Visual Style Guide:

Norms for Digital, Web, and Print Content

Last Revised: August 2024

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 :
Norms for Digital, Web, 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:

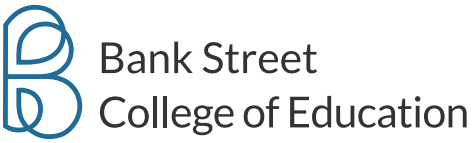
- Logos
- Letterhead
- Photo Release Forms & Signage
- Social Media Icons
- Visual Style Guide: Norms for Web and Print Content
- Digital Site Guide
- Email Signatures

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 circular seal logo. Each form has a set of usage norms (noted below).

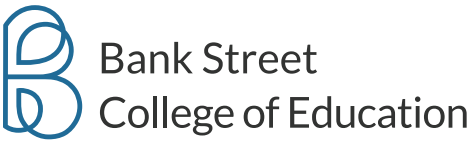
Our Primary Logo

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 dark blue and all text is gray.



Other Divisions:

The Graduate School of Education and Bank Street Education Center logos include the leafy B and division name in Bank Street dark blue and the words “Bank Street” in gray.





The School for Children logo includes the leafy B and division name in light blue and the words “Bank Street” in gray.



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 **communications@bankstreet.edu** to secure a program logo.

Bank Street
Occasional Paper Series

Bank Street
Continuing Professional Studies

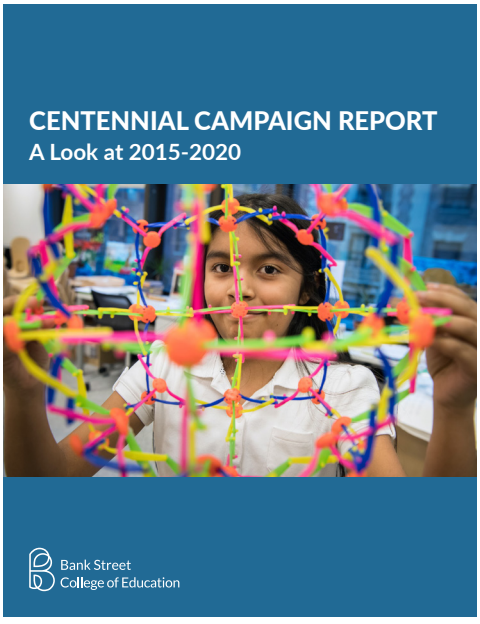
Bank Street
Family Center

Usage Norms:

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

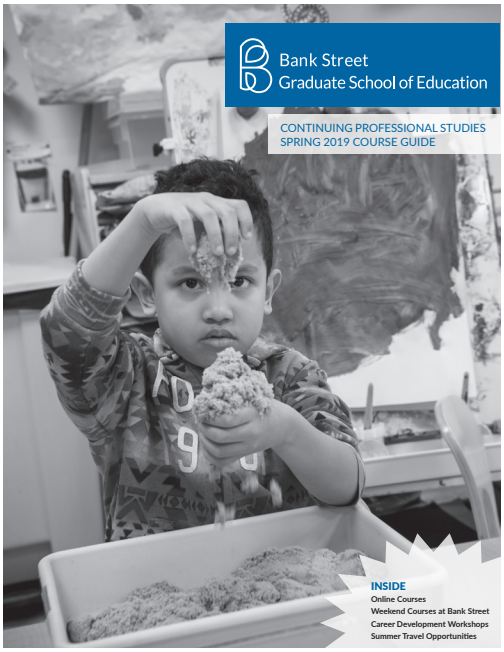
B logos are not created or used for events, conferences, or speaker panels. Materials supporting such activities should include a division or program logo.

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.

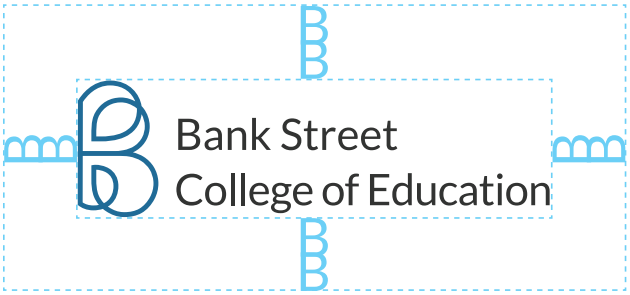


Example of logo aligning left in color block.

