Visual Style Guide:
Norms for Web and Print Content

Last Revised: December 2018

Bank Street
College of Education

The goal of this style guide is to help maintain consistency of the Bank Street visual brand identity across Bank Street printed materials, websites, social media platforms, and other electronic distribution models.

Please contact **communications@bankstreet.edu** with any questions.

General Visual Guidelines for the Website and Print Materials

In a congested landscape where everyone is competing for the same pool of students, talent, and funding dollars, a clear and unified visual identity can help institutions such as Bank Street cut through the clutter and increase awareness of its programs and work. Non-profits in particular can attach their visual brand identity to content and messaging that moves conversations forward within the public discourse to help advance long-term social goals. In addition, a strong visual identity helps eliminate brand confusion among external audiences and builds a sense of community across the organization. To support this goal:

Maintain Visual Consistency

- Adherence to official logos and color pallets provides visual consistency for multiple audiences across multiple platforms. A steady and constant visual identity helps Bank Street quickly and easily communicate who we are
- Uniformity in the content and tone of visual elements help promote a cohesive look and feel across all Bank Street materials. This uniformed approach helps make our content easy for the reader to digest and helps them instantly associate the materials with Bank Street

Maintain Content Quality

- Usage of visual or design elements in the correct format and resolution produces legible, high-quality materials that appeal to a variety of audiences
- Regular consistency in formatting, spacing, and color usage within documents and materials helps support easy readability/ usability among readers

Resources for Visual Design

Faculty and Staff Resources (bankstreet.edu/staff-resources)

A toolbox of visual and design-related content to download for communications-related projects and materials, including:

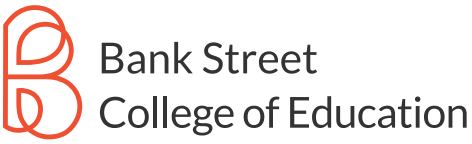
- Logos
- Letterhead
- Photo Release Forms
- Social Media Icons
- Visual Design Style Guide: Norms for Web and Print Content

Logos

Bank Street logos feature the "leafy B," which symbolizes an integrated education environment for children and adults. Logos exist in two forms: the standard B logo and the round logo. Each form has a set of usage norms (noted below).

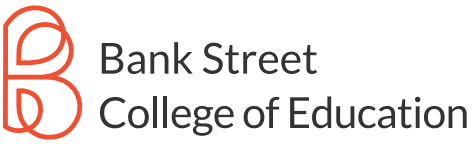
Our Primary Logo

The B logo is the primary logo for Bank Street and utilizes the Lato font. B logos exist for the College, each division, and individual programs.



The College:

For the College logo, the leafy B is orange and all text is gray.



Division:

The Graduate School of Education and Bank Street Education Center logos include the leafy B and division name in Bank Street orange and the words "Bank Street" in gray.





The SFC logo includes the leafy B and division name in School for Children blue and the words "Bank Street" in gray.



Our Secondary Logo:

In special cases, such as a narrow format, a vertical logo may be used. Vertical logos follow the same color norms noted above.

Bank Street
College of Education

Programs (Select Examples):

Program logos should include the leafy B and program name in their division color and the words "Bank Street" in gray. Contact the Communications Team at **communiations@bankstreet.edu** to secure a program logo.

Bank Street
Occasional Paper Series

Bank Street
Education Center

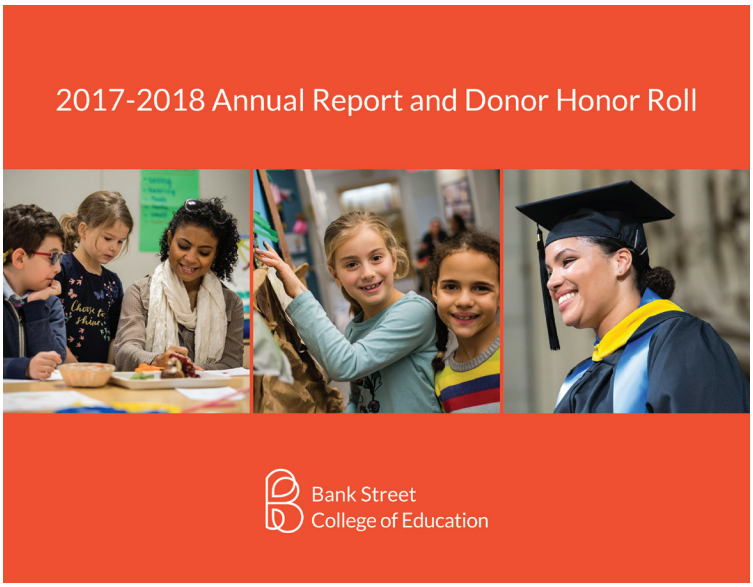
Bank Street
Family Center

Usage Norms:

