

BOCES 2

Graphic Standards



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General Information

This booklet is a guide to our official BOCES 2 logo and the guidelines for its use. It also contains other organizational styles for web and print.

These guidelines for the logo were established when it was created and have been updated. Our logo and graphic standards should be used on all of the following written communication from the organization:

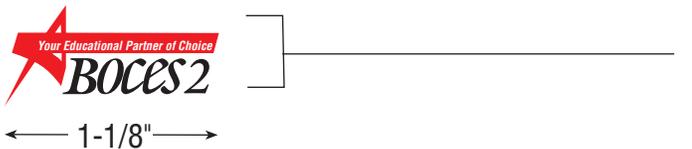
- Letterhead
- Business Cards
- Envelopes
- Brochures
- Flyers
- Reports
- Guides
- Posters
- Signage
- Advertisements
- Electronic Communications

By adhering to the guidelines established on the following pages, we can project a strong, identifiable image for BOCES 2.

Logos may be found on the web at www.monroe2boces.org/printshop under Resources. If these logos will not work for your needs or you need a specific file type for a vendor, please contact Printing & Graphics Services at 349-9074 or printshop@monroe2boces.org.

Questions?

Questions about these standards may be directed to Printing & Graphic Services at 349-9074, or printshop@monroe2boces.org.



Our Logo

The “BOCES 2” logo is shown here in its preferred color scheme. In order to achieve maximum impact and continuity, it should appear in this color scheme as much as possible. The logo is composed of a PMS 185 RED star with “Your Educational Partner of Choice” reversed out and “BOCES 2” in BLACK.

Sometimes, only one color is available for printing. In these instances, the logo can appear entirely in either PMS 185 RED or BLACK.

When only BLACK is available and the printing will have a resolution of 133 lines/inch or more, a 60% BLACK screen can be used for the star. This will establish a richer look than an all BLACK logo does.

The logo should not appear smaller than 1-1/8 (1.125) inches wide.

When smaller than 1-1/8” wide, “BOCES 2 Your Education Partner of Choice” should be spelled out in Helvetica Condensed Bold Italic.

As a rule, the “BOCES 2” should not be separated from the star. If you have an unusually long horizontal space to work with, an exception can be made (as in these examples).

Departmental Logo Usage

The “BOCES 2” logo should be accompanied by the name of the department when used specifically for that department. These departments include:

- Career and Technical Education
- Center for Workforce Development
- Communication and Technology Services
- Department for Exceptional Children
- Department of Curriculum, Instruction & Professional Development
- Department of Instructional Programs
- Elementary Science Program
- Finance Office
- Human Resources
- Labor Relations
- Operation & Maintenance

The department name should appear in Helvetica Bold Condensed Italic. It should be lined up with “BOCES 2” with approximately the same space between it and “BOCES 2” as the height of the elongated bar in the logo’s star.

The departmental name should:

- Be in two lines (three lines, if necessary)
- Be set in 8 pt. size or greater
- Be indented on the first line so that its left margin angles at 15 degrees (the same as the “BOCES 2”)

Programs, services or offices within the 12 major departments should not be positioned in the place of their major department. (To see how they should be positioned, refer to page 10)

It is acceptable to use three lines when horizontal space is limited (two lines are preferred). Indent the first two lines so that the left margin of the department name angles at 15 degrees.



Monroe 2–Orleans BOCES
Organizational Style Guide
for Web and Print

Several years ago, when we introduced our new logo and *Graphic Standards Guide*, we also created a one-page “Organizational Style Guide” that was inserted in the back of the Standards Guide. The Style Guide, created with input from each of the departments, is an effort to standardize the spelling and use of names and terms that are unique to this organization, so that we are not each using or spelling them differently.