Logo Position and Spacing

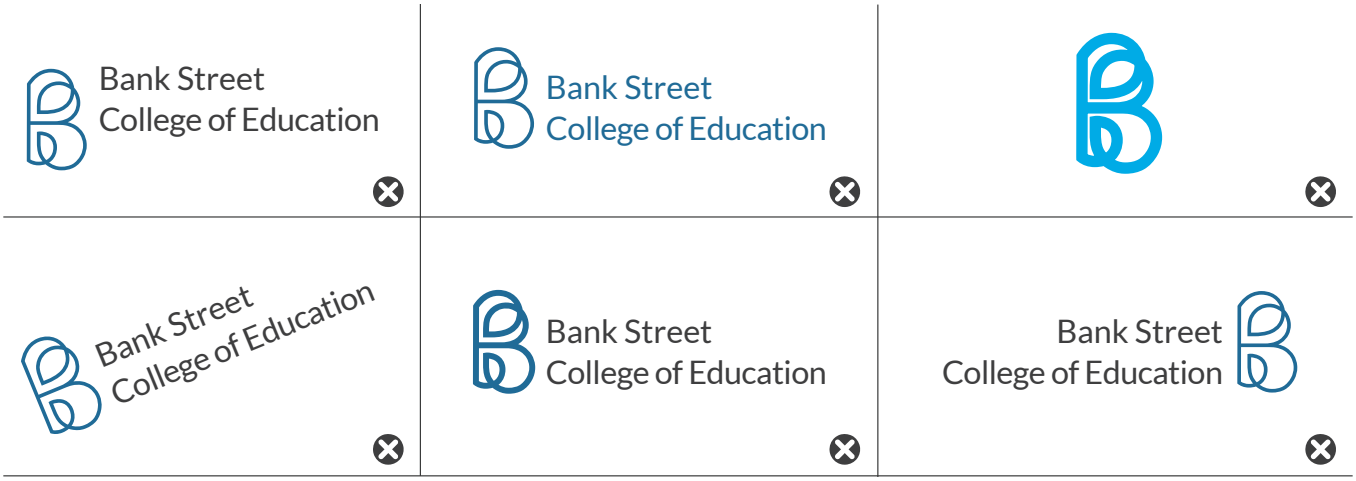
The logo features a strong column in the left side of the 'leafy B' symbol. This is further emphasized by the left alignment of the text. Hence, the logo wants to be aligned to the left.

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.



Circular Seal

Three circular seals exist to help distinguish external marketing materials. There is a different circular seal for Bank Street College, for the Graduate School, and for the School for Children.



The College circular seal represents all divisions and programs housed under or tied to Bank Street College. Similarly, the Graduate School circular seal represents all divisions and programs housed under or tied to the Graduate School of Education. The School for Children circular seal represents the School for Children, After School, and Summer Camp.

The College and Graduate School circular seals both use the Bank Street dark blue. The School for Children circular seal uses the School for Children light blue. Copy for both logos is black. Copy within the perimeter of each seal cannot be altered or customized.

Usage Norms:

Circular seals 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) as well as 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

Circular seal 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:

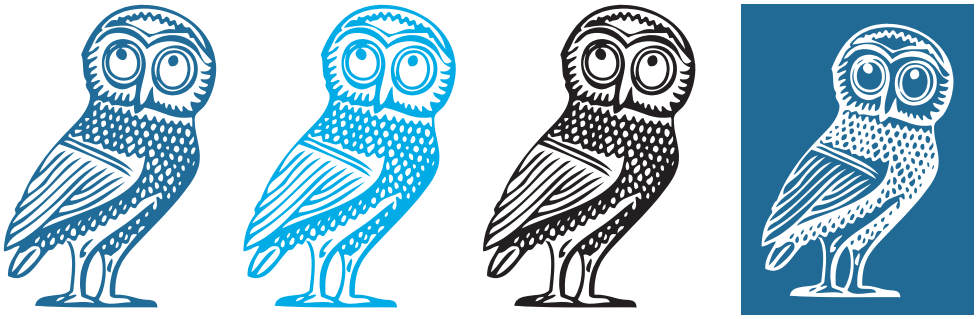
- Do not use on letterhead, small scale swag, social media icons, website graphics (including event listings), small printed materials (such as name cards or notepads); email signatures; and event signage (including step and repeats)
- Do not use the circular seals in black and white

Bank Street Owl Graphic

The owl is a graphic element used across Bank Street programs and divisions. It is based on the Owl of Athena in Greek Mythology and is a longstanding symbol of knowledge and wisdom. The owl is not an official Bank Street logo or mascot and is considered a secondary design element.