B logos should be used on letterhead, presentations, business cards, signage, email signatures, and print collateral to represent the Bank Street brand.

B logos are not created or used for events, conferences, or speaker panels. Materials supporting such activities should include a division or program logo.

On materials with a color background, use the logo in all white.



Example of logo knocking out in white.

Logos should not be placed over photos. To combine a logo with a photo as a graphic component, place the logo over a color block.

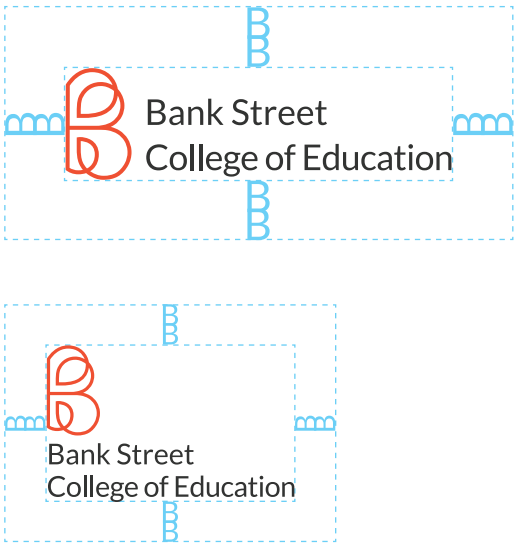


Example of logo aligning left in color block.

Logo Position and Spacing

The logo features a strong column in the left side of the 'leafy-B' symbol. This is further emphasized by the left alignment of the text. Hence the logo wants to be aligned to the left.

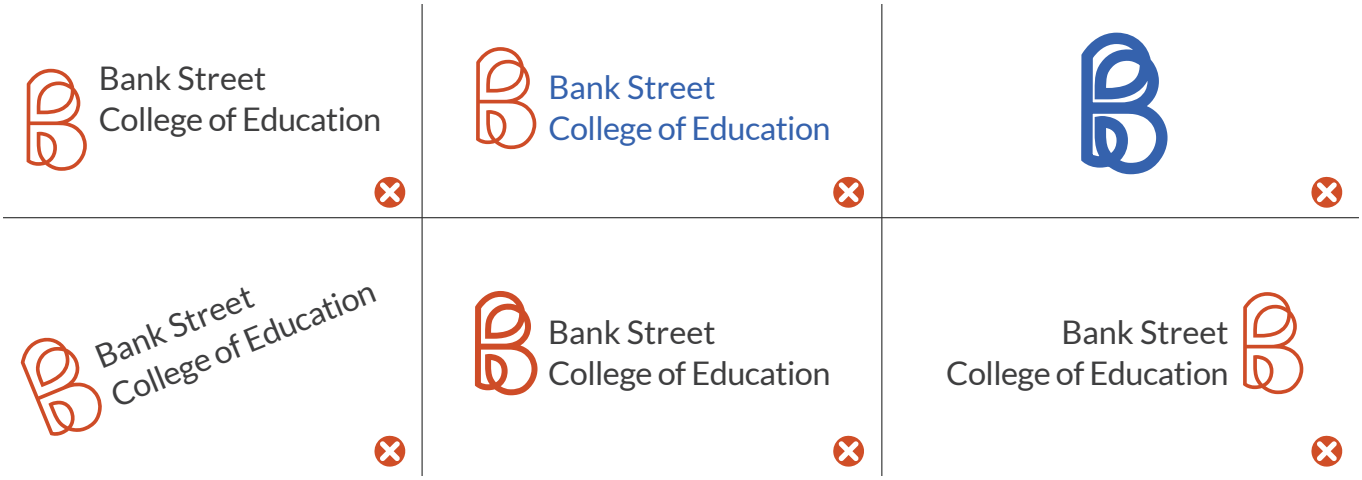
The minimum spacing the logo requires is equal to double the height of its capital 'B' letter. To maintain the logo's prominence and shape, make sure to keep the white space around it.





