has not been prepared for you, please contact the Public Relations department for assistance. Please do not add fax numbers to your letterhead. Instead, if you feel someone needs to communicate with you via fax, include it in the body of your letter (e.g. You may return the document to my attention via fax at 315.963.8477).

Address Blocks:

Addresses and phone numbers should be formatted consistently.

- *Use figures for address numbers*
- *Abbreviate Ave., Blvd. and St., as well as compass points (e.g. E., S.W.)*
- *Place a comma between city and state*
- *Abbreviate the state*
- *Use 10-digit phone numbers, with periods (e.g. 315.963.4251)*

Email

Email signatures are an integral part of the communication process and provide constituents with essential information about the organization. Your signature should be set up in Outlook to automatically appear in your messages.

Signature format: Name, title, contact information and a required confidentiality notice should be formatted in the following manner to maintain a level of consistency throughout the organization:

John Doe

Title

Center for Instruction, Technology & Innovation

179 County Route 64

Mexico, NY 13114

P: 315.963.XXXX

jdoh@oswegoboces.org

CONFIDENTIALITY NOTICE:

The contents of this email message and any attachments are intended solely for the addressee(s) and may contain confidential and/or privileged information and may be legally protected from disclosure. If you are not the intended recipient of this message or their agent, or if this message has been addressed to you in error, please immediately alert the sender by reply email and then delete this message and any attachments. If you are not the intended recipient, you are hereby notified that any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited.

Need Help Creating a Signature in Outlook?

1. Open Microsoft Outlook
2. Open a new message (under the **Home** tab, click **New Message** or **Ctrl + N**)
3. In the message window (under **Message** tab), click **Signatures**
4. Click **Signatures**
5. Click **New**
6. You will be prompted to enter a name or title for this signature (ex: John Doe Work), click **OK**
7. Under 'Choose Default Signature' (upper right side of window), click on the down arrow for **New Messages** and select the signature name/title you just entered
8. Put your cursor in large text box (under 'edit signature' and under the typeface settings).
9. Begin typing your signature, following the guidelines above
10. Click **OK**