Usage Norms for Print and Digital Materials:

- Do not manipulate the owl by editing the illustration or adding elements to the owl design
- Do not substitute the Bank Street owl with another owl graphic
- The words “Bank Street” or a full Bank Street logo should also be included on materials that include the owl
- Publish the owl in the following colors: dark blue (#216A95), light blue (#099ECC), black, or white
- To download any of the above variations for use, please visit **bankstreet.edu/owl**
- On materials with a color background, only use the owl in white
- Do not overlay the owl on photographs or other graphic elements



Social Media Icons

For institutional social media accounts associated with Bank Street College, use one of the three icons below for your avatars or profile images. Each icon is available for download at **bankstreet.edu/social-media-icons.**



Colors

Colors are an essential part of the Bank Street identity and should follow specific usage patterns. The signature color for the College and the Graduate School of Education is the dark blue. The School for Children and programs affiliated with Children's programs can use the light blue as their signature color for internal and external marketing purposes to distinguish themselves and eliminate potential confusion surrounding the program objective: the education of children (vs. the education of adults). Below is a quick look at our color palettes:

Bank Street College & Graduate School of Education Palette



Lead Color	Secondary Color	Tertiary Colors	Grays
1	2	3	4

Children's Programs Palette



Lead Color	Secondary Color	Tertiary Colors	Grays
1	2	3	4

MARKETING AND COMMUNICATIONS MATERIALS

Bank Street College & Graduate School of Education

Lead Color:

Dark Blue
#216A95
PMS 3015
R:33 G:106 B:149
C:100 M:42 Y:0 K:21

Secondary Color:

Orange
#E16740
PMS 166
R:255 G:103 B:64
C:0 M:71 Y:88 K:0

Tertiary Colors:

Light Blue
#099ECC
PMS 639
R:0 G:158 B:204
C:94 M:3 Y:2 K:1

Pale Blue
#AEE9E8
PMS 317
R:174 G:233 B:232
C:23 M:0 Y:5 K:0

Yellow
#FEF380
PMS 393
R:254 G:243 B:128
C:2 M:0 Y:61 K:0

Grays:

Dark Gray
#333333
93% Black
R:51 G:51 B:51
C:69 M:63 Y:62 K:58

Light Gray
#666666
75% Black
R:101 G:101 B:101
C:60 M:51 Y:51 K:21

Pale Gray
#EBEBEB
8% Black
R:235 G:235 B:235
C:0 M:0 Y:0 K:8

Children's Programs

Lead Color:

Light Blue
#099ECC
PMS 639
R:0 G:158 B:204
C:94 M:3 Y:2 K:1

Secondary Color:

Green
#83D346
PMS 2286
R:131 G:211 B:70
C:44 M:0 Y:89 K:0

Tertiary Colors:

Dark Blue
#216A95
PMS 3015
R:33 G:106 B:149
C:100 M:42 Y:0 K:21

Pale Blue
#AEE9E8
PMS 317
R:174 G:233 B:232
C:23 M:0 Y:5 K:0

Yellow
#FEF380
PMS 393
R:254 G:243 B:128
C:2 M:0 Y:61 K:0

Grays:

Dark Gray
#333333
93% Black
R:51 G:51 B:51
C:69 M:63 Y:62 K:58

Light Gray
#666666
75% Black
R:101 G:101 B:101
C:60 M:51 Y:51 K:21

Pale Gray
#EBEBEB
8% Black
R:235 G:235 B:235
C:0 M:0 Y:0 K:8

WEBSITE COLORS

Below is the color palette that is used on the Bank Street website. Please note that these colors are part of a fixed theme on the backend of the site and may not be manipulated. This palette is included in this guide simply as a reference and is not meant to be used in print or digital marketing and communications materials.