Logo Do's and Don'ts:

Do not manipulate the B logo, thicken its weight, or add/subtract components to it. Do not manipulate the content of the logo copy or positioning of logo content.



Round Logo

Two round logos exist to help distinguish external marketing materials. They include the Bank Street College round logo and the School for Children round logo.



The College round logo represents all divisions and programs except for the School for Children, After School, and Summer Camp. The School for Children round logo represents the School for Children, After School, and Summer Camp.

The College round logo uses the Bank Street orange and the School for Children round logo uses the School for Children blue. Copy for both logos is black. Copy within the perimeter of each logo cannot be altered or customized.

Usage Norms:

Round logos may be used when the perimeter copy around the B is clearly legible and the logo provides the symmetry needed to create well-designed materials:

- Use in select mid- to large-size swag items (i.e. tote bags); cover art for video packages, presentations, event programs, and e-newsletter mastheads
- Other design elements such as patterns, graphics, images, or materials should not obstruct the full visibility of the logo

Round logos may not be used when perimeter copy around the B is illegible/potentially illegible or when a graphic or photo element can be used in its place to create well-designed materials:

- Do not use on letterhead, small scale swag, social media icons, website graphics (including event listings); small printed materials (such as name cards or notepads); email signatures; and event signage (including step and repeats)
- Do not use the round logo in black and white

Colors

Colors are an essential part of the Bank Street identity and should follow specific usage patterns. The signature color for the College is orange. Programs affiliated with the School for Children can use School for Children blue as their signature color for internal and external marketing purposes to distinguish itself and eliminate potential confusion surrounding the program objective: the education of children (vs. the education of adults).

Main and GSE

Lead Color for Website:

Orange
#ce4a03
R:206 G:74 B:3
C:13 M:84 Y:100 K:4

Lead Color for Marketing Materials:

Orange
#f0133
R:240 G:81 B:51
C:0 M:84 Y:88 K:0

Secondary Color for Marketing Materials and Website:

Blue
#3662ac
R:54 G:98 B:172
C:85 M:65 Y:1 K:0

SFC, After School, and Camp

Lead Color for Marketing Materials and Website:

Blue
#3662ac
R:54 G:98 B:172
C:85 M:65 Y:1 K:0

Secondary Color for Marketing Materials:

Green
#97b441
R:151 G:180 B:65
C:45 M:11 Y:95 K:2

Secondary Color for Website:

Green
#7aa230
R:122 G:162 B:48
C:59 M:18 Y:100 K:2

Secondary Colors for All Divisions:

Dark Gray
#333333
R:51 G:51 B:51
C:69 M:63 Y:62 K:58

Light Gray
#666666
R:101 G:101 B:101
C:60 M:51 Y:51 K:21

Very Light Gray
#ebebeb
R:235 G:235 B:235
C:0 M:0 Y:0 K:8

When creating program materials, reports, presentations, graphics, swag, and printed collateral materials, use the appropriate color palette as the lead color. If introducing additional colors, select a color palette that compliments the lead color and feels cohesive alongside the logo.

See Logo section for guidance on logo color usage.

Fonts

The Lato font is used in its regular weight for the logo. The Lato font should be used for the creation of graphic elements featuring copy. In body text, such as letters, reports, or RFPs created in Word, usage of the Lato font is not required. For body text, suggested complementary fonts are sans-serif fonts such as Arial, Calibri, or Helvetica, if desired.

The Lato font is a free Google font. To download the font onto your computer, go to **fonts.google.com** and type "Lato" into the search field. For support downloading the font, contact the IT help desk at **helpdesk@bankstreet.edu**.

Photography

Photography is an important part of the Bank Street brand identity and allows us to quickly communicate the tone and content of our work.

Images used on the website and in print materials should accurately capture the atmosphere within institution itself—warm, intimate, people-centered, collaborative, active, and, where appropriate, lively and fun. The visual of students and teachers working together is possibly the most impactful representation of the brand.