For example:

Right

- WEMOCO (this stands for Western Monroe and Orleans Counties)
- WEMOCO Career and Technical Education Center or Career and Technical Education “and” **not** “&”
- BOCES 2
- Monroe 2–Orleans BOCES (use the “n dash” **not** a hyphen: PC shortcut = ctrl + – on the number pad; Mac shortcut = option key + dash key on the keypad)

Wrong

- We-Mo-Co, WE.MO.CO., We.Mo.Co., WE-MO-CO, Wemoco
- Career & Technical Education
Vocational/Technical Education
- BOCES #2, Boces 2, BOCES’ 2
- Monroe #2–Orleans BOCES, Monroe BOCES 2
Monroe 2 BOCES

Please refer to the next page for the correct spelling/usage of other organizational names/terms. This is not an exhaustive list, but it does attempt to address those names that we currently write in a myriad of different ways. If you use these names/terms in your writing in print or on the web, please refer to this list. It will be updated periodically.

Also accepted usage per the Associated Press Stylebook:

- cooperative; co-op for short
- self-advocacy (**not** self advocacy)
- preschool (**not** pre-school)
- Co-ser 615 (when referring to a specific co-ser)
- co-ser (lower case, when referring to co-ser in general)
- World Wide Web, Web, Web site
- part time (when it’s an adverb as in “She works part time.”)
- part-time (when it’s an adjective as in “She’s a part-time worker.”)
- email (no hyphen; generally lower case unless it’s at the start of a sentence)*

*Please note this is a change in accepted usage from our *Graphic Standards Guide*(call the Communications Group to request a copy). As new letterhead and business cards are printed they will be changed to reflect this new accepted usage.

Things to keep in mind when writing for the Web:

1. The Web is not a replacement for all print vehicles; you will still need to do some things in print. The keys are:
 - using each vehicle for what it does best
 - using one vehicle to enhance another
 - linking your print and Web tools together in an integrated, strategic way
2. Look for ways to make your Web content two-way, interactive communication
3. Present Web content in short bits
Layer information using links. Start with:
 - the headline/title, with a link to
 - a concise summary (one to three sentences max), with a link to
 - the entire story or description, with links to
 - other sites where the reader can learn as much as he/she wants

This is called the 3-30-3-30 Rule. It takes 3 seconds to read a headline/title, 30 seconds to read a summary, 3 minutes to read the entire story, and 30 minutes to visit other links. The reader can choose how much time he/she wants to spend.
4. Nobody is going to read all your content; content has to be fresh AND relevant
5. Keep design and format simple (pictures/graphics to a minimum), so even the person on AOL and a modem can download your pages easily/quickly. Ex: photos shouldn’t be more than 72 dpi. (Call the Communications Group for assistance.)

Please consider the Communications Group a source for helping you make your Web content the best it can be. Call the Communications Group at 349-9067 to arrange for assistance from one of our Communications Specialists.

Monroe 2–Orleans BOCES
Organizational Style Guide
for Web and Print

Here is a list (obviously not exhaustive) of certain names or terms that are unique to this organization and commonly written differently by each of us. The way they appear here is the accepted style. If you use these names in your writing, please be sure to follow this guide. This list will be updated periodically. If you are aware of names, terms, or titles that should be on the list (or removed from the list), please inform Lori Banning in the Communications Group (lbanning@monroe2boces.org or 349-9074). Thank you.

Proper Titles and Abbreviations

Activities for Daily Living Center (ADL House)
 Regional Bilingual Education Resource Network (RBE-RN)
 BOCES 2
 Career Exploration Internship Program (CEIP)
 Career Planning Services (CPS)
 Center for Workforce Development (CWD)
 Communication and Technology Services (CaTS)
 Community/School Linkage (CSL)
 Co-ser, co-ser
 Curriculum, Instruction and Professional Development (CPD)
 Curriculum Materials Center (CMC)
 Department for Exceptional Children (EC)
 Gifted and Talented Education (GTE)
 Educational Services Center (ESC)
 Elementary Science Program (ESP)
 English as a Second Language (ESL)
 Extended School Year Program (ESYP)
 Finance Office
 Human Resources (HR)
 Labor Relations and Negotiations Service
 Monroe/Orleans Accountability, Assessment, and Reporting Services (MAARS)
 Monroe 2–Orleans BOCES* (BOCES 2)
 Office for Instructional Programs (OIP)
 Operations and Maintenance (O&M)