Bank Street College & Graduate School of Education

Lead Color:

Dark Blue
#216A95
R:33 G:106 B:149

Secondary Colors:

Orange
#CE4A03
R:206 G:74 B:3

Light Blue
#099ECC
R:0 G:158 B:204

Greys:

Dark Gray
#333333
R:51 G:51 B:51

Light Gray
#666666
R:101 G:101 B:101

Pale Gray
#EBEBEB
R:235 G:235 B:235

School for Children

Lead Color:

Light Blue
#099ECC
R:0 G:158 B:204

Secondary Colors:

Dark Blue
#216A95
R:33 G:106 B:149

Green
#7AA230
R:122 G:162 B:48

Greys:

Dark Gray
#333333
R:51 G:51 B:51

Light Gray
#666666
R:101 G:101 B:101

Pale Gray
#EBEBEB
R:235 G:235 B:235

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/digital 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/digital materials, choose clear images that appropriately represent the Bank Street approach. Photography do's 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 15 for sizing chart).
- When uploading your image to the WordPress media library, always add alt-text for accessibility. Alt-text describes the image in simple language in 4-6 words, or longer if necessary. Learn more about accessibility in Bank Street's Accessibility Tip Sheet, which can be found on the Faculty & Staff Resources page on the website.

Fonts

The Lato font is used in its regular weight for the logo. In body copy, such as letters, reports, or RFPs created in Word, usage of the Lato font is not required. Suggested fonts are:

- Sans serif fonts such as Lato, Arial, Calibri, or Helvetica for headlines, display, and body copy
- Serif font such as PT Serif, Georgia, or Times New Roman for body copy

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

Website Design Norms

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.

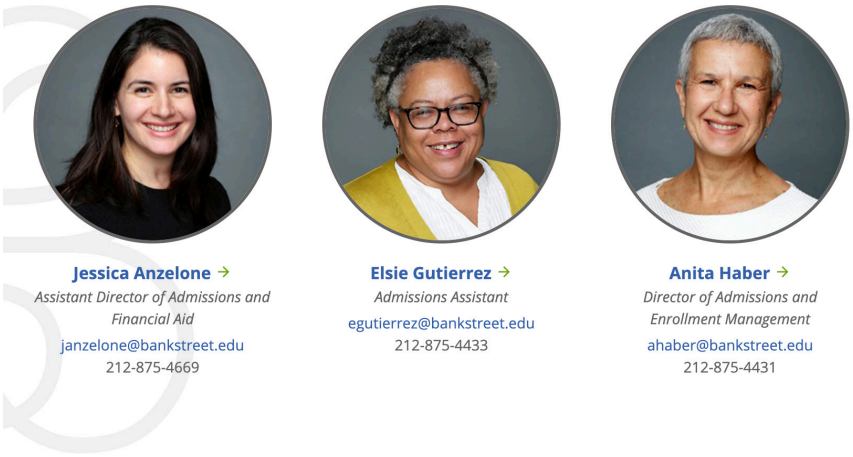
Ampersands:

- 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).

B Watermark:

- Use only one B Watermark per page.
- B Watermarks should only span the height of slim components such as Card Rows, Callout Button Blocks, Staff Feeds, Faculty Feeds, Headline Rows, and Number Rows.
- B Watermarks should not be used behind large components that can stretch past the height of a typical Card Row, Headline Row, and Number Row, such as Vertical Tabs and Billboards.

- To include the B watermark behind a component, add the “White Row with B Watermark” Row Preset and then add the desired component (example below includes Staff Feed).
- Do not add more than one component to the B Watermark, as this will stretch the height of the B across multiple rows.



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 homepage 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 typically 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).
- Do not include hyperlinks within introductory body copy on webpage as to avoid encouraging users to navigate off the page early on. Exceptions will be made on a case-by-case basis.

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.

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 setting).
- Most charts should have a border around all cells (see example 1). To do this, click anywhere on the table, click the “Formats” menu, and then click both “Responsive Table” and “Outlined Table.”
- In charts that have a border around all cells, bold the header row of the chart and the key summary line, if applicable (see example 1).
- In some cases, tables will look better without a border around all cells. If this is the case, click “Responsive Table” but do not click “Outlined Table.”
- In charts without a border (see example 2), the title of the chart should be inserted separately above the chart as “Paragraph” format text. The title text should be bold.