We strive to exclusively use internal photography, as images of Bank Street itself most accurately capture the tone and content of our work. When working with freelance photographers for events or other purposes, encourage them to try and capture the brand's essence without overdoing staging.

When selecting photos to use on the website or in print materials, choose clear images that appropriately represent the Bank Street approach. Photography dos and don'ts:



Children and adults, collaborative, casual, dedicated, intimate, warm.



Colorful, collaborative, fun, active.



A frustrated or bored child, working alone—the exact opposite of what Bank Street stands for.



Photos of people's backs or photos where faces are cut off.

Printing Norms:

- For printing, use hi-resolution images at 300 dpi.

Website Norms:

- Images should not include design elements (i.e., a graphic overlay, icons, shapes, etc.), copy, or hyperlinks
- Before uploading a photo, change the file size from 300 dpi to 72 dpi so images are not slow to load. Crop and/or size the image to the proper size for the component you are using (see page 11 for sizing chart).
- Always add alt-text for accessibility.

Website Design Norms (as of September 2018)

Acronyms and Abbreviations:

- Do not use acronyms (i.e., "CPS") in title pages or first mentions.
- In body copy, include acronym or abbreviation in parentheses after the first mention when there is a second reference (i.e., "Continuing Professional Studies (CPS)"). Use acronym or abbreviation for second references.

Ampersands:

- Only use ampersands (&) when they are part of a formal title.
- Do not use ampersands in body copy (i.e., Summer 1 and Summer 2 is correct; Summer 1 & Summer 2 is incorrect).

Banner Images:

- Three entry sites will be the only pages to have large banner images with slider text. These are the default banners on each entry site.
- Secondary pages will either have large banner images (slightly smaller than Home Page banners) or slim banners. Secondary pages are pages visible on the horizontal navigation bar of each entry site and their drop down menus (both horizontal and vertical).
- Tertiary pages will only have slim banners of either the Bank Street tree, School for Children artwork, or other appropriate images from our Photo Library. Tertiary pages are any child pages that are not visible on the navigation bars at the top of the three entry sites.

Body Copy:

- Do not bold or underline body copy.
- Do not change the color of body copy.
- There should be one space between sentences (not two spaces).

Bullet Points:

- Bullets are used to break up complicated ideas in text copy. They should include sentence fragments or full sentences.
- Short phrases are preferred, ideally no more than three to five bullets in bullet point lists.
- Capitalize the first letter after every bullet. Put periods at the end of bullets when they are complete sentences; leave periods off when they are short phrases or incomplete sentences. Semicolons at the end of each bullet and a final period are not necessary.

- Do not mix and match styles. Keep grammatically consistent—using either all short phrases with no punctuation or all full sentences with period at end.
- Bullets on the Main Bank Street and Graduate School of Education websites are orange.
- Bullets on the School for Children website are green.

Callout Rows:

- Should stretch across the entire screen but are not set to automatically. To do this, click on the pencil icon in the top right hand corner of the component.
- Click "Row Stretch" at the top, click "Default" and then select "Stretch row and content (no paddings)." Then hit save changes and update the page.
- Should not include hyperlinked body copy. To link to another source, use the button feature.
- Only meant to be a preview of information available in a different location. When you preview the page, the text should not stretch past the length of the photo.

Charts:

