

# BROKEN ARROW PUBLIC SCHOOLS BRAND GUIDELINES

Our logos and colors are a set of standards that help our district, school sites, employees, students, volunteers and vendors communicate our mission clearly and consistently.

## PROPER USE OF LOGOS



## OFFICIAL COLORS

### Process Black

**PANTONE** | Process Black C  
**CMYK** | 0, 0, 0, 100  
**RGB** | 39, 37, 31  
**HEX** | 27251F

### Vegas Gold

**PANTONE** | 4515  
**CMYK** | 0, 9, 50, 24  
**RGB** | 203, 182, 119  
**HEX** | CBB677

### Anthracite Gray

**PANTONE** | 425  
**CMYK** | 0, 0, 0, 77  
**RGB** | 95, 96, 98  
**HEX** | 5F6062

## ALTERNATE TWO COLOR USING OFFICIAL COLORS



Shown in two color outline

Ensure trademarked symbol is present

## INCORRECT USE



Reversed

Squeezed

Off Color

Upside Down

**It's more than a logo.  
It's who we are.**

For additional rules & trademark information visit:

[baschools.org/communications](http://baschools.org/communications)