Example 1

TIME	ACTIVITY
8:00 AM – 9:00 AM	Complimentary coffee and bagels
9:00 AM – 11:15 AM	Choice between workshop or a visit to an early childhood program
1:00 PM – 3:15 PM	Workshops

Example 2

Private Lessons

All Grades	Private Piano	$40
All Grades	Private Voice	$40
All Grades	Private Guitar	$40

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 Listings:

Please email details about your event to your website liaison, who will post it on the Bank Street website. Your email should include the following information, if applicable:

- Title of the Event
- Date/Time
- Description
- Cost
- Contact
- RSVP Link
- Zoom Access Information

Event Norms

Events that are added to Bank Street's event listings **are:**

- Hosted by a Bank Street program or division
- External-facing and open to the public
- Occur within the next six months

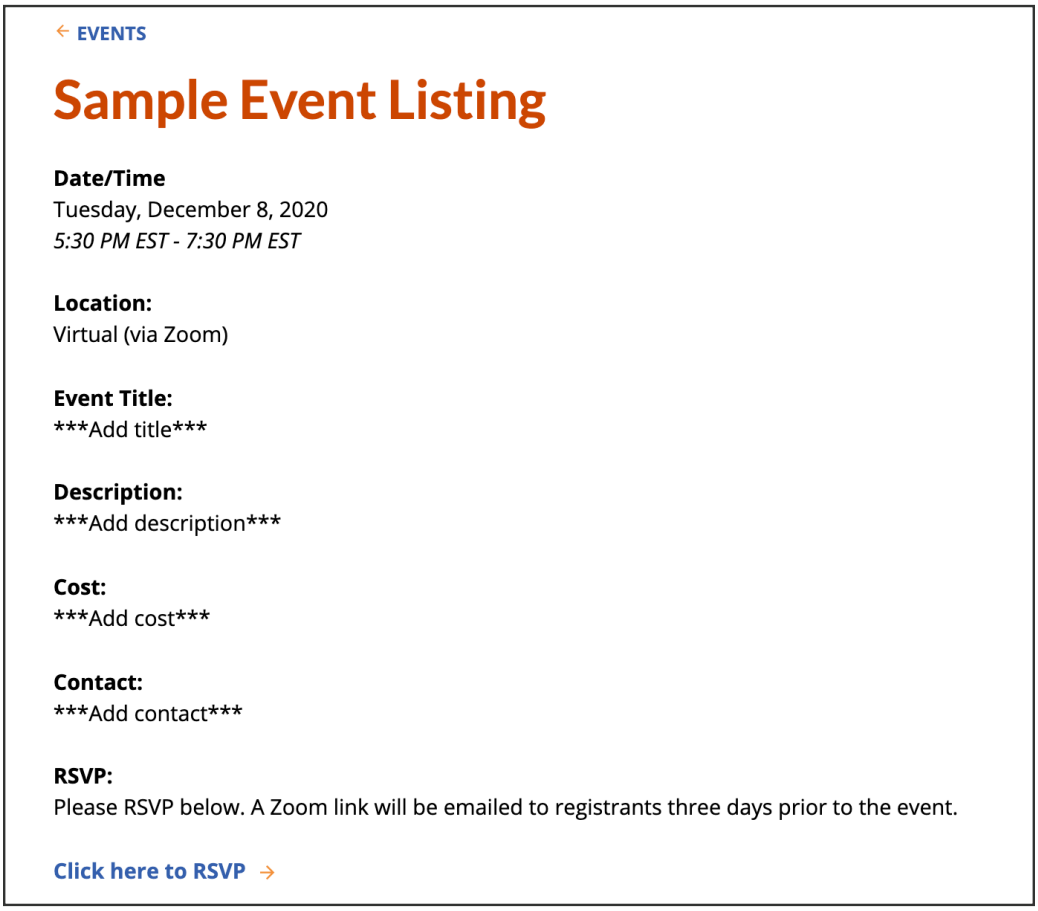
Events that are added to Bank Street's event listings **are not:**

- Internal Bank Street events or private, invite-only events
  - For example, parent or student events should instead be listed on the School for Children calendar
- Program announcements or updates
  - For example, a scheduling change to After School programming should be emailed to appropriate groups or posted on the After School webpage

Copy/Design Norms

- Please adhere to the built-in event template on WordPress when adding an event.
- Delete any headlines in the template that are not applicable to your event. For example, if the event is free, delete the "Cost" headline.
- Please add the location of the event into the template manually. Then, scroll down to the "Where" section of the page and check the box that says "This event does not have a physical location."
- In the "Contact" section, list the name of the point of contact for event questions. Underneath their name, include their hyperlinked email address.
- RSVP information should include either an email address, an Eventbrite link, or a Google Form link. Do not manage RSVPs through WordPress.
- RSVP section of email template has "Click here to purchase tickets." Change this to "Register" or "RSVP" if the event is free.
- Below the RSVP link, add a line of text that includes information about how and when attendees will receive the Zoom link.
- Proofread your content before posting to ensure that spelling, punctuation, and grammar are correct and links function properly.
- Photos are not needed for event listings; however, if you have a photo to support the text, please upload in the recommended 370 x 285 pixels. Logos should not be added to event listings.