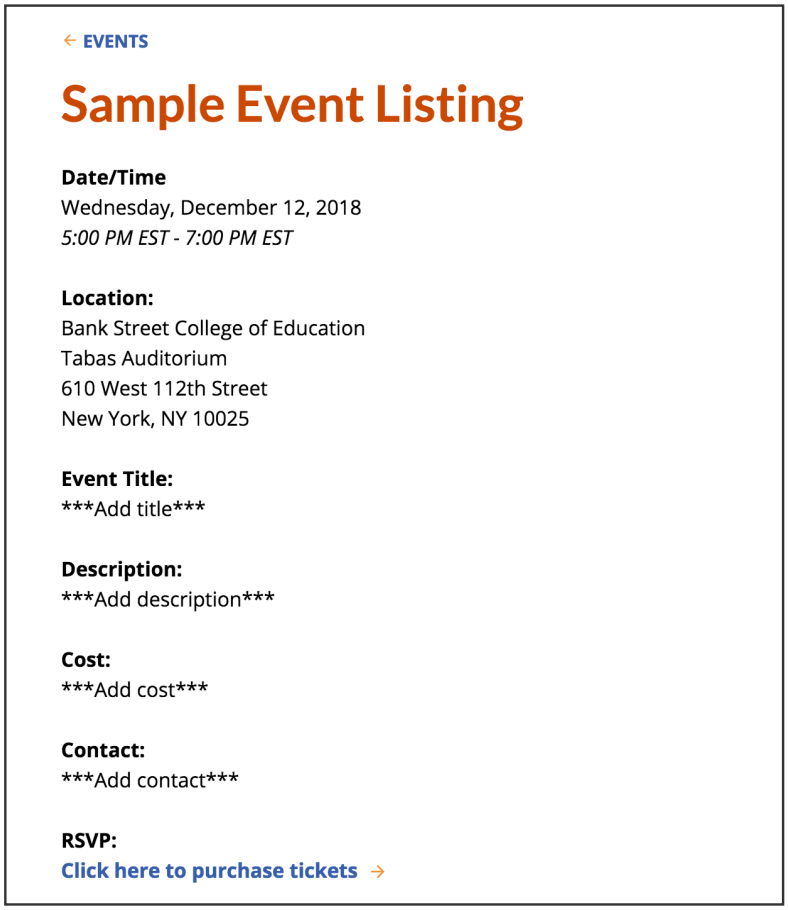
- Alternate between gray and white chart lines (default settings).
- Bold the headline row of the chart.
- Bold the title line and the total or key summary line of the chart, if applicable.
- Place a border around all cells in the chart. To do this, highlight the table, click the "Formats" menu, click "Responsive Table" and also "Outlined Table."

Dates:

- Use full month and date (i.e., March 14 is correct; 3/4 is incorrect).
- Use an en dash to indicate multiple dates (i.e., March 14 – March 28 is correct; March 14 through March 28 is incorrect). Do not use a hyphen or em dash.
- Do not add ordinal indicators for dates (i.e., March 14 is correct; March 14th is incorrect).

Event Listing:

- All copy should be in the "paragraph" format and single spaced. Headlines should be bold and include a colon after the headline copy.
- Event listings should include the following information. Date/Time, Location, Event Title, Description, Cost, Contact, and RSVP. Since the location will already be in the body copy, check the box that says "This event does not have a physical location in the "Where" section of the page.
- All RSVP links must be sent to Eventbrite or Google form. Do not manage event RSVPs through WordPress.
- Below is a sample event listing:



Expandable Content vs. Horizontal Tabs:

- These components are a way of organizing a lot of information so that users can switch between a lot of content in a limited space.
- Use Expandable Content over Horizontal Tabs when:
  - There are more than six tabs (however, if you prefer the aesthetic of Expandable Content for less than six tabs, feel free to use it)
  - Tab labels have more than four words
  - You are inserting a Q&A or FAQ
- When subheaders are included within a tab, they should be bold copy (standard "Paragraph" format) instead of a "Header."

Footers:

- Most child pages will inherit the same footer as their parent page. To create a unique footer, visit the dashboard of the entry site and click "Contact Information." Then, on the backend of the page, scroll down to where it says "Contact Footer" and choose the footer you created.

Headlines within components and body copy:

- Headlines used within text box copy, in the horizontal tab body copy, or in expandable content body copy do not use any "Headline" formatting. Instead, use the "Paragraph" format in bold.

Hyperlinks:

- Formatting Norms for Bank Street Sites
  - Hyperlinks in copy, including email addresses, should be blue and underlined. If the hyperlink doesn't automatically show up this way, highlight the link, click the "Formats" dropdown in the toolbar, and click "Underline Links in List."
  - For links not in copy or used at the end of body copy, use the Arrow Link format, an orange button, or a blue button.
  - If you are linking to a Bank Street webpage, capitalize all words (i.e., "Grading Page" is correct; "Grading page" is incorrect).
- Formatting Norms for Third Party Sites
  - Do not include URLs in body copy. Instead, use the full name of the website/source as the body copy for the hyperlink (i.e., "the New York State Teacher Certification Examinations website").
  - Capitalize the full name of any documents and include "(pdf)" at the end (i.e, "Transcript Request Form (pdf)" is correct; "Transcript Request form (pdf)" is incorrect; and "Transcript Request Form" is incorrect.
- Opening Hyperlinks in New Tab
  - When linking to one of the other Bank Street websites (i.e., if you're creating a hyperlink on the School for Children that leads to a page on the Graduate School site)
  - When linking to a PDF, Word, PowerPoint, or Excel document (or similar)
  - When linking to a news story on the Bank Street website
  - When linking to an external non-Bank Street website