Project ADEPT (A Diversified Enrichment Program for the Talented)
 Project Lead The Way (PLTW)
 Regional Summer School (RSS)
 Rochester Area School Health Plan (RASHP)
 Rochester Area School Workers’ Compensation Plan (RASWCP)
 School To Work (STW)
 School Health Services (NYSSHSC or SHS)
 Special Education (Sp. Ed.) or (SE)
 Special Education Parent/Teacher Organization (SEPTO)
 Regional Special Education Training Center (RSETAC)
 Teenage Education and Parenting Program (TEAM: Together Everyone Achieves More)
 Video Production Services (VPS)
 Work Activities Center (WAC)
 Web Recruitment (OWR)
 WEMOCO Career and Technical Educational Center**
 Westside Academy (WA)
 Workforce Investment Act (WIA)

* The dash in Monroe 2–Orleans is the “n” dash (Mac shortcut = option key + dash key, PC shortcut = Ctrl + - on number pad). Also note, there are no spaces on either side of the dash.

** Use “and” not “&”

Proper use of Logo

The logo must appear **at least 1 1/8 (1.125) inches wide or larger and be enlarged or reduced proportionately**. It should not look compressed or stretched. The address and/or other text must always be placed flush left directly under the “B” in “BOCES 2.”

The logo should only appear in grayscale, all black, all red or its **preferred red and black** and may stand alone or with the department and/or address (see right).

If you have questions about the logo usage policy, please call Printing and Graphics Services at 349-9074.

← 1 1/8 inches →



Black



Grayscale



Red



Communication and Technology Services



Communication and Technology Services

Monroe 2–Orleans
 Board of Cooperative Educational Services



Communication and Technology Services

Monroe 2–Orleans Board of Cooperative Educational Services
 3625 Buffalo Road
 Rochester, NY 14624





1/2"

line up
copy bases

Monroe 2–Orleans
Board of Cooperative Educational Services

Jo Anne L. Antonacci, District Superintendent

**Communication and
Technology Services**

November 1, 2010

Fax: (585) 349-9012

Somebody
Main Street
Somewhere, NY 00000

Mark Laubacher
Executive Manager

Tel: (585) 349-9057

Email:
mlaubach@monroe2boces.org

LETTERHEAD

Raymond Miller
Supervising Manager

Tel: (585) 349-9050

Email:
rmiller@monroe2boces.org

(This page is an example.)

PAPER STOCK: All stationery should be produced on Via Bright White.

Alan Carroll, Manager
Communication Services

Tel: (585) 349-9066

Email:
acarroll@monroe2boces.org

POSITIONING: Logo should be 2-1/4" wide, 1/4" from the left-hand edge. The top of the horizontal bar on the star should be 1/2" from the top edge. "Monroe 2–Orleans Board of Cooperative Educational Services" should be two lines, flush right, 1/2" from right edge, 13/16" from the top edge in 12 pt. Helvetica Condensed Italic, as shown. "Jo Anne L Antonacci, District Superintendent" should be in 7 pt. Helvetica Condensed Bold and positioned 10 pts. below and flush right with "Board of Cooperative Educational Services."

Nancy McGuire, Manager
Technology Services

Tel: (585) 349-9010

Email:
nmcguire@monroe2boces.org

The departmental information should be flush left, 1/4" from the left edge, begin 1-1/2" from the top edge and extend no more than 1-3/8" from the left edge. The department name should be in 9–10 pt. Helvetica Condensed Bold. Personnel information should be 7 pt. Helvetica Condensed with names of people in bold and titles italicized. If more than one person is used, additional space should be provided between one person's information and another's.

On the bottom of the letterhead, the mailing address, main phone number and web site address should appear as shown—in RED, 9 pt. Helvetica Condensed, 1/2" from both left and right edges.

CONTENTS: Paragraphs should begin 1-5/8" from left edge and extend no closer than 1/2" from right edge. Paragraphs are flush left, ragged right. An extra space should be provided between paragraphs—they should not be indented.

USE OF TYPE: Content copy is in 10–12 pt. The official type style for correspondence is Times Roman. **Bold** and *italic* versions of this typeface should be used judiciously for emphasis or protocol.

The dimensions shown on this page are for quick reference.

The words BOCES 2, WEMOCO, and Monroe 2–Orleans BOCES should not be split up. Keep BOCES 2, WEMOCO and 2–Orleans together on one line.

1/2"

1/4"

1 3/8"

1 5/8"

1/2"

1/2"



1/2"



1/2"

line up
copy bases

Monroe 2-Orleans
Board of Cooperative Educational Services

Jo Anne L. Antonacci, District Superintendent

**Center for
Workforce
Development**

November 1, 2010

Mary Ellen Spennacchio-Wagner
Director
Tel: (585) 349-9100
Fax: (585) 349-9101
Email:
mwagner@monroe2boces.org

Somebody
Main Street
Somewhere, NY 00000

1/2"

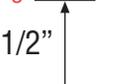
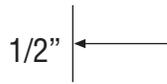
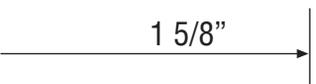
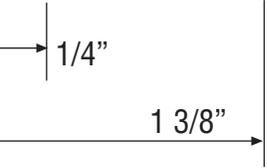
LETTERHEAD

LETTERHEAD ALTERNATIVE

(This page is an example.)

This example is to show how a different address should be set up. Note how the bottom of the page includes "Westview Commons," a different street number for an address and a different phone number. It is also acceptable to use a different address without adding a center's name. (The bottom line could read, "3589 Big Ridge Road • Spencerport, New York 14559-1799 • (585) 000-0000 • www.monroe2boces.org")

The dimensions shown on this page are for quick reference.





1/2"

line up
copy bases

Monroe 2–Orleans
Board of Cooperative Educational Services

Jo Anne L. Antonacci, District Superintendent

Tel: (585) 352-2410
Fax: (585) 352-2442

November 1, 2010

Somebody
Main Street
Somewhere, NY 00000

LETTERHEAD OF SUPERINTENDENT

(This page is an example.)

PAPER STOCK: See previous page

POSITIONING: Logo should be 2-1/4" wide, 1/4" from the left-hand edge. The top of the horizontal bar on the star should be 1/2" from the top edge. "Monroe 2–Orleans Board of Cooperative Educational Services" should be two lines, flush right, 1/2" from right edge, in 12 pt. Helvetica Condensed Italic, as shown. "Jo Anne L Antonacci, District Superintendent" should be in 10 pt. Helvetica Condensed Bold. His telephone, fax and email should be in 7 pt. Helvetica Condensed. All should be flush right, 1/2" from right edge.

On the bottom of the letterhead, the mailing address, main phone number and web site address should appear exactly as shown—in RED, 9 pt. Helvetica Condensed, 1/2" from both left and right edges.

CONTENTS: Paragraphs should begin 3/4" from left edge and extend no closer than 1/2" from right edge. Paragraphs are flush left, ragged right. An extra space should be provided between paragraphs—they should not be indented.

USE OF TYPE: Content copy is in 10–12 pt. The official type style for correspondence is Times Roman. **Bold** and *italic* versions of this typeface should be used judiciously for emphasis or protocol.

3/4"

1/2"

1/2"

1/2"

1/2"

1/2"

1/2"

LETTERHEAD SECOND SHEET

When a second page is necessary, it should be on the same paper as the letterhead. It can be on blank paper or on a printed sheet which appears like this example.

TOP: “Your Educational Partner of Choice •” should be in PMS 185 RED. “BOCES 2” should be in BLACK. “• Monroe 2–Orleans Board of Cooperative Educational Services” should be in a 50% screen of BLACK.

The entire line should be justified 1/2” from the right and left edges and 1/2” from the top edge. It should be in 12 pt. Helvetica Condensed Italic.

Keystroked copy should be flush left, 3/4” from left edge and beginning 1-1/2” from the top.

BOTTOM: Appears exactly the same as it appears on letterhead.

3/4"

1/2"

1/2"

1/2"

Business Cards and Envelopes

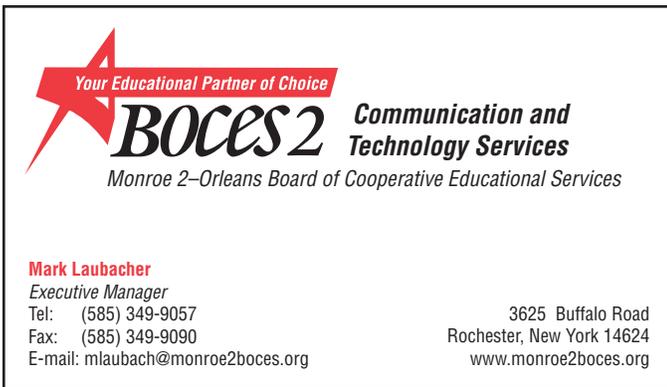
Business cards should be set up in accordance with the sample on this page. “Monroe 2–Orleans Board of Cooperative Educational Services” must always appear flush left with and below “BOCES 2” in 8 pt. Helvetica Condensed Italic. All copy below this line is set in 7 pt. Helvetica Condensed. Address and web site must always appear flush right on lower right. Personnel name, title, phone, fax and email should appear flush left on lower left. The star and the person’s name should be in RED. All else should be in BLACK. All copy should maintain at least 1/8” margin from edge of card.

No other logos may appear on BOCES 2 business cards. No certificates or degrees may be used after people’s names except **Ph.D.**, **Ed.D.**, **Esq.**, and **Au.D.**

Envelopes should follow the format shown below. The address is always placed flush left directly under “BOCES 2.” If specific to a department, the department name is lined up with “BOCES 2.”

To limit the address to two lines, insert a space, a bullet, and a space between the first two components of the address and combine them on one line as shown below.

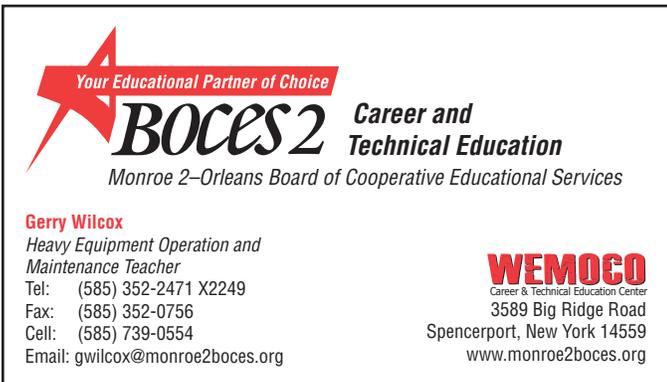
* Logos may only be added to the BOCES 2 Business Cards and Envelopes when designed or approved by the BOCES 2 Printing and Graphics Service. Please direct any questions to 349-9074.



Your Educational Partner of Choice
BOCES 2 *Communication and
Technology Services*
Monroe 2–Orleans Board of Cooperative Educational Services

Mark Laubacher
Executive Manager
Tel: (585) 349-9057
Fax: (585) 349-9090
E-mail: mlaubach@monroe2boces.org

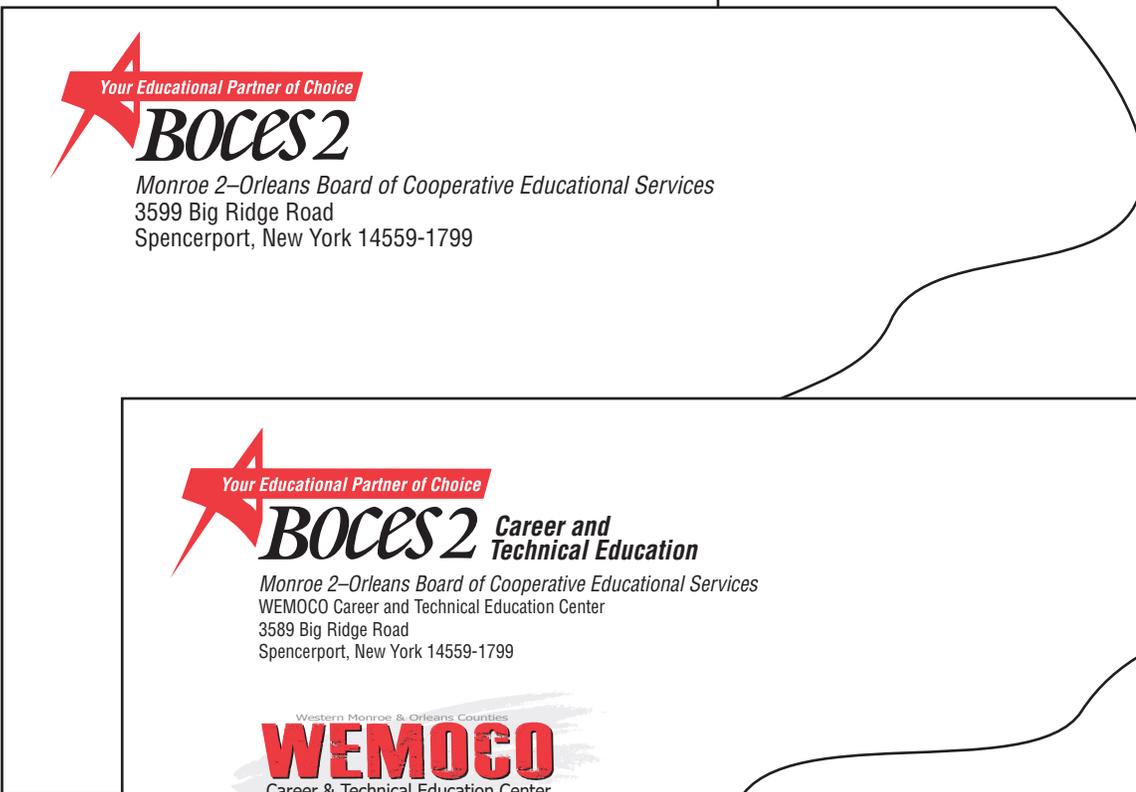
3625 Buffalo Road
Rochester, New York 14624
www.monroe2boces.org



Your Educational Partner of Choice
BOCES 2 *Career and
Technical Education*
Monroe 2–Orleans Board of Cooperative Educational Services

Gerry Wilcox
Heavy Equipment Operation and
Maintenance Teacher
Tel: (585) 352-2471 X2249
Fax: (585) 352-0756
Cell: (585) 739-0554
Email: gwilcox@monroe2boces.org

WEMOCO
Career & Technical Education Center
3589 Big Ridge Road
Spencerport, New York 14559
www.monroe2boces.org



Your Educational Partner of Choice
BOCES 2
Monroe 2–Orleans Board of Cooperative Educational Services
3599 Big Ridge Road
Spencerport, New York 14559-1799

Your Educational Partner of Choice
BOCES 2 *Career and
Technical Education*
Monroe 2–Orleans Board of Cooperative Educational Services
WEMOCO Career and Technical Education Center
3589 Big Ridge Road
Spencerport, New York 14559-1799

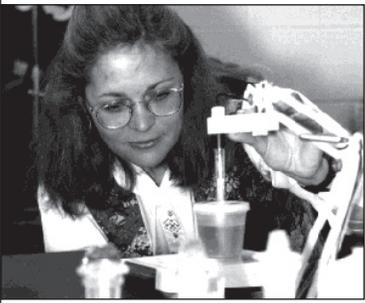
Western Monroe & Orleans Counties
WEMOCO
Career & Technical Education Center
Smart Choice

Advertising

Advertising should lead with a strong headline, photograph or illustration that not only captures attention but immediately indicates what the ad is about.

The “BOCES 2” signature should appear at the bottom of the ad as shown in these examples with informational copy (address, phone, fax, etc.) positioned flush left beneath the logo.

All copy should maintain at least 1/4” margins from top and sides and 1/8” from bottom of ad. Headlines are preferred in Helvetica Condensed, Bold, Black, Bold Italic or Black Italic.



Headline that Grabs Your Attention

Your Educational Partner of Choice
BOCES2 Career and Technical Education
WEMOCO Center _____

Headline that Grabs Your Attention

Subhead Goes Here

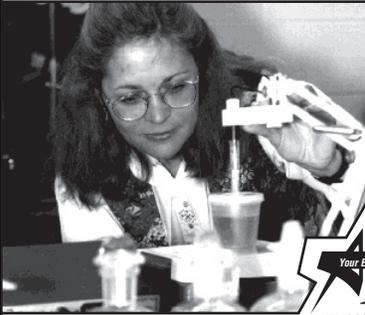
Second Subhead Goes Here

Your Educational Partner of Choice
BOCES2 Career and Technical Education
WEMOCO Center _____



Headline that Grabs Attention

Your Educational Partner of Choice
BOCES2 Career and Technical Education
WEMOCO Center _____



Headline that Grabs Attention

Subhead Goes Here

Your Educational Partner of Choice
BOCES2 Career and Technical Education
WEMOCO Center _____

Brochures, Reports, Guides

The front of a brochure, report or guide should be directed to interest the target audience in a clear, strong and effective manner. Likewise, the logo should appear on the front cover unencumbered by informational details.

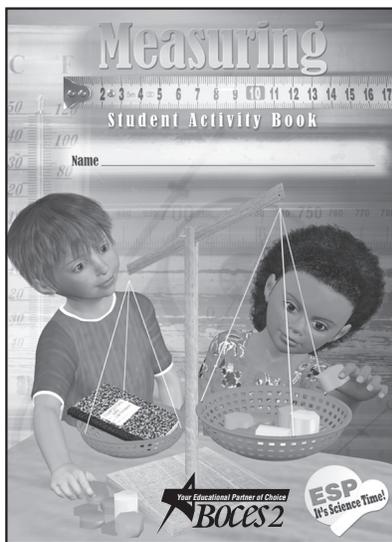
If the department's name is used in the title, then it is not necessary that it appear with the logo on the cover.

The full logo signature, including department, "Monroe 2-Orleans Board of Cooperative Educational Services," the address, phone and web site belong on the bottom of the back.

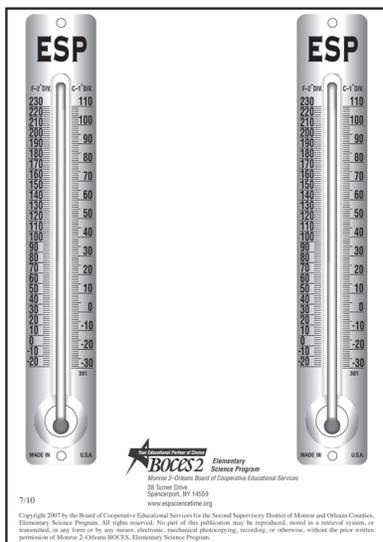
A margin of at least 1/4" from all edges is recommended for all copy.

Programs, services or offices within the 12 major departments (listed on page 3), should not be positioned in the place of their major department. They should be italicized and positioned below "BOCES 2" on front. On the back they should be below all informational copy with an additional space in between.

Guide: Front Cover



Guide: Back Cover



Brochure Examples

Where we are
How to reach us

Transitional learning environments are located within the western Monroe County community to facilitate access to vocational opportunities and community resources such as recreational, financial institutions, housing providers, and other local agencies/business.

Referrals or visits to the Transition Program may be made through your District Committee on Special Education or through BOCES 2 Central Referral Committee Coordinator at

(585) 352-2468

BOCES 2 Department for Exceptional Children
Monroe 2-Orleans Board of Cooperative Educational Services
3599 Big Ridge Road
Spencerport, New York 14559
585.352.2468

Transition Program

Monroe 2-Orleans BOCES

Transition Program

Education

Employment Medical

Self-Advocacy Clinic Services

Transition

Transportation Finances

Independent Living Recreation

Program focus:
New York State Education Department's requirements of Learning, Earning & Living

Hours of operation:

The facility will be open

Mornings from 8:15 - 7:15,
Monday - Friday

Afternoons from 3:00 - 6:30,
Monday, Wednesday, Friday

4:30 - 6:30, Thursday

*Hours may vary around school functions and during the summer, check BOCES 2 Today.

Our goal is to encourage staff in reaching their health goals. Regular exercise can improve cardiovascular health, promote weight loss, enhance flexibility, strengthen bones, reduce stress, improve mood and much more.

A helpful guide for staff interested in using the **Monroe 2-Orleans BOCES Fitness Center**

Monroe 2-Orleans BOCES Committee on Wellness

BOCES 2 Department for Exceptional Children
Monroe 2-Orleans Board of Cooperative Educational Services
3599 Big Ridge Road
Spencerport, NY 14559
Phone: 585-352-2468
Fax: 585-352-2448
www.monroe2booces.org

Posters, Flyers, Signage

Posters and flyers often have only a front. In these cases, the logo must be accompanied with its general information as in the back of a brochure. If there is more lateral space than vertical space available, the general information can be grouped to the right of the logo as shown.



Welcome to
**Communications and
Technology Services**



Welcome to
**Communications and Technology
Services**



Signage might demand that the departmental name be more prominently featured. The logo should appear below the message.

In general, never separate the "BOCES 2" from the star in the logo. However, if you need a dynamic appearance in banners or other very horizontal applications, the "BOCES 2" can be separated from the star section of the logo as shown.

BOCES 2 OPEN HOUSE

Electronic Communication

When the logo is used on the Internet, Intranet or in any digital application, it should always appear in its official colors, BLACK and an equivalent of PANTONE MATCHING SYSTEM 185 RED. Here are some equivalent colors in other systems:

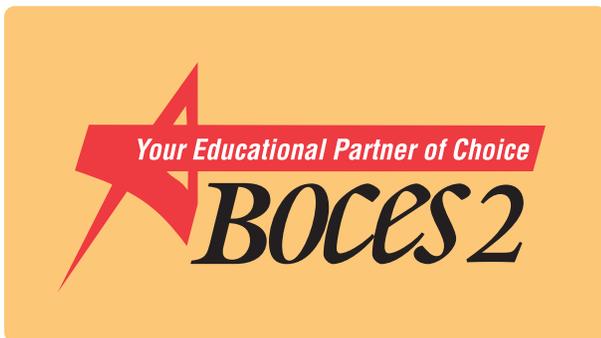
CMYK = 0% Cyan, 100% Magenta,
91% Yellow, 0% Black

RGB = 100% Red, 0% Green, 9% Blue

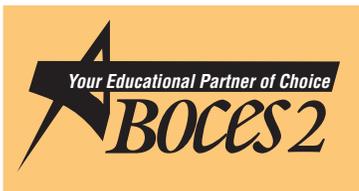
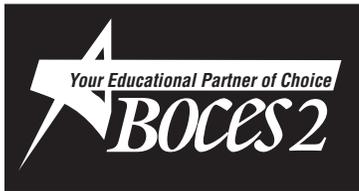
Logos may be found on the web at www.monroe2boces.org/printshop under Resources. If these logos will not work for your needs or you need a specific file type for a vendor, please contact Printing & Graphics Services at 349-9074 or printshop@monroe2boces.org.

REMINDER:
Distortions of the logo are not permissible.

In electronic form, you may want the logo to be positioned on a light color background. If so, “Your Educational Partner of Choice” should still be WHITE. (Note: If the paper is not white in a two-color printed piece, “Your Educational Partner of Choice” would have to be the color of the paper.)



For Graphics Department Only



Alternative Color Schemes

Our logo should be used in its ideal color scheme whenever possible. However, alternative color schemes are sometimes necessary or, in certain instances, more dynamic.

If you design a background that is PMS 185 RED, the star should be BLACK and the "BOCES" should reverse to WHITE.

If you design a dark-colored background, the "BOCES 2" should reverse to WHITE. Avoid colors for the background that are close in value to PMS 185 RED — they will clash.

If you need to reverse the logo out of one of its colors and the other color is not available, the star and "BOCES 2" should both reverse to WHITE.

When printing in two colors, it is sometimes preferable to use a color other than RED to communicate a mood or idea. If a color other than RED is used as the background, the logo should be in BLACK.

"BOCES 2," however, can reverse to WHITE if it stands out better as WHITE.