Sample Event Listing



← EVENTS

Sample Event Listing

Date/Time
Tuesday, December 8, 2020
5:30 PM EST - 7:30 PM EST

Location:
Virtual (via Zoom)

Event Title:
Add title

Description:
Add description

Cost:
Add cost

Contact:
Add contact

RSVP:
Please RSVP below. A Zoom link will be emailed to registrants three days prior to the event.

Click here to RSVP →

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:

- Links on Bank Street sites:
  - When hyperlinks/email addresses are included within copy, they should be blue and underlined
  - For hyperlinks that stand on their own line, format as a button or an arrow link. If a link is used as the last word or phrase in a paragraph of body copy, format as an arrow link.
  - If you are linking to another Bank Street webpage, include the name of the page followed by the word "page" with the first letters of each word capitalized (e.g., "Bursar Page)
- Links to third party sites and documents:
  - Do not include full URLs in body copy. Instead, use the full name of the website/source as the body copy for the hyperlink (e.g., Student Loan website)
  - When linking to Microsoft Office documents, include the title of the document, capitalize the first letter of each word, and include the format at the end, such as (pdf), (Word), (PowerPoint), or (Excel). For example, "District-Wide Instructional Initiative Framework (pdf)"
- You should have links "open in a new tab" when:
  - When linking to another Bank Street website (i.e., a link on the School for Children site 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 (headline) 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 px	n/a
Header (Large)	1920 x 550 px	n/a
Header (Home)	1920 x 775 px	n/a
Row Background	1920 x 540 px	n/a
Row Background (Photo Background Extra Top Spacing)	1920 x 1080 px	n/a
Billboard	955 x 625 px	n/a
Card	460 x 350 px	920 x 700 px
Featured Content	945 x 665 px	n/a
Slider	900 x 500* px	n/a
Content Slideshow	900 x 500 px	n/a
Post Image (News, Blogs, etc.)	370 x 285 px	740 x 570 px
Profile (Faculty, Alumni, etc.)	300 x 300 px	600 x 600 px
Vertical Tabs	720 x 672 px	n/a
Callout Row	600 x 390* px	1200 x 740* px
Tab Image	600 x 390* px	1200 x 740* px

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

- 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 (i.e., lower-school-math-class-bank-street is correct; Bank Street math class lower school is incorrect). This supports Search Engine Optimization (SEO), which helps Google understand what your page is about so it can pull it up during a user search.
    - Choose "Save for Web" option before closing to optimize colors.
    - Save as high-quality JPG. PNG can also be used for graphics.
- Always add alt-text for accessibility. Alt-text describes the image in simple language in 4-6 words, or longer if necessary. Learn more in Bank Street's Accessibility Tip Sheet, which can be found on the Faculty & Staff Resources page on the website.

Intro Text:

- If you'd like to include a subheading directly below the title of the page, utilize the Intro Text format, which is black italic copy. The 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 Rows:

- For copy underneath Number Rows, 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 WCAG 2.0 accessibility guidelines to ensure those with disabilities can access the material. To make a PDF accessible, follow the instructions outlined in the Accessibility Tip Sheet on Bank Street's Faculty & Staff Resources webpage.
- 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. 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

Tagline Text: Homepages

- Approved tagline text for the Bank Street College, School for Children, and Graduate School homepages serves as a short and engaging representation of each division's scope of work and may connect to larger marketing initiatives.
- Tagline text is not used to promote specific events or programs.
- Copy cannot include the same word or root word twice (i.e., "Educators" and "Education").
- Proposed changes to tagline text should be brought to the Website Advisory Committee through the appropriate division liaison. Liaisons are responsible for editing tagline text.

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
    - Publications
    - Our Team (instead of Staff)