Images:

- Per accessibility guidelines, images should not include design elements (i.e., a graphic overlay, icons, shapes, etc.) or hyperlinks.
- Before uploading, crop the image to the proper size for the component you are using as follows:

Image Type	Size (W x H)	Retina Size
Header (Slim)	1920 x 125	n/a
Header (Large)	1920 x 550	n/a
Header (Home)	1920 x 775	n/a
Row Background	1920 x 540	n/a
Row Background (Photo Background Extra Top Spacing)	1920 x 1080	n/a
Billboard	955 x 625	n/a
Card	460 x 350	920 x 700
Featured Content	945 x 665	n/a
Slider	900 x 500*	n/a
Post Image (News, Blogs, etc.)	370 x 285	740 x 570
Profile (Faculty, Alumni, etc.)	300 x 300	600 x 600
Vertical Tabs	720 x 672	n/a
Callout Row	600 x 390*	1200 x 740*
Tab Image	600 x 390*	1200 x 740*

**sizes marked with an asterisk are flexible in HEIGHT. The recommended height is listed*

- Always add alt-text for accessibility.
- Always change the file size from 300dpi to 72dpi so images are not slow to load.
- When saving your image:
    - When naming your image, do not use caps, spaces, or special characters. Use dashes between words. Always include "Bank-Street" in your file name to support SEO (i.e., lower-school-math-class-bank-street is correct; Bank Street math class lower school is incorrect).
    - Choose "Save for Web" option before closing to optimize colors.
    - Save as high-quality JPG. PNG can also be used for graphics.

Intro Text:

- Black italic copy only for subheadings. Subheadings are located directly underneath the page headers and utilize the Intro Text format. This copy should be brief and no more than two lines and may not include hyperlinks.

News Story Links:

- When embedding a link to a Bank Street news story (either via component or hyperlink), check off to "open in a new tab" so the breadcrumb navigation is not disturbed.

Number Facts:

- For copy underneath number facts, capitalize first letter of each word of copy if that word contains four letters or more.

PDFs:

- All PDFs uploaded to the site need to meet accessibility guidelines.
- All PDFs should be indicated as PDF by capitalizing the name of the document and adding (pdf) to the end (i.e., "Transcript Request Form (pdf)"). You may either:
    - Use a normal hyperlink within body copy
    - Use the Arrow Link format for a list of PDFs or PDFs at the end of body copy

Quotes:

- Quote Block and Alumni Quote components can be used to call out strong quotes and use them to enhance the design of a webpage.
- The difference is that an Alumni Quote is pulled from an "alumni profile," a content type that is created ahead of time on the dashboard. Quote blocks are built entirely from scratch, where you can manually input the quote, source, photo, etc.
- Content Guidelines:
    - Length of quote should be around 150-200 characters
    - Should not be used as the first component on the page. They should be used as the last (or close to the last) component on the page
    - If you are inserting more than one Quote Block or Alumni Quote, do not "stack" them and instead first insert a "Quote Slider" before adding either of the components
    - Please note that quotation marks are already built into the component, so they do not need to be input manually

Taglines:

- Tagline copy for the entry pages of each site must fit on one single line. Copy cannot continue onto a second line.

- Copy cannot include the same word or root word twice (i.e., “Educators” and “Education”).
- Taglines are created with the “Intro Text” option in the “Format” drop down menu.

Times:

- Use capital AM and PM next to a time notation with a space in between (3:00 PM).
- Use the full hour/minute time format (i.e., 9:00 AM is correct; 9 AM is incorrect).
- Use an en dash in between time notations (i.e., 9:00 AM – 3:00 PM is correct; 9:00 AM to 3:00 PM is incorrect).

Universal Child Page Norms:

- Use the following titles for common child pages for consistency:
    - About
    - Our Approach
    - Message from Our President/Dean
    - Why Bank Street?
    - Leadership
    - Our Team (instead of